



THE OHIO STATE UNIVERSITY

Social Media 101

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Social Media: Getting Started

Assess your club or society's needs

- Why do I want to use social media (engagement, fundraising or awareness)?
- How can this help alumni stay connected to the university?
- Do I have time to update the accounts on a regular basis (at least 2-3x/week)?
- What value can I provide to alumni in my area?

Before you start an account, learn as much as you can about the platform!

If you don't know how to use a certain platform, take a week or two and learn as much as you can about the platform.

Do you already have an account but cannot access it?

Do NOT create another account! It will confuse your audience. Instead, try to find the manager of the account and ask for access.

You have a social media account but rarely use it.

Talk to us. We'll help you weigh the pros and cons of either keeping the account active or deleting it.

Brand Toolkit

Access the Toolkit available in Buckeye Box for social media avatars and cover photos.



Hashtags & University Accounts

Official university hashtags

- #BuckeyeForLife (all, alumni association)
- #GoBucks (athletics)
- #BuckeyesGive (fundraising, pay forward, volunteering)
- #OSUGrad (commencement)

The Ohio State University Alumni Association

Facebook: www.fb.com/ohiostatealumni

Twitter: www.twitter.com/ohiostatealumni

Instagram: www.instagram.com/theohiostatealumni

Jim Smith (President & CEO): www.twitter.com/osujimsmith

Ohio State University

Facebook: www.fb.com/osu

Twitter: www.twitter.com/OhioState

Instagram: www.instagram.com/theohiostateuniversity



Account Promotion

- Listen 100% of the time and be accessible
- Add links to your social media accounts to your email signature
- Promote your presence via newsletters, emails and events
- Create a 'voice' for your platforms
- Begin to share content that resonates with your audience
- Patience
- Find influencers and engage with them



OSU Alumni Chicago
@ChiOSUAlumni

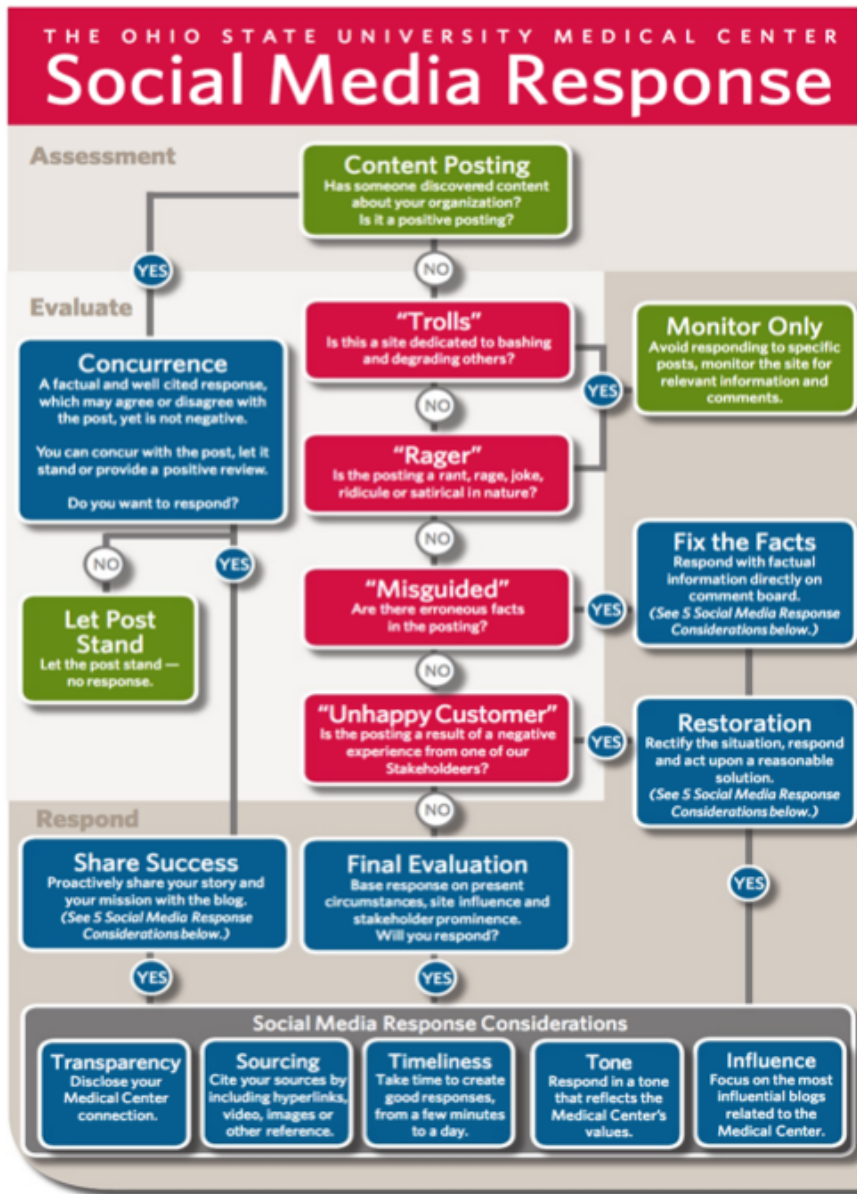
Following

It's not too late! Buy your tickets today to the Scarlet & Gray Soiree! See you there!

