



SOCIAL MEDIA

Social Media Marketing:

TIPS FOR EVERY PLATFORM

Social media is everywhere these days and is only growing in its influence and reach. From platforms like Facebook, Instagram, Twitter, and YouTube, there are a lot to choose from. So where do you focus your time? How do you make a post? Better yet, how do you make an impactful post?

Following is an outline on social media in general and key differences between channels. We've also included some examples to help clarify .



1. Become familiar with each platform and create a plan for each channel
2. Post consistently and at regular intervals, but keep in mind the adage of “quality over quantity”
 - a. Content should be relevant to your audience, entertaining, and helpful
 - b. Aim for content that elicits meaningful interactions (comments and shares)
3. Use a social media management tool (HootSuite, Sprout Social, Buffer, Tweetdeck, etc.) that will help:
 - a. Post across channels
 - b. Schedule posts in advance
 - c. Track and measure results
4. Video Content is the most effective way of engaging an audience online. Try to find or create engaging video content and promote your club with it.
 - a. Videos can be used on your website, social media pages, and emails. Facebook events have a feature to create a slideshow with music to create a 10-15 second video from pictures. These are much more effective than using individual photos.
5. Post more images (ensure that an image is always included in a link preview) and that it is high quality.
6. Interact with your audience by replying to posts, liking, retweeting, tagging, and mentioning, and promoting others to share your content
7. Give people a reason to follow you
8. Capitalize on hashtags

.....
Social media is just a buzzword until you come up with a plan.



Earn 15 points

Roar-ee wishes you a FUN and safe Labor Day weekend! 📸 : Eileen Barroso



Earn 15 points

A future #ColumbiaAlumni leader. Welcome to Columbia, Cameron. 🤗



Earn 15 points

An oral history of the Obama years, the world's soaring extinction rates, and Hadestown director Rachel Chavkin '08SOA on the politics of Broadway — all in Columbia Magazine's NEW fall issue. Read it online. Cover art by Richie Pope. <https://magazine.columbia.edu>

Find us on

Facebook Pages (below) are public and visible to everyone on the Internet by default. While the audience can comment on posts, the posts of the page are prioritized. Therefore, pages aren't very effective for those wanting to create a close-knit community. Rather, they are more suitable for those looking to promote their organization. Most of the advantages of Facebook pages lie in their marketability, centralized control, and extended reach. Other advantages include:

- Analytics tab that tracks follower engagement and post reach
- Ability to target event advertising toward certain demographics

Facebook Groups (facing page) are a place for people to come together and participate in discussions, post photos and share related content. Groups can be made public, require administrative approval to join, or kept private by invitation only. This makes them suitable for small or large communities. However, this comes with a trade-off, as it limits the group's reach. Like Pages, new posts by a group are included in the News Feeds of its members. Other advantages include:

- More control over the privacy of members and posts
- In terms of keeping a group active, the role of the admin isn't as burdensome as it is for a Facebook Page, due to member posts also being prioritized

More Facebook Tips

1. Develop a Social Media Calendar
2. Use bold imagery and clear language (keep the headline simple and engaging)
3. Lean on the "who" to make it personal (use a conversational, open tone)
4. Contextualize with emotional language
5. Change content types often
 - a. Photo, Video, Gallery, Link, Status, Note, Live Video, Canvas, Album, Check-In, Events



Columbia Alumni
Association ✓
@ColumbiaAlumniAssoc

Home

Posts

Twitter

YouTube

About

Photos

Videos

Groups



👍 Liked ▾ 📡 Following ▾ ➦ Share ⋮

Learn More



Write a post...



 Photo/Video

 Tag Friends

 Check in



Community

See All

 Invite your friends to like this Page

 90,095 people like this

 89,959 people follow this

 Helen Bells and 72 other friends like this or have checked in

Posts



Columbia Club of Northern California

Closed group

About

Discussion

Units

Members

Events

Videos

Photos

Files

Search this group



Joined

Notifications

Share

More

Write Post

Add Photo/Video

Live Video

More



Write something...



Photo/Video



Watch Party



Tag Friends



Get started on units

1 Unit · 1 Post See units

NEW ACTIVITY



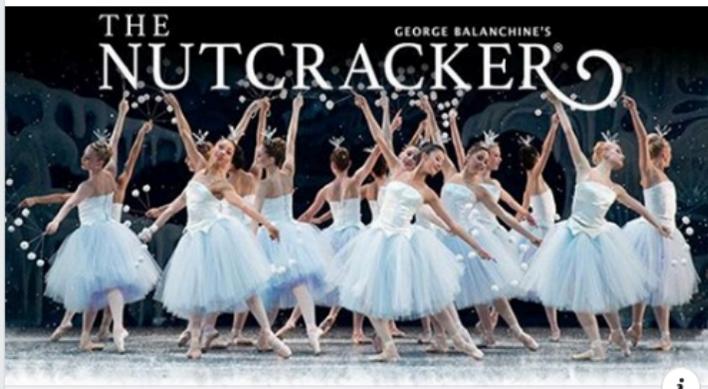
Jennifer Fong is feeling festive.

Admin · 7 hrs

Join Columbia, Harvard and University of Chicago alumni clubs to celebrate the San Francisco's Nutcracker ballet this holiday season!

