

How To | Social Media Basics

Social media is vital in prevention and health promotion to reach students and other members of the campus community.

It can help promote services and events, share resources and information, and be a way to engage with many people quickly. So how can you make social media work most effectively for you?

Know your Audience

Do some research about how this generation of college students likes to be communicated with. Know which platforms they are on, what type of messaging is resonating with them, and how to best engage them.

Know What to Post

Typically, images and videos get more attention than posts with just text. Identify what your post is trying to do (bring attention to an event, direct to a website, etc.) and then utilize text and images/videos/GIFs accordingly.

Create a Social Media Strategy

First, examine your current social media efforts. Where are the most people connecting with you? What's working or not? Use analytics to help give you a clearer picture. Second, set goals and metrics to track your progress. Below is a chart with some examples.

Objective	Social Media Goal	Metric(s)
Increase recognition	Awareness (overall boost how many know about you)	Followers, shares, etc.
Turn followers into advocates	Engagements (how the audience is interacting with content)	Comment, likes, @ mentions, etc.
Drive action	Conversions (effectiveness of the engagement)	Website clicks, email signups, etc.
Improve retention	Consumer (how audience thinks and feels about you)	Testimonials, social media sentiment, etc.

Determine when you will post, how often, and create a schedule for posts. Remember quality over quantity and don't try to do too much all at once.

Learn from Those Around You!

Take note of social media messaging, advertisements, and look to other campuses and organizations for ideas and examples. Utilize student workers or student focus groups to test your messages, especially if using social norms.

For more information, visit pip.missouri.edu

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Follow the Rule of Thirds

The rule of thirds states:

- 1/3 of posts should **promote your office/services/events**
- 1/3 of posts should be **sharing ideas from others**
- 1/3 of posts should be **personal stories**

This provides variety on your page, and highlights your own strengths and collaboration with others, and gives that personal touch.

Respond to All Comments and Mentions

Whether to say thanks for a great mention, or to respond to a post with negativity, it's important to promptly address anything that comes up on your accounts. This can include hiding or deleting inappropriate comments - use your best judgement.

Don't Over-Post and Don't Repost the Same Message Across Networks

It's easy to share the same content on multiple platforms, but is not recommended. Over-posting can also be an issue since you might be overloading your audience with too much information. Our recommendations for posting are below:

- **Facebook and Instagram:** 1-2 times per day
- **Twitter:** 5-10 times per day

Use Tools

There are tons of great resources to help out with social media management. Below are some of our favorites (but always remember we have a graphic designer on staff!)

- **Canva** - free and easy to use graphic design tool. canva.com
- **Tweetdeck** - website to schedule out Twitter posts and manage multiple feeds. tweetdeck.twitter.com
- **Hemingway App** - app that edits text to make messages bold, clear, and concise. hemingwayapp.com
- **Campsite** - creates one website link that can house other web links and social media platform links to keep everything in one place. campsite.bio

Measure and Adjust

Using analytics, keep track of how posts are performing, demographics of followers, and so much more. Facebook and Twitter have built-in analytics tools on their sites. Adjust your strategy from there, and always be open to new ideas!