Boosting your Brand

Strategies to enhance your social media presence.

June 19, 2018
Overview

- What makes a perfect post?
- Social media tips and tricks
- Digital advertising at a glance
- Measure, learn, improve and succeed
What makes a perfect post?

Facebook

The Canadian Space Agency announced today that a satellite built by McMaster University researchers will be launched into space at the International Space Station in 2021. Out of the 40 students who are making this project happen, 37 are from Engineering Physics, McMaster University, B. Tech McMaster University - School of Engineering Practice & Technology, and Electrical and Mechanical Engineering. As part of McMaster NEUROSE, the team has built a satellite that will launch into low earth orbit in order to study the effects of ionizing radiation on the human body. Congrats team!

Read more>>>http://bit.ly/2FjXqXW
#maythe4thbewithyou
What makes a perfect post?

Facebook

- Compelling topic
- Concise
- Organizations are tagged
- Good quality photo
- Meets a social media goal
- Link to more information
What makes a perfect post?

Instagram

didarlab • Following
McMaster University

didarlab Congrats to Hanie Yousefi for successfully defending her thesis! Hanie is the first MSc student to graduate from our lab. Stay tuned for her papers that will be coming out soon.

#mcmastereng #mcmaster #graduation #thesis #science #engineering #didarlab #congrats #masters #hamont #biosensors #dna

flute369 Dear Tohid, does your lab accept any postdocs?
rodintranq Have a position for post - doc? :) @didarlab

108 likes
SEPTEMBER 22, 2017

Add a comment...
What makes a perfect post?

Instagram

- Concise and leaves users anticipating more
- Relevant hashtags
- Fulfills a potential goal
What makes a perfect post?

Twitter

**Venture & LEAP @MacEngYouth**

What a whirlwind of conference! Nya:weh to everyone who traveled to @McMasterEng for our Indigenous Youth STEM Conference! We wish everyone safe journeys home and that we see you soon #InSTEM #ThinkEngineering

**Kathryn Leistner @kathrynleistner**

I’ve been around the world twice. #BI02018 is the Epcot of Bio, Science & Pharma companies. Proud to see companies recognizing the @McMasterU Making great connections to support our @McMasterEng students.
What makes a perfect post?

**Twitter**

- Caption, multiple photos and video grab attention
- Good tagging/hashtag practices
- Excellent brand ambassadors
What makes a perfect post?
LinkedIn

Carm Vespi
Manager, Alumni Relations, Faculty of Engineering, McMaster University
3d

Thank you to everyone who attended our Mac Eng Connect happy hour last night! We had a wonderful time connecting with students, alumni and employers.
We will be hosting another Mac Eng Connect happy hour in Toronto on June 21st.
Photos >>> https://linkd.in/dHVvZfm

#FireballFamily #MacEng Faculty of Engineering - McMaster University
What makes a perfect post?
LinkedIn

- Strategic event promotion
- Multiple photos showing our strong community
- Good tagging practices
- Multiple links
Facebook Tips and Tricks

- Engage with people who comment and share! (like, reply)
- Remove your website link in your post after it auto-populates the story/photo
- Boost posts that perform well
- Avoid syncing your Twitter account
- Use the Video Manager
- Invite people who like your posts to like your page
Facebook Tips and Tricks
Instagram Tips and Tricks

- Save time and post directly to Facebook. Tweak as needed
- Use emojis (sparingly)
- Direct followers to links in your bio
- Test out live videos
- Take advantage of Story Highlights
Instagram Tips and Tricks

Student Success Centre (SSC) Supporting the academic, personal and professional growth of McMaster students and alumni.
studentsuccess.mcmaster.ca

Followed by macrelay, macindigenous, macengecobar3 + 49 more
Twitter Tips and Tricks

- Curate a story with Twitter Moments
- Engage easily with your communities with lists
- Reply, retweet, or like every tweet you receive
- Tweet + if you need more than 280 characters
Twitter Tips and Tricks

Composing a new thread on Twitter allows you to extend your tweet by adding more content.
LinkedIn Tips and Tricks

Page
- Tag people and organizations relevant to your posts
- Experiment with sponsored posts

Profile
- Check the activity on your homepage at least once a day and like, comment and share posts from the people you follow
- Write an article
LinkedIn Tips and Tricks

Write here. Add images or a video for visual impact.
Connect with McMaster Engineering

- Facebook: @McMasterUEngineering
- Twitter: @McMasterEng
- Instagram: @mcmastereng
- LinkedIn: @FacultyofEngineering – McMaster University
- Hashtags: #MacEng #ThinkEngineering #FireballFamily #BigIdeas
Digital Advertising at a Glance

Advantages

- Flexibility with budget
- You can see the impact
- It’s easy
- Detailed targeting capability
Digital Advertising at a Glance
Facebook Ad Campaign Case Study

- Goal: To increase recruitment of the Software Engineering Technology Program
- Strategy: Create a Facebook ad campaign targeting prospective students
- Audience: People aged 17-59 in Ontario who have interests in software, computer and electrical engineering.
- Budget: $2,000
- Timeline: Ongoing
Digital Advertising at a Glance
Facebook Ad Campaign Case Study

McMaster Engineering
Written by Ciara McCann
Earn a McMaster University degree in Software Engineering within two years. Our online program helps enhance careers in engineering, business analysis, project management, and supervisory roles.

McMaster Engineering
Written by Ciara McCann
Earn a McMaster University degree in Software Engineering Technology within two years. Our online program helps enhance careers in engineering, business analysis, project management, and supervisory roles.

McMaster Engineering
McMaster University
Get a university degree online while you are working. Apply by July 15.

BRIGHTER WORLD | mcmaster.ca
Digital Advertising at a Glance
Facebook Ad Campaign Case Study

Results (Spent $1,500 so far)

- 4,380 link clicks
- 151,525 people reached
- 507,880 impressions
- April 2017: 14 applicants, April 2018: 48 applicants
Measurement
How to measure

- Facebook, Twitter, LinkedIn and Instagram provide analytics within their platforms
- Hootsuite
- Tweet Reach
# Measurement

## How to measure

### James Dyson Award

<table>
<thead>
<tr>
<th>ESTIMATED REACH</th>
<th>EXPOSURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,654,701 ACCOUNTS REACHED</td>
<td>1,931,374 IMPRESSIONS</td>
</tr>
</tbody>
</table>

### Activity

- **100 TWEETS**
- **93 CONTRIBUTORS**
- **6 HOURS**

- **34 retweets**
- **66 tweets**

---

**McMaster University**

---
Measurement
What to measure

- Engagements (mentions, comments, shares, likes, etc.)
- Followers
- Clicks (link clicks and post clicks)
- Popular Posts
- Demographics
THANK YOU!

Questions?

Ciara McCann
Social Media and Digital Content Coordinator, Faculty of Engineering
mccancjs@mcmaster.ca
Ext. 20074