- Date: Sunday, December 15
- Time: 6pm no-host reception; 7pm performance
- Location: War Memorial Opera House, 301 Van Ness Avenue
- Tickets: Discount tickets available through discount code. Friends and family welcomed!

<https://www.eventbrite.com/e/celebrate-the-holidays-at-the-nutcracker-ballet-2019-tickets-72191170735>



EVENTBRITE.COM

Celebrate the holidays at the Nutcracker Ballet 2019!

Join Columbia, Harvard and University of Chicago alumni clubs to...



4

2 Comments



Like



Comment



Elizabeth Lee Luu *it's not Balanchine's production it's a Helgi Tomasson production <https://www.sfballet.org/.../Your-Ultimate->

GROUP BY



Columbia Club of Northern Calif...

155 like this

INVITE MEMBERS

+ Enter name or email address...

MEMBERS

1,900 Members



DESCRIPTION

The alumni-only page of Columbia Club of Northern California. Al... See More

GROUP TYPE

General

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

RECENT GROUP PHOTOS

See All





Following

ColumbiaAlumniAssoc

@ColumbiaAlumniA Follows you

We are 350,000+ #ColumbiaAlumni worldwide bound by our shared Columbia connection, intellect, & drive. We believe that together we know more so we can do more.

everywhere Columbians are alumni.columbia.edu

Joined August 2008

1,552 Following 10.7K Followers

- Tweets, Tweets & replies, Media, Likes

Pinned Tweet

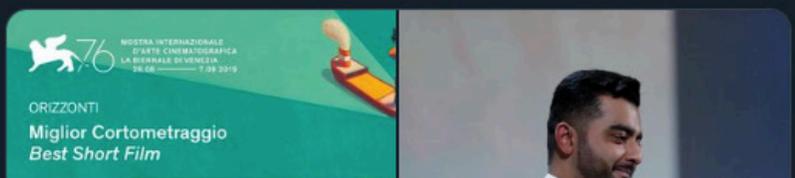
ColumbiaAlumniAssoc @ColumbiaAlumniA · Sep 4 Add a little Lion to your @Spotify queue and follow the brand new Columbia Alumni channel! Find the playlist of your graduating class year and listen to the songs that were popular the year you became an alum.

User profile for Columbia Alumni with CAA logo and public playlists section.

Tweet interaction icons: reply, retweet (1), like (4), share, bookmark.

ColumbiaAlumniAssoc Retweeted

Columbia Univ Film @ColumbiaFilm · 15h Incredible news: CU thesis film DARLING has won the Best Short Film prize at the Venice Film Festival!



You might like

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Show more

New York trends

- #TuesdayThoughts, #WorldSuicidePreventionDay, Switching, #TuesdayMotivation, #AppleEvent



@twitter #howtouse

1. Don't try too hard to please Twitter [🔗](#)
2. Use an image when possible
3. Write to be read, not to be re-tweeted
4. Embrace hashtag communities, not hashtags
5. Don't peacock your stuff or overstate its importance
6. If a tweet works, tweak slightly & schedule it again
7. Tweet content other than news - mix it up with Q&As, photos, contests
8. Beware of long-term automation, know what you are tweeting and when
9. Place hashtags at the end of tweets for clarity's sake
10. Follow metrics to see what works and resonates
11. Post content regularly
12. Assign an alum who is savvy on Twitter to manage the club's page
13. Make sure you have your own unique #hashtags to see what others are posting about and to track the impact of your posts



Columbia University [✓](#)
@Columbia

In a [@washpost](#) op-ed, President Bollinger affirms the University's commitment to foreign-born students. Plus, what a geographer says about the [#AmazonFires](#) and the legacy of [#1619](#), in art.



We Will Not Spy on Our Foreign-born Students
In an August 30 column in The Washington Post, President Bollinger pushed back against the FBI for encouraging universities to develop protocols to ...
[🔗 mailchi.mp](#)

6:57 PM · Sep 9, 2019 · [Twitter Web App](#)



Columbia College [✓](#)
@CC_Columbia

Roar-ee is ready for the first day of classes tomorrow!
[#myccjourney](#)

Photo: Killian Young





Instagram

1. Instagram (a Facebook product) is a visual medium - photos are prioritized on this platform
2. Find your audience & create a community with hashtags
3. Tap your community for inspiration, call out for content when appropriate
4. Create shareable spaces during events
 - a. Invite others to share the moment
5. Composition and quality rule. Only post a good photo.
6. Copy and paste text from Notes to avoid typos
7. Use captions to tell stories, credit sources and recognize the people in your photos
8. Editing a photo for enhanced brightness and color is recommended
9. Shoot in the camera app, using HDR, then import to Instagram
10. Assign a club member to take photos at every event
11. Hold regular contests where you put a call out for the best CAA-related photos or themes (such as 'find a local statue or artwork that reminds you of Alma Mater')
12. Solicit photos from students or recent alumni about their experience on campus
13. Post content regularly
14. Assign an alum who is savvy on Instagram to manage the club's page
15. Make sure you have your own unique hashtags to see what others are posting about and to track the impact of your posts





columbiaalumni

Following



887 posts 17.1k followers 383 following

Columbia Alumni Association

The official Instagram account for the entire 350,000+ @columbia alumni community 🐼

linktr.ee/columbiaalumni

Followed by columbia, barnardcollege, arts_initiative + 36 more



Just Socie...



Trivia



Facebook



Twitter



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TAGGED

