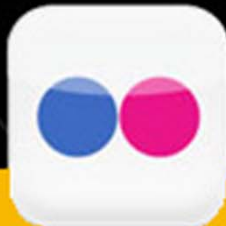


Virginia Commonwealth University

VCU



Impact of Social Media

Today's Agenda

- Overview of Social Media
- Who's on Social Media?
- Developing a Social Media Strategy
- Tips, Basics and Best Practices
- How to Measure Success
- Social Media's Growth

Overview: What is Social Media?

- Social media refers to online tools and services which allow an exchange of ideas, information, videos, pictures, and graphics — just about anything you can name.
- Social media also allows easy sharing and distribution of existing content to others so that professional work can be shared through networks.

Overview: Types of Social Media Services

- Bookmarking Sites and Social News Sites ([Digg](#))
- Blogs and Microblogs ([Twitter](#), [Tumblr](#))
- Social Networking Sites ([Facebook](#), [Google+](#))
- Shopping Sites ([Amazon](#))
- Multimedia Sharing ([YouTube](#), [Flickr](#))
- Virtual Worlds ([World of Warcraft](#), [Second Life](#))

Who's on Social Media?

Organizations



Individuals



Developing a Strategy

1. Define your audience
2. Adopt a point of view
3. Allocate resources

Tips

- Make it easy and non-threatening for your audience to participate
- Write content that's worth sharing
- Acknowledge and recognize your audience
- Integrate all of your marketing efforts
- Don't try to keep up with the Jones'
- Be entertaining, informative, and most importantly genuine

The Basics

- Don't duplicate your Web site, brochure, newsletter
- Start with your friends
- Embrace your audience
- Keep it personal, real & authentic
- Use often
- Build maintenance time into your schedule
- Encourage participation

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Top 5 best practices:

1. Do some Spring cleaning!
2. Beef up your information section.
3. Be active/share.
4. Follow industry influencers and companies/groups of interest.
5. Quality vs. Quantity



Top 5 best practices:

1. Who do you want to be?
2. Think SEO (Search Engine Optimization).
3. Be active/share.
4. Follow industry influencers and companies/groups of interest.
5. Aim to chat, not sell.



Top 5 best practices:

1. Think SEO (Search Engine Optimization).
2. Be active/share.
3. Follow industry influencers and companies/groups of interest.
4. Aim to chat, not sell.
5. Don't talk about your new shoes!



Tips for all platforms:

- Have a consistent brand
- Engage
- If it's posted, it's public
- A little self-promotion goes a long way, but braggers are equally if not more annoying online than they are in person.
- You don't have to be everywhere
- Connect virtually. Bond locally.



How to measure success

How to Measure Success

facebook

Here is this week's summary for your Facebook Pages:

[Learn more about how to update via mobile](#)

 **Virginia Commonwealth University**

21,120 monthly active users ▲4,937 since last week

33,675 people like this ▲180 since last week

340 wall posts and comments this week ▲70 since last week

2,730 visits this week ▲549 since last week

- Send an update to people who like this
- Visit your Insights Page
- Promote with Facebook Ads

Insights [See All](#)


16,606 ▲ Monthly Active Users


67 ▲ Daily New Likes

55,537 ▲ Daily Post Views

8 ▼ Daily Post Feedback

Insights are visible to page admins only.



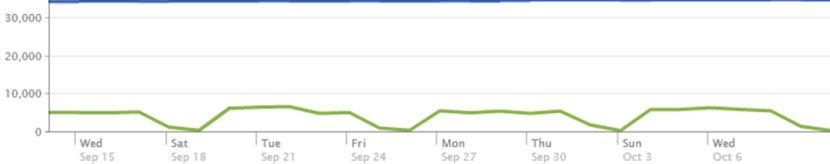
 **Virginia Commonwealth University** [Export](#) [Create an Ad](#)

[View Page](#) · [View Old Page Insights](#)

Users [See Details](#)

Monthly Active Users	Daily New Likes	Total Likes
16,445 ▼ 2%	44 ▲ 7.3%	34,669 ▼ 0.02%

