Social Media Campaign Strategy Development
For FedUni Staff

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FedUni Policy & Procedure

Before you start developing your social media strategy, ensure your team is up to date with FedUni Policy & Procedure.

Watch this 'FedUni Staff Information' video (9 minutes):

https://youtu.be/yfrNUeDx-G8?list=PLynaJuCqywvFqFQkLcjf_Jz5KDN10EKTo

If you have staff that are new to social media ask them to watch this video (7.10 minutes):

https://youtu.be/bmcgs9DLCHM?list=PLynaJuCqywvFqFQkLcjf_Jz5KDN10EKTo

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From the staff information tab at www.federation.edu.au/socialmedia download the:

- Social Media Policy
- Social Media Procedure
- Social Media Manual

Terminology

Social media	Social media is an online means of communication that is used by groups of people to share information. Examples include but are not limited to: • Social networking sites (eg: Facebook, LinkedIn, Twitter, Instagram, Snapchat) • Video and photo sharing website (eg: YouTube, Flickr) • Blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications • Forums and discussion boards (eg: Google groups, Whirlpool) • Wikis (eg: Wikipedia) • Vod and podcasting • Email and instant messaging • Virtual communities (eg: Second Life)
Platforms	This term is used to describe the type of social media (eg: Twitter, Blog, Email)
Account(s)	This term is used to refer to the individual listing within a platform (eg: page, group, persona, handle, etc)
Content / post(s)	A message (which can take the form of text, image, video or a combination of these mediums) that is submitted to social media for publication
Friends or Likes	Connections formed on social media accounts which allow access to posts and posting

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Don't get lost in a conversation – refer to this slide or Google terms that you're unsure of.

Social Media platforms have differences.

They all have a different style of interaction.

And there are different demographic trends for many of them too.

As such, you shouldn't expect one platform to perform like another.

Some interesting comments / rumours recently read about different platforms include:

- **Facebook** is now considered and accepted as less of a connection space, and more an advertising space.
  Users of Facebook expect to be served ads, and trust in the ads (particularly for local or known brands) is strong.
- **LinkedIn** was acquired by Microsoft in 2016, and big changes are expected, particularly in accessibility of job-ads and applications.
- **Periscope** is likely to be rebranded as Twitter Live and integrated into Twitter rather than as a stand-alone app
- **YouTube** content isn't owned by the Channel owners, so can be removed at YouTube's discretion – we've known this for some time – but purchasing long-term placement may be on its way.
- **Snapchat** Geofilters are meant to be improving and becoming more accessible to users and designers.

Basic and brief overview of platform best practice.

Don't post long, boring updates – social media is about bite-sized pieces of information that leave your audience hungry for more.

You have about 3 seconds to grab attention, and 15 seconds to retain it and get your message across

Don't post A4 PDF documents. This is lazy.

Facebook and Instagram have a 'less than 20% text' rule which affects advertise (ads may be rejected) but also organic reach will be compromised because the algorithm recognises boring content!!!

Social media should not stand separately to your Marketing / Business Strategy.
Get hold of the marketing strategy (if there is one) and use it to identify key goals.

Goals should be SMART.
Specific, Measurable, Attainable, Relevant and Time-bound

Regardless of topic, these are the questions you need to ask when developing a social media strategy:

Goal:
What is your message? What is it you're wanting to say? In simple terms.
What do you want the message to achieve? Why do you want to say it?

Audience:
Who is your audience? Who are you trying to talk to?
What do you want the audience to do when they receive your message?

Measurement:
How will you measure the success of your message?
Think beyond social likes.
Is it them sharing the message on or completing a survey?
Is it clicking through to a webpage?
Is it raising money via crowdfunding?

Time:
How long do you have for the campaign?
When should you commence remarketing?
What are the key dates and pressure times?

The two most critical aspect of all these questions, the ones you need to start with are:

What is your goal?
And
Who is your audience?

OPEN & Print 'Strategy Doc – Audience'

Your audience is critical to social media success.
A persona is a archetype of your audience (your audience is your customer, client, lead)

Develop your personas one GOAL at a time.

In trying to reach them don't use a scatter-gun approach – be targeted.
Without reaching an interested audience, you're wasting your time.
If you're using a scatter-gun approach and you're hitting the same audience from multiple angles you're likely to confuse, annoy and disengage.

Fully flesh out your audience persona(s) so you can SPEAK with them
Think of the people you've come across repeatedly – a crowd of types that can blend in to one or two personas.

- What's their gender, age, and location
- Give them a name
- Get your phones out and find a picture on Google that represents them (be aware of privacy policy obligations)
- Research their living and employment situation
- What is their education level?
- How much do they earn?
- Do they have kids? Single? Married? Divorced?
- What are their hobbies, habits?
- Do they like pets? What kind?
- Do they drive, walk, ride a bike or only use PT?
- Wine or beer? Collingwood or Carlton?
- What irks them? What keeps them up at night?
- What are their barriers to happiness and success?
- Who are their influencers? Influencers can be particularly useful because they can form a secondary audience type.

If you're not sure how to reach your primary audience, can you reach your secondary audience?

Break your goals down into posts

What is the goal	Who is the audience	Which social platform	How will you measure success	What is the timeframe	Message themes (turn these into a series of posts)
For example: Build public awareness of who we are, and what they do for the region	List the relevant personas you would like to target for this goal	Referring back to your personas, which platforms should you be on?	• Clicks to website? • Post engagement? • Phone enquiries?	When do you want to achieve this goal?	Break your goal down into themes For example: • Have you heard of us • Are you keen to see your community grow… • Do you want to get involved in a group that…

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OPEN and Print 'Strategy Doc - Goal Mapping'
OPEN and Print 'Strategy Doc - Create a post'

Populate the 'What is the goal' section, then go back to develop your audience personas

When it comes to writing posts, remember
Each post needs to cover:

- What message do you want to send out?
- What do you want the message to achieve?
- Who is the audience?
- What do you want the audience to do?
- Do you want to pay for the post to reach more/targeted people?

REMEMBER
Messages need to have a purpose
Messages need to be easily understood by the 'average' person.
Messages need to grab attention – short and sweet!
There needs to be a link to further information
Success needs to be measurable

WRITE a relatable question / point being raised
WRITE a solution / answer / relatable statement
WRITE a call to action
LINK to further information
ALLOCATE budget

Create a social schedule / calendar

Create a calendar that works for you / your team.
Hootsuite is great (go to next slide for more info)
Outlook can work.
Word or Excel are a great place to start.

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Consider these things, and provide adequate resources:

- Who is going to create the posts and post them?
- Who is going to determine when they should be scheduled?
- How are you going to source images to accompany the posts (yes, all posts require an image)?
- Who is going to watch the posts and respond to comments?
- Who is going to review the post / campaign and measure performance?
- Do you want to pay for greater reach?
- Who's credit card and/or cost centre are you going to use?

Hootsuite

Hootsuite is the social media management platform used by FedUni.
Watch this short video (1.46 minutes):

https://youtu.be/-qZuCMbNgII

If your team would like to know more about Hootsuite, or you'd like to start using Hootsuite please email socialmedia@federation.edu.au

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Now what

Your social media strategy needs to be reviewed at the end of every campaign period, and adjusted to address shortfalls.

If you're not sure how to adjust or improve – or even implement your strategy please make a time to meet with FedUni's Social Media Coordinator:

Averill Deans
(03) 5327 6606

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Ensure you've completed as much of the strategy framework as possible, prior to meeting with Averill.

Averill may ask the Marketing Manager and/or Marketing Officer(s) for your faculty to join the meeting, so everyone is on the same page.