

Social Media

Every question you've ever had asked and answered (sort of)

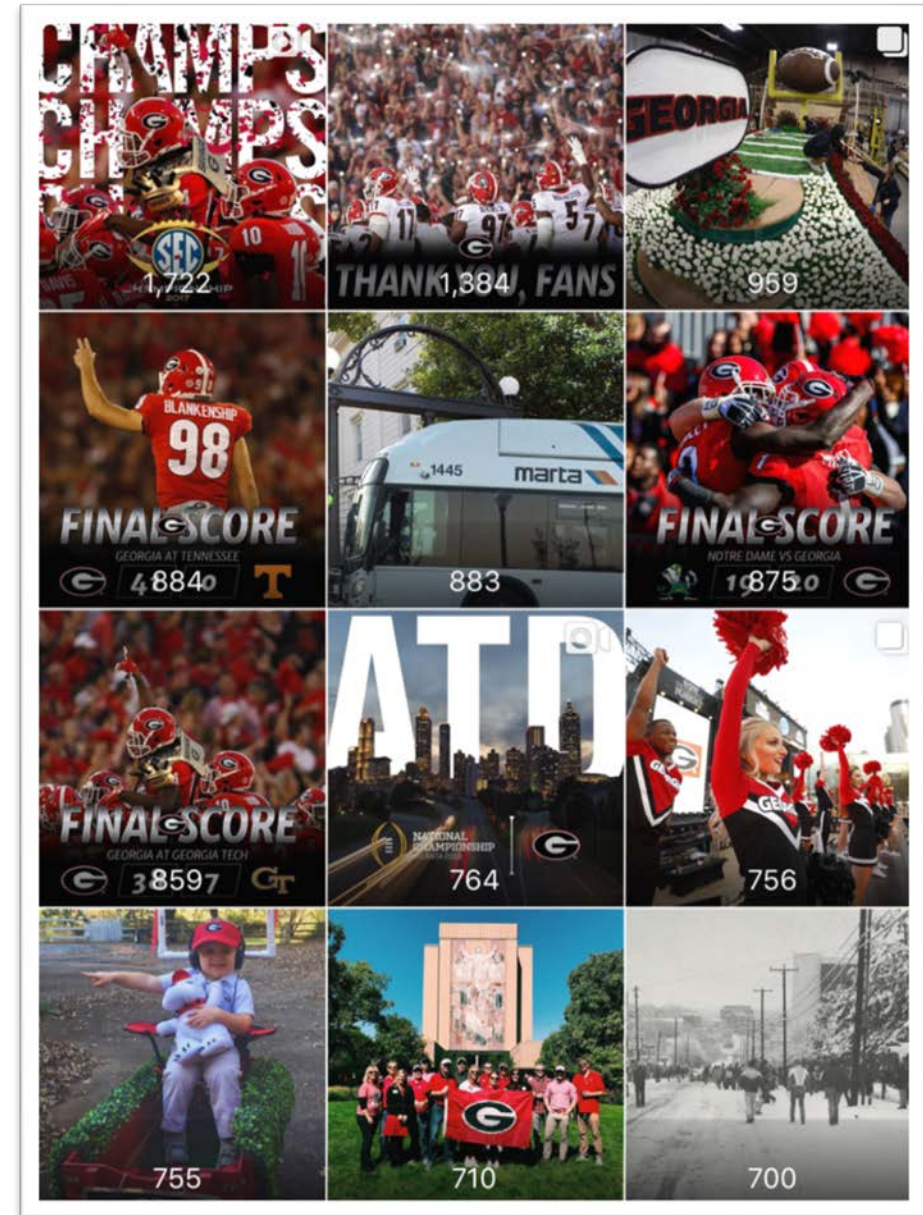
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Alumni Association
UNIVERSITY OF GEORGIA

Agenda

- Who's Who on social media
- What works
- Facebook
 - Groups versus pages
 - Event pages
 - Boosting posts
- Digital Dawgs
- Athletics



Facebook

- Facebook is the most-widely used of the major social media platforms, and its user base is most broadly representative of the population as a whole.

Instagram

- “It serves as a place where teens and adults go to discover what’s new, what’s next, what their friends are doing”
- **59% of 18–29 year olds use Instagram**

Source:

<https://socialmediaweek.org/blog/2016/01/how-why-13-24-year-olds-use-instagram/>

Twitter

- Most Twitter users are college graduates who make \$50k+ per year
- Twitter is growing more popular as the top option for social customer service.

Source:

<https://sproutsocial.com/insights/new-social-media-demographics/>



Over 65

- Senior Facebook users have generally demonstrated a tendency towards using the platform primarily to network and participate in conversations

Source:

<https://www.targetinternet.com/how-different-age-groups-are-using-social-media>

The middle

- **40% of those aged 30-49 use social media as a news source**
- **24%** of 50-64 year-olds make up a notable concentration of high-ranking professionals who use the business-oriented social network, LinkedIn

Under 30

- Millennials: “According to a recent survey by Harvard— **51%** of those aged 18-24 use Instagram, vs. **34%** of 25-29 year olds. The disparity in Snapchat use is even more pronounced, at **42%** to **20%** in the younger group’s favor.”
- Gen Z: **30% of the teenage respondents to Fluent’s survey watch over two hours of online video per day** — of whom 21% watch over three hours per day!