Total Likes Active Users

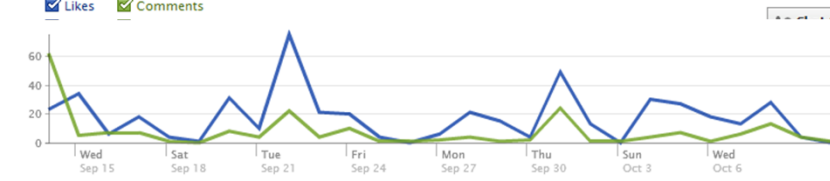


Interactions [See Details](#)

Daily Post Views	Daily Post Feedback
1,551 ▼ 76%	85 ▲ 118%

Page Content Feedback?

Likes Comments



How to Measure Success

Write a comment...

 **Virginia Commonwealth University** Come get your green on with [Vcu Goes Green](#) for the VCU Day of Sustainability this Friday at the Commons Plaza from 11 a.m. to 3 p.m.!

 **VCU Day of Sustainability**
Location: VCU University Student Commons Plaza
Time: 11:00AM Friday, October 15th

19,366 Impressions · 0.06% Feedback
Yesterday at 10:42am · [Comment](#) · [Like](#) · [Share](#) · [Flag](#)

 Vcu Goes Green and 10 others like this.

Write a comment...

 **Virginia Commonwealth University** Who's going to the Richmond Folk Festival this weekend? What are you most excited to see?

19,634 Impressions · 0.19% Feedback
October 8 at 3:28pm · [Comment](#) · [Like](#) · [Promote](#)

 25 people like this.

 [View all 13 comments](#)

 **Pcm IV** Bunch of hillbilly retards getting drunk. No thank you. [×](#)
Saturday at 2:29pm · [Like](#) · [Flag](#)

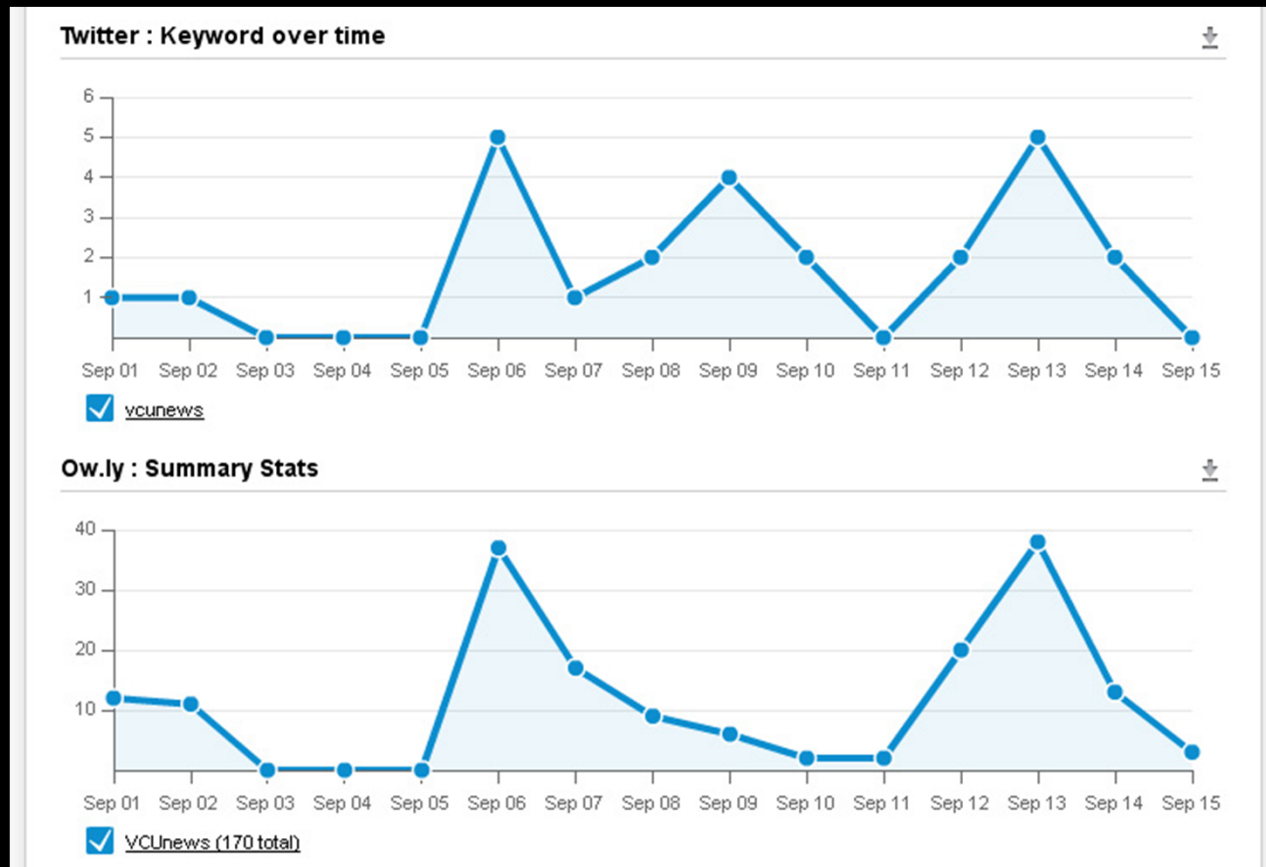
 **Tristana Nesvig Trani** I'm not sure you understand much about the festival. Definitely not hillbilly. Tiny bit is from the hills, but just about every genre from around the world - Haitian, Brazilian, Go Go, Cajun, Iranian, Blues, Funk... You must check it out next year Pcm IV. [×](#)