#buckeyeforlife #osuacc #buckeyeforlife
#chicagobuckeyes #scarletandgraysoiree

scarletandgraysoiree.eventbrite.com





Social Media Engagement

- A conversation with your audience
- Schedule posts but be aware of current news
- Avoid posting opinions. Only use facts about club or society events
- Gain feedback about your events and programs
- Provide timely information to your audience
- Amplify appropriate messages



Alumni Fire

- osu.alumnifire.com
- Great resource for making professional connections
- Search for other Buckeyes in your profession or geographic location
- You're able to target individuals for a particular need (i.e. a treasurer or social media chair)
- Publicize networking events
- Post links or discussion items on the bulletin board

The screenshot shows a user profile for Colin Veatch, who works at Ohio State. The profile includes a circular profile picture, the name 'Colin Veatch - Works at Ohio State', and a list of actions: 'Search Buckeyes', 'Post to the Job Board', 'Post to the Events Calendar', and 'Post to the Bulletin Board'. Below this is a section titled 'I offer' with a red 'Edit' button, containing three items: 'Introductions & networking', 'Informational interviews', and 'General career advice'. At the bottom is an 'About' section with a red 'Edit' button, listing 'Lives in Columbus, OH', 'Works at The Ohio State University Alumni Association', and 'Works in Higher Education'.

The screenshot shows the 'Your Event Post' form. It includes several fields: 'Select an event category' (Required), 'Add a title' (Required), 'Write a detailed description of your event', 'Include a link to an event page', 'Add a location for your event' (Required), 'Or set event as online-only', 'Starts at 7:00pm' (with a dropdown arrow), '12/04/2017' (Required), 'Add an end time', 'Timezone: America/New_York Change Time Zone', and 'Don't want this posted immediately? Add a post date >'. A red 'Save' button is located at the bottom right.



Facebook Pages

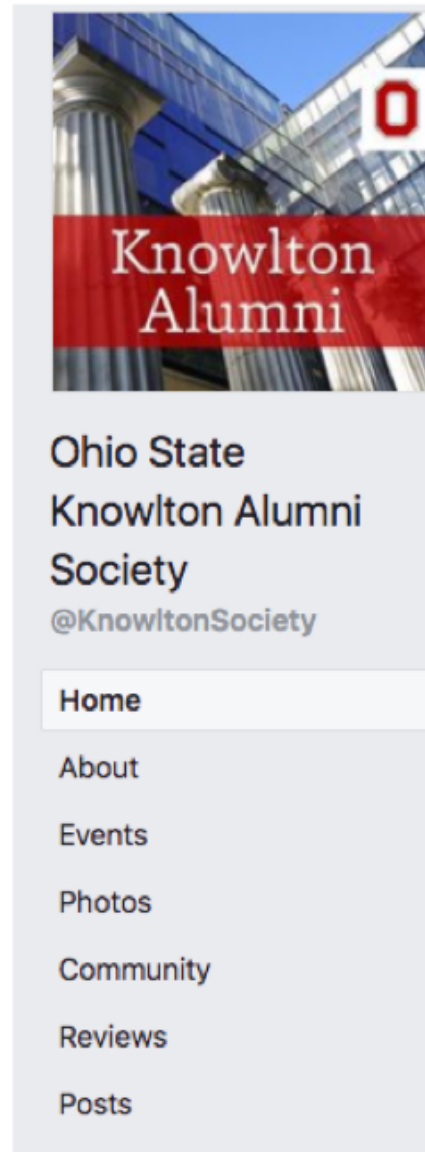
- Pick an engaging cover photo
→ Facebook Covers
- Use your logo as your profile picture
- Complete the about section
- Add a call to action button where people can sign up for your club or society

Facebook Groups

- Make sure that your group page is “public”
- Invite those event attendees to like your page
- Attach links for scholarship donations, membership payments, or event RSVPs

Facebook Events

- Create a Facebook Event for all of your events and programs
- Include a Facebook event photo → Canva





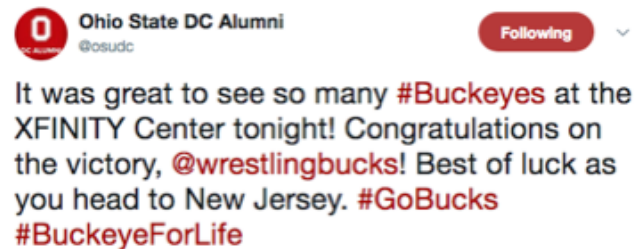
Twitter

- *A picture is worth a thousand words*
- Profile photo = group avatar found inside Toolkit in Buckeye Box
- Cover photo → [database](#)
- Follow event attendees
- Every post needs a link, image or graphic



