Advanced Social Media
CAHNRS Office Hours | Nov 15, 2017
Today, we’ll cover...

- Expanding outreach & improving engagement
- Managing accounts
- Using analytics
When you engage, you grow your audience

- Maintain regular presence
- Interact
- Focus
Maintain regular presence

- Not 24/7
- Set (and keep!) a routine
- Don’t go dark
- Use scheduling tools
  - Hootsuite
  - Tweetdeck
  - Buffer
  - Sprout Social
Outreach & Engagement

Interact

○ Tag accounts
○ Retweet/repost/share
○ Reply!
○ Trending topics
Outreach & Engagement

Focus

○ Keep posts **relevant**
○ Use analytics
Last thing: use images.
Managing accounts

- Respond to questions or comments as quickly as possible
- Have a backup
- Limit who has access to your accounts
  - Oversee students
  - Change password on departure
Facebook Insights:

- Easy to find
- Can get very detailed statistics
Twitter Analytics:

- See impact of each Tweet
- Easily download data
- Track times/subjects that connect with readers
- Data on Tweets & Promoted Tweets
Using Analytics

Instagram Insights:

● Mobile devices
● Quickly view stats on individual posts
● Can connect with your Facebook page
  ○ Facebook owns Instagram
  ○ Must convert to a “Business profile”
Using Analytics

Instagram Insights:

- **View Insights**
  - Posted on Oct 27, 2017 at 3:17 PM
  - Likes: 32
  - Comments: 0
  - Saved: 0

- **Insights**
  - Impressions: 359
  - Reach: 271
  - Engagement: 32
  - 835 impressions
  - +270 in the last 7 days
Happy Holidays!

Keep an eye out in 2018 for our next series of webinars

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