What are some best practices for social content?

- ✓ Short copy
- ✓ Engaging visuals
- ✓ Post consistently
- ✓ Think mobile first



Instagram



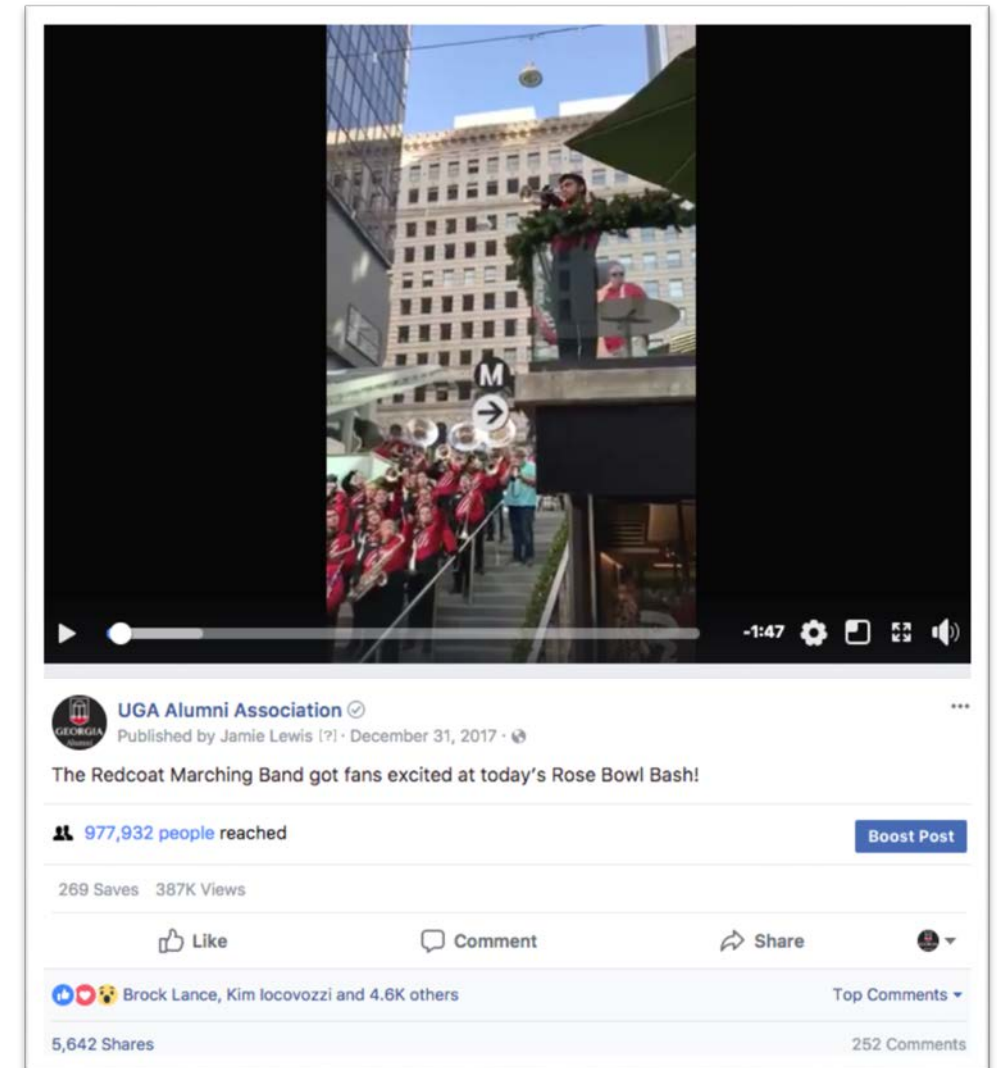
Twitter



Facebook



Facebook



Facebook groups

- Groups create a sense of community and work best when you have a very defined audience
- Facebook recently rolled out analytics to Groups
- **Groups do not require an admin and allow/encourage for multiple people to contribute posts**
- **Groups are not beholden to the Facebook algorithm like pages are – more people see their groups' content than pages liked**
- If the main goal is to generate conversation and create connections, a group makes more sense

Facebook pages

- Pages make the most sense if you are trying to grow your audience and introduce your brand/product to an expanding audience
- Pages require 1-2 admins (and their time) to maintain the page and regularly post content so your page is not punished by the Facebook algorithm
 - This algorithm changes frequently
- **Facebook sees pages as a source of revenue because they assume are a brand, so they are less likely to put your content into feeds, because they assume you are willing to pay money for more reach**
- Pages make it really difficult to see when someone other than the page admin posts, so conversation rarely happens