Official university hashtags

- #BuckeyeForLife
- #GoBucks
- #BuckeyesGive
- #OSUGrad



12:23 AM - 6 Jan 2018 from College Park Marriott Hotel & Conference Center



Helpful Hints, Tips and Tricks

- Establish specific goals
 - Identify a strategy or create a 3-month plan for using social media account(s)
 - Create meaningful yet concise posts
 - Maintain a consistent and happy user tone that says “Go Bucks!”
 - Respond with positive comments
 - Use official university hashtags
 - Always provide contact information on your “about” page
 - Use consistent usernames throughout all group social media (e.g. @OhioStateAlumni)
 - Use the Toolkit in Buckeye Box for on-brand avatars
 - Proper spelling, punctuation and grammar
 - Include a photo, image or video in every post
- Avoid ...**
- Having more accounts than you can manage
 - Posting photos/videos that aren’t your own
 - Amplify these messages instead!
 - Images of current or former Ohio State Athletes
 - Any posts over 100 words
 - Posting opinions on politics, religion or anything other than information about events, photos, or group activities
 - Photos or videos displaying alcohol



	Average Frequency	Suggested Times	Image Size (pixels)	Notes
Facebook	1-2x per day	- 9 a.m. - 1 p.m. <i>(most shares)</i> - 3 p.m. <i>(most clicks)</i>	- Cover image: 820x312 - Profile image: ≥180x180 - Shared image: 1200x630 - Shared link: 1200x627	- Thursday & Friday – 18% more engagement - Saturday & Sunday – 32% more engagement - Copy can be slightly longer, more engaging posts - For best image quality, use PNGs — especially when images include text - Images should contain <20% text - Character count: Most effective: 40 characters - Native video: ≤120 seconds
Twitter	2-5x per day	- noon - 3 p.m. - 5 p.m. - 6 p.m.	- Cover image: 1500x500 - Profile image: 400x400 - Timeline image: 506x253	- Users are 181% more likely to be on Twitter during their commute & on Wednesdays at noon and between 5-6 p.m. - No more than 3 hashtags - Character count: 280 max, most effective: 120-130 characters - Native video: ≤140 seconds
Instagram	2-3x per week	- 8-9 a.m. - 5 p.m.	- Profile image: 110x110 - Timeline image: 1080x1080 <i>(no longer limited to square)</i> - Stories: 750x1334 <i>(100kb, 15 sec. max.)</i>	- Avoid posting 3-4 p.m. - Best to post during off-work hours - Need to create graphic and video content - Character count: ≤125 characters, maximum of 30 hashtags
LinkedIn	1x per day	- 7-8 a.m. - noon - 5-6 p.m.	- Cover image: 1536x768 - Profile photo: 300x300 - Shared image: 1200x627 - Shared link: 1200x627	- Users are more inclined to read LinkedIn in the morning, similar to a newspaper - Character count: post headline – 100, post body – 40,000

*These are suggestions, your analytics will be able to truly guide your strategy! ¹

*All photos and videos should be taken horizontally. Unless the subject of the photo is uniquely vertical like the Eiffel Tower.



Inspire Participation Get followers involved your cause, start conversations with followers, promote events & campaigns, tell stories.

Proven strategies

- Create a separate Facebook page for each event.
- Encourage "celebrity" participation and repost from other pages.
- Produce content, images and assets for use by participants.
- Update social pages during live events with photos, videos, etc.
- Create posts to follow up with and thank donors/participants.
- Hashtags create a community of support, use popular or trending hashtags to join larger conversations.

General Tips²

- ☐ Is your content relevant to your audience? Does it pass the "will they care" test?
- ☐ Listen & respond to comments and questions.
- ☐ Consistently demonstrate the impact of your work across social media channels.
- ☐ Engage online ambassadors to spread the word about your cause (students, faculty, staff, etc.)
 - Utilize your community to provide content & help develop your cause (RT, QT, shares).
- ☐ Share resources, articles and blog posts that are helpful to your audience.
- ☐ Post a good mix of photos, videos and graphics — use www.canva.com to create free, quick and easy graphics.
- ☐ Tell your supporters you're active on social media!
 - e.g. Share buttons on email signatures and web pages, as well as printed on all marketing materials.
- ☐ Value quality over quantity.

****It's better to do well on two platforms than be sub-par on four or five.**

Importance of Rich Media

Ranking of Rich Media

1. Video
2. Animation
3. Graphics/GIFs
4. Text only

Benefits

- Increased engagement and interaction with your audience.
- The audience is able to view, read or hear your content.
- Your content stands out in cluttered timelines.
- Increased ROI (return on investment) and website traffic.
- Rich media works great on mobile.

Additional Resources:

[The 2017 Social Network Image & Video Size Guide](#)

[The Social Media Goldmine for Nonprofits](#)

² <https://www.mobilecause.com/online-fundraising-guide/social-media/>



Questions?