How to Measure Success



A screenshot of a Klout notification. On the left, there is a large orange speech bubble containing the number '49' in white. Above the bubble is a small red icon with a white 'K'. To the right of the bubble, the text reads: 'Congrats! Your Klout Score has increased by +3 in the past 30 days.' Below this text are three social media sharing buttons: a teal 'Tweet' button with a Twitter icon, a blue 'Share' button with a Facebook icon, and a blue 'Share' button with a LinkedIn icon. Further down, the text says: 'You influence Mark Herzog But they aren't signed up for Klout yet! Increase your verified connections today.' To the left of this text is a small profile picture of Mark Herzog with a red '40' icon below it. At the bottom right of the notification is an orange button that says 'INVITE TO KLOUT'.

How to Measure Success



Advertising

- Target your audience
- Ad pricing for Facebook & LinkedIn – pay per click (CPC) or pay per impression (CPM)
- Track the progress

The image displays three social media advertisements arranged in a grid. The top-right ad is for USC, featuring the university's logo and text about a teaching credential program. The middle-left ad is for Gymboree, showing the brand logo and a colorful bar with numbers 1-7, along with text about children's birthday parties. The middle-right ad is for Pet Photography, showing a dog in front of a classical building and text about unique photographic experiences. The bottom-left ad is for Holmes on Homes, featuring a man's photo and text about home renovation services on HGTV.

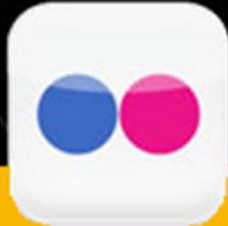
Become a teacher
USC
UNIVERSITY
OF SOUTHERN
CALIFORNIA
Get a masters and teaching credential from the University of Southern California's Master of Arts in Teaching program delivered online

Gymboree Birthday Parties
GYMBOREE
GROWING YOUNG MINDS.
1 2 3 4 5 6 7
Have your child's next birthday party at Gymboree! We will make their special day unforgettable.

Holmes on Homes™ on HGTV
HOLMES ON HOMES
Renovation ripoff? Crooked contractor? Watch Mike Holmes Make It Right™ Saturdays at 8:00am/7c on HGTV.

Pet Photography
We specialize in unique photographic experiences for your pet at our VA farm studio, your home, or try the Washington, DC monuments!

Social Media Growth



Questions?