Pay-to-play on Facebook

- **Only Pages can boost posts and set up ads, NOT groups.**
 - That being said, groups are not as beholden to the Facebook algorithm as a page and you are far more likely to see content from a group you are in than a Page you like.
- Boosting posts can be a quick way to get your posts in front of new eyeballs, or ensure it is seen by a majority of your page's fans.
 - Only a fraction of your page's audience (around 2-3%) sees your organic posts
 - Don't assume everyone who likes your page sees all of your posts
- **You can spend as little as \$10-15 on Facebook to boost a post**
 - **This money is best spent boosting it to people who are already fans of your page and to those who have expressed affinity in their profiles**

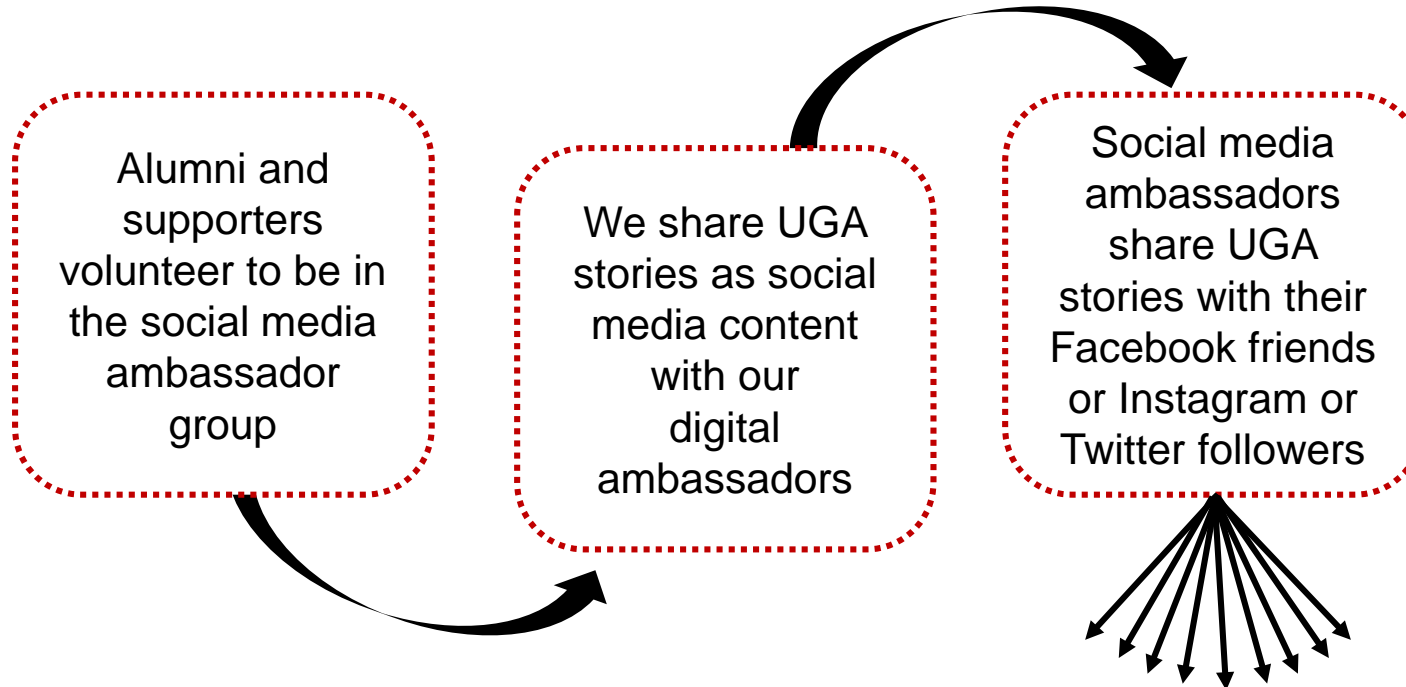


Event pages on Facebook

- Both Facebook pages and groups can host event pages
- Facebook reminds people when they have upcoming events they have expressed an interest in
 - However, don't expect everyone who said "maybe" or "yes" to actually show up.
- Try to find or create an eye-catching cover photo
 - Canva (canva.com) is a great resource for templated social media graphics
- Great for events that do not require registrations or tickets
 - If registration is required, be sure to note it in the event description.



Digital Dawgs



Digital Dawgs

HOW TO PLAY

1. Anyone can join and sign-up is free.
2. Prizes are awarded randomly every month and can range from game day gear and gift cards to the UGA bookstore to merchandise from alumni-owned businesses.
3. When you receive an email from Digital Dawgs and click the content in it, it automatically publishes to your connected social media accounts.



DIGITAL DAWGS



More than 600
alumni and
supports have
signed up to be

**social media
ambassadors**



More than **137K**
impressions in the last 6 months



Time to talk about Athletics

We cannot post anything regarding a potential student-athlete until all of the necessary paperwork has been signed and verified by the Athletic Association. We ask that any social media account affiliated with UGA to not post anything regarding a potential student-athlete until it has been officially announced by the UGA Athletic Association via the official website or its official social media platforms.



Questions?



Thank you!

