Best Practices in Social Media

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Social Media’s Growth

A few statistics:

• Over 500 million Facebook users
• Over 1 billion tweets per month on Twitter
• Over 13 billion photos on Facebook and Flickr alone
• Over 200 million blogs
• Over 1.4 billion email users
Why Use Social Networking?

• Marketing/Branding
  – Be where the viewers are vs. making them come to you
  – Control organization’s image within the discussions
  – Create ways to “bond with the brand”
  – Create more loyalty, respect
  – Recruitment tool

• Public Relations/Reputation Management
  – Efficient dissemination of information
  – Monitoring of discussions, anticipate issues
  – Provides ways to humanize stories

• Cost Efficiencies
Overview of VCU’s Social Media Initiatives
Universities Ahead of the Curve

Colleges and universities adopt social media to recruit and research potential students. They outpace corporate adoption of new communications tools and technologies.
Social Media Initiatives Underway University-wide

- **Marketing**
  - Facebook, YouTube, MySpace, LinkedIn, Delicious, Flickr
- **Communications & Public Relations**
  - Twitter, RSS Feeds, Facebook, YouTube
- **Alumni Relations**
  - Facebook, LinkedIn, Twitter
- **Athletics**
  - Blogs, YouTube, Facebook, Twitter
- **Admissions**
  - Chat University, Blogs, Facebook
- **Advising/Teaching**
  - University College, Center for Teaching Excellence, School/Department information
- **Technology Services**
  - Facebook, Twitter, Yammer
Social Media Platforms
(The “Big 4” and more)
• Facebook has over 500 million users worldwide.
• 50% of active users log on to Facebook daily.
• More than 150 million people access Facebook on their mobile devices.
• There are 700 status updates every second.
• People spend over 700 BILLION minutes per month on Facebook.
• Facebook has topped Google for weekly traffic in the U.S.
Facebook Pages:

- Pages allow administrators to promote events, post news items and engage with fans.
- More than 20 million people become fans of pages each day.
- The average user becomes a fan of 4 pages each month.
• Twitter allows users to send “tweets” or messages of 140 characters or less.
• There are over 106 million accounts on Twitter…the user number increases 300,000 every day.
• Users send 55 million tweets per day.
• Ashton Kutcher & Britney Spears have more followers than the entire populations of: Sweden, Israel, Switzerland, Ireland, Norway, and Panama.
• The leader in online video, and the premier destination to watch and share original videos worldwide through a Web experience.
• YouTube is the 2nd largest search engine in the world.
• YouTube’s user base is large in age range, 18 – 55.
• 51% of users go to YouTube at least once a week.
• Over 100 hours of video are uploaded every 4 ½ minutes.
LinkedIn is an online network of more than 75 million experienced professionals from over 200 countries.

A new member joins LinkedIn approximately every second.

80% of companies use social media for recruitment; 95% of these companies use LinkedIn.

Executives from all Fortune 500 companies are LinkedIn members.

India is currently the fastest-growing country to use LinkedIn.
• Flickr is one of the world’s best online photo management and sharing applications.
• Flickr hosts more than 4 billion images.
There are over 200 million blogs.
77% of internet users read blogs.
58% of bloggers say that they are better-known in their industry because of their blog.
15% of bloggers spend 10 hours or more each week blogging.
38% of bloggers post brand or product reviews.
• Foursquare is a mobile application that makes cities easier to use and more interesting to explore.
• Foursquare has almost 3 million users.
• Over 15,000 venues are experimenting with special offers on Fourquare.
• Foursquare helps businesses promote events.
• Facebook competes with Foursquare using “Facebook Places”
Delicious serves as a “bookmarking” site.

Users tag, save, manage and share Web pages and content from a centralized source and see what’s hot with other users by checking out popular tags.

Social bookmarking sites are “smart.” They suggest content to users based on what people with similar profiles have liked.
Tips for Using Social Media
Basic tips for using new media

• Don’t duplicate your Web site, brochure, newsletter
• Start with your friends
• Embrace your audience
• Keep it personal, real & authentic
• Encourage personal opinions and stories to drive engagement
• Use titles effectively to get readers’ attention
• Use often
• Build maintenance time into your schedule
• Monitor what people are saying
Advertising

- Target your audience

- Ad pricing for Facebook & LinkedIn – pay per click (CPC) or pay per impression (CPM)

- Track the progress
Measuring Success

- Supporter demographic report or “Insights”
- Number of new supporters
- Engagement of supporters
- Number of shared posts
Questions?