Social Media Planning

With Amanda Cox
Social Media Revolution 2013
Why do we need Social Media?

- Reach – who is your audience?
- Relevance – it’s not the medium...it’s the message.
- Relationships – care about your sphere.
Different Strokes...

- Facebook
- LinkedIn
- Twitter
- YouTube
30-90 day plan

- Plan out 30 to 90 days of content

- Have a written goal for your different accounts
What do I say?

- Think about your target audience and write content around what applies to THEM.

- Get out in front of problems with awesome customer service by talking about issues and offering solutions.

- Answer questions.

- Share success stories.
What else do I say?

- Post pictures from your office and around campus.
- Have a contest with a prize.
- Give frequent reminders of important dates.
- Ask for followers to send friends your way for financial aid help.
Facebook

• We LIKE on Facebook

• You don’t have to be everyone’s personal Friend, but anyone can LIKE your Page.

• Life is a luau here – pictures, light-hearted and very social.
LinkedIn

- We CONNECT on LinkedIn.

- It uses info to give value to the job seeker & employer.

- VITAL for upcoming students to have a STRONG and finished profile.
Twitter

- We follow on Twitter.
- Micro blog of 140 characters.
- When you post it’s a TWEET.
- @ is directed to a specific person.
- # are topics.
- Find and follow your audience!
YouTube

- 2nd only to Google as a search engine.
- Upload education!
- Upload humor!
- Be consistent with posting.
Social Media Manners

- Never condemn, criticize or complain.
- Do not say anything that you may regret.
- Do not embarrass anyone.
- Give people what they want.
- Don’t be a BORE!!!
Let’s be social!

- **Facebook** Personal: Amanda Backman Cox
- **LinkedIn**: Amanda Backman Cox
- **Twitter**: @AmandaCoxLCH
- **Cell for voice & text**: 337-965-0057
- **Email**: SocialMediaCajun@gmail.com