Social Media 101

How to establish a meaningful presence in the digital world.

June 19, 2018
Step 1: Map out your goals

Why do you want to be on social media?
Common Goals

- Connect to a community and/or network
- Create awareness of your personal or professional brand
- Establish engagement
- Become an industry influencer/expert
- Drive traffic to your website
Step 2: Choose relevant platforms

What are the most popular channels out there? Where is your audience engaged?
Facebook
The Mothership

2.2B
Monthly Active Users

88%
18-29 age range

84%
30-49 age range

72%
50-64 age range
Facebook

- **Why Engage:** dynamic content options
- **Top Tip:** Overcome algorithm changes

“I think women in engineering can do anything they put their mind to.”
Instagram
The Visual Powerhouse

800M Monthly Active Users

59% 18-29 age range

33% 30-49 age range

13% 50-64 age range
Why Engage: If your brand translates well visually, Instagram is for you.

Top Tip #1: Facebook owns Instagram which makes sharing on both platforms easy.

Top Tip #2: Use hashtags strategically.

“A beautiful sight while you study tonight. Good luck #FireballFamily on your exams! 📚❄️”
Twitter
Community Connector

- **317M** Monthly Active Users
- **36%** 18-29 age range
- **23%** 30-49 age range
- **21%** 50-64 age range
Twitter

- **Why Engage:** Connect with a community, create conversations, network, share knowledge, current news.
- **Top Tip:** Add value to your tweets to increase your reach.

“Fun conference with my favourite co-author @QuennevilleMac #CBJC2018”
LinkedIn
Networking Giant

106M Monthly Active Users

36% 18-29 age range

34% 30-49 age range

28% 50-64 age range
LinkedIn

- **Why Engage:** Optimal channel for boosting your personal brand, networking with industry and people working in your field.

- **Top Tip:** Tag organizations and people relevant to content in your post to increase your reach.

“Take a moment this morning to see how Faculty of Engineering - McMaster University alumna Jennifer Defreyne has developed her career of world travels which has lead to her Newfoundland Micro-Brewery.”
Step 3: Create quality content

Is your content timely, engaging and/or useful to your followers?
Content Types

- Seasonal or Recognition Days/Weeks or Months
- Trendy: relating to something timely in pop culture, current events or popular hashtags: (ex. #ThrowbackThursday, #Motivation Monday)
- Achievements
- News related to your research/industry
- Spotlights
- Event Promotions/Live Event Coverage
- Did you know (#DYK) facts
- Ensure content is accompanied by web links to articles or resources, graphics, video and photos

“To be an engineer, you don’t have to be male, you don’t have to be tough — you just have to be creative and love science” — Leyla Soleymani, Canada Research Chair #InternationalWomensDay #IWD2018
Resources to help you create quality content

- Animoto.com: Videos
- Easil.com: Instagram timeline or story graphics
- PicMonkey.com: Photo collages, Facebook Cover Photos
- PiktoChart.com: Infographics
- Attend our graphic design workshop (Date TBD)
Step 3: Manage effectively
Create a content calendar, schedule content ahead of time.
### Content Calendar

![Trello Board](image)

**February 2018**

<table>
<thead>
<tr>
<th>Date</th>
<th>Social Media</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Instagram</td>
<td>DeltaHacks-Takeover</td>
</tr>
<tr>
<td>29</td>
<td>Twitter</td>
<td>McMaster World Conference</td>
</tr>
<tr>
<td>30</td>
<td>4 cards</td>
<td>Cafe-X, Facebook, Twitter, LinkedIn</td>
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<tr>
<td>31</td>
<td>3 cards</td>
<td>Linkedin, Facebook, Twitter</td>
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<tr>
<td>2</td>
<td>2 cards</td>
<td>Annual Professional Development Conference (Feb 3)</td>
</tr>
<tr>
<td>3</td>
<td>1 card</td>
<td>McMaster Journal of Engineering Physics</td>
</tr>
<tr>
<td>4</td>
<td>Twitter</td>
<td>Google Action Story</td>
</tr>
<tr>
<td>5</td>
<td>Facebook, Twitter</td>
<td>Employer Interview Night (Feb. 13)</td>
</tr>
<tr>
<td>6</td>
<td>1 card</td>
<td>Facebook, Twitter</td>
</tr>
<tr>
<td>7</td>
<td>Instagram</td>
<td>Graduate Fair</td>
</tr>
<tr>
<td>8</td>
<td>1 card</td>
<td>Employer Interview Night (Feb. 13)</td>
</tr>
<tr>
<td>9</td>
<td>3 cards</td>
<td>Hacking Health Hamilton, Facebook, Twitter</td>
</tr>
<tr>
<td>10</td>
<td>1 card</td>
<td>Go CODE Girl</td>
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<tr>
<td>11</td>
<td>1 card</td>
<td>Instagram, LinkedIn, Facebook, Twitter</td>
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<tr>
<td>12</td>
<td>2 cards</td>
<td>Engmiqueers, Valentine’s Day Takeover</td>
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<tr>
<td>13</td>
<td>1 card</td>
<td>Facebook, Twitter</td>
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<tr>
<td>14</td>
<td>LinkedIn, Facebook, Twitter</td>
<td>Mike Noseworthy Story/Video</td>
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<tr>
<td>15</td>
<td>1 card</td>
<td>Instagram, LinkedIn, Facebook, Twitter</td>
</tr>
<tr>
<td>16</td>
<td>1 card</td>
<td>Big Ideas Campaign</td>
</tr>
<tr>
<td>17</td>
<td>1 card</td>
<td>Big Ideas Story #3</td>
</tr>
</tbody>
</table>
Scheduling Tools

- TweetDeck (Free)
- Scheduling function for Facebook pages (Free)
- Hootsuite ($19/month)
- Google “social media scheduling apps” and discover more.
Frequency

- Will vary depending on your goals, time and resources

- Industry Standards:
  - Facebook: 1-2 posts per day
  - Instagram: 1-2 posts per day and 2-3 stories per week
  - Twitter: 3-5 posts per day
  - LinkedIn: 1-2 posts per day
Timing

- News stories perform better in the morning and earlier in the week.
- Light-hearted and fun posts are reserved nights, later in the week and on weekends.
- Test your posts to see when you receive the most engagement.
Measure

- Most platforms offer analytics
- Metrics include engagements, followers and clicks
- Improve your social media goals based on metrics
Connect with McMaster Engineering

- Facebook: @McMasterUEngineering
- Twitter: @McMasterEng
- Instagram: @mcmastereng
- LinkedIn: @FacultyofEngineering – McMaster University
- Hashtags: #MacEng #ThinkEngineering #FireballFamily #BigIdeas
THANK YOU!

Questions?

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