TAKING THE FEAR OUT OF FACEBOOK (AND OTHER SOCIAL MEDIA)

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The incoming class of 2016 was born into cyberspace

- Using a computer has always been a part of their lives
- Outdated icons with images of floppy disks for “save,” a telephone for “phone,” and a snail mail envelope for “mail” have oddly decorated their tablets and smart phone screens
- For many students, email is passé – even watches have been replaced with cell phones
- They spend more time on social networking sites than on email

Source: Beloit College’s Mindset List www.beloit.edu/mindset
What Are the Big Social Media Sites?

- **Facebook**
  - More than one billion monthly active users

- **Twitter**
  - More than 200 million active users

- **LinkedIn**
  - More than 283 million members

- **Instagram**
  - More than 130 million active users

- **Tumblr**
  - More than 215 million active users

- **Pinterest**
  - More than 70 million active users

Source: Expanded Ramblings, August 2013
What’s In It for My School?

- You can meet students where they are
  - Get the message out effectively

- Larger reach using fewer resources
  - Answer common questions
  - Reduce phone calls by addressing simple issues
  - Shorten lines and office traffic
  - Increase campus involvement and engagement
  - Connect students, families, prospects, alumni, educators and administrators
What Are the Risks for My School?

► I already have a lot on my plate!
  ▪ It’ll take too long to monitor

► I still have a flip phone!
  ▪ There is a lot of technology, not sure of the right platforms

► What if the conversation becomes unprofessional?
  ▪ Don’t know how to handle negative comments

► I have no idea what to say!
  ▪ Not sure what to write
You can dedicate as much (or as little) time
  ▪ It need not consume all of your time
  ▪ Many tools allow you to easily manage all social media interactions using one place.

Create a social media strategy
  ▪ Create a social medias strategy
  ▪ Define platforms and content strategy
  ▪ Create policies, processes and procedures

Enlist help and support
  ▪ Hire a student to manage your social media efforts
  ▪ Talk to peers
  ▪ Research what others are doing
Stop, Listen…and Learn!

► **What’s being said about you?**

► **Keywords – make sure they’re spelled correctly!**

► **Listening tools for social media management:**
  - Google Alerts
    - Email updates of the latest Google results (Web, news, etc.) based on your choice of query or topic
  - Social Mention ([www.socialmention.com](http://www.socialmention.com))
    - Similar to Google alerts but for social media
    - Receive daily email alerts about what’s influencing your reputation
  - Social Media Tools
    - Shoutlet, Wildfire, TweetDeck, HootSuite and more
What’s Facebook Already Saying About You?

► Wikipedia has the right to create a Facebook page based on its content

► If this was your Facebook page, is this what you’d want it to say?

► Would you rather control the message and interact with your fans?
What is Twitter?

- Posts called “tweets” go out at 140 characters or less

- Conversations are much more difficult
  - You have to be creative to engage with students and potential students in 140 characters. You can use URL shorteners like bit.ly to share a link with more information.

- Think of it as the ticker tape in Times Square
  - Your message gets out there, but you can’t control it once it’s out
What is LinkedIn?

- Used primarily as a business networking tool

- Great for your alumni office, but your students probably don’t use it yet
  - About 9 million members (worldwide) are recent college graduates

- You may want to use it personally to build your own professional network!
Brands are Taking the Wrong Approach to Social and Here is How to Fix That

by Emma Pauw • 0 Comments

Social media is undeniably an integral part of our daily routine and brings huge benefits to both our business and personal lives. As these benefits become more apparent, an increasing number of brands and businesses are integrating social media into their overall marketing strategies. These platforms give brands a free and invaluable way to connect with clients (both current and potential), spread brand warmth, monitor competitors, manage customer service, gain customer insights and drive website traffic…so what’s not to love?

Yet, many brands are jumping feet first into the social media realm without truly understanding the basics; mainly, how to post content. This seems like a no-brainer to some people, yet many brands still don’t know the most basic and fundamental ‘rules’ of social media. Yes, social media is integral to your brand, but going out all guns blazing with no planning or strategy may in fact do more harm than good.
If I Can Only Be On One, Which One Should it Be?

- Allows you more control of your message
- Easier to manage
- Turns a post into a conversation
- Lets you post more content
- Can promote campus events
- Can host campaigns and contests
How Do You Create a Facebook Page?

► **Official rep of an organization**
  - A public profile that enables you to share your organization’s information with the public

https://www.facebook.com/pages/create/
Create

- Be interactive!
- Create great Conversation starters!
- Use relevant keywords in “About Us” box
- Include FAQ’s and photos when appropriate
- Use email to announce your page
Step By Step - Facebook

- Pick a category and name
- Add a profile picture
- Add information
- Make the content rich and engaging
- Update regularly with rich and engaging posts
  - Photos continue to be an engaging format
- Understand metrics (likes, shares, clicks, etc.)

- [www.facebook.com/about/pages](http://www.facebook.com/about/pages)
Promote

- Social media badges (Facebook, Instagram, etc.) on your website

- Cross-promote
  - Such as signature lines in general email account
    - “Like us on Facebook @YourSchool Financial Aid Office”

- Host contests to gain followers and to generate user content
  - Give incoming Freshman advice on how to be successful

- Interact
  - Use your website to push information
  - Make students, faculty, alums your advocates
Listen & Respond

- Monitor social media for references to
  - Financial aid at your school

- Respond to students who tweet about
  - their financial situation
  - their expectations about financial aid
  - their direct comments impacting your office
Examples:

facebook
Examples:

Could Lose Financial Aid for Keeping Aid Money After Students Dropped Out

Gretchen Kraft
September 22 at 10:01pm

My son’s financial aid has been screwed up by your ditzy office! Very horrible experience. I had to go there nine times. It seems like one know how to correct anything.

• Percentage of brands that respond to negative social media posts within 24 hours: 70% (Tweet this stat) Last updated 3/7/14
Sallie Mae’s Preferred Social Media Channels

**Facebook**
- **Role:** Provide a friendly forum for Sallie Mae and consumers to engage in meaningful, relationship-building dialogue.
- **Content:** Education hot topics, tips for and outreach to Sallie Mae customers, relevant articles.

**Twitter**
- **Role:** Serve as a timely, mass-messaging system to keep our consumers “in the know” and allow for targeted resolution of consumer issues.
- **Content:** Bite-sized news or advice that consumers would benefit from knowing *right now.*
What Sallie Mae Does on Facebook

- Assist our customers
- Develop a community where “fans” can learn about how to save, plan and pay for college
- Share other helpful information about financial literacy and other relevant topics
Interactive Question and Answer Session
Discussion Topics

► How to utilize social networking to improve communication with students and families

► How to successfully integrate social networking into day-to-day business goals

► Best practices

► Lessons learned
  ▪ Challenges faced and overcome
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