Social Media Best Practices

Facebook

- Post 5+ times per week
- Drive traffic to site and encourage fans to take an action
- Encourage fan commenting and engagement through photos, videos, and questions

Facebook Pages increase awareness and engagement because the Page’s status updates will appear on fans’ news feeds. On average, the Page should be updated once a day throughout the week. Updating regularly signifies to potential new fans that the content being posted is fresh and relevant, and that the page is active. In turn, fans receive meaningful content and become more loyal. For targeting younger demographics (18 to 34) it is best to update in the late afternoon or evening. For targeting content to groups of people ages 35 to 65, it’s best to post earlier in the day, before noon.

Additionally, posts should be kept relatively short at about two to three sentences in length. For sharing more content or text, it’s best to put that information in a Note on Facebook. To increase content visibility, you can periodically mention other relevant Pages that are aligned with ASU. In order to do this on Facebook, type “@” and proceed with the Page name you’re mentioning and a drop-down menu will appear from which you can choose a Page specifically to insert. Mentioning other pages supports organic growth because the mention will appear on the receiver’s Page.

Photo and video content are accredited to a very large percentage of Page views on Facebook. Users are more likely to engage with this type of multi-media content because it is entertaining. Engaging with content includes liking, commenting, sharing, etc... Fans are attracted to Albums and Wall photos. This is a great way of encouraging people to visit the rest of the Page’s content, for they are already interested. We recommend uploading videos first to a YouTube account, or linking directly to the credited site. Relevant video content should include a short (1 or 2 minutes) video of news, events, and daily activities.

Your Facebook Page and should be cross-promoted on other online properties, including your website or Twitter account.

Learn more at https://www.facebook.com/help/?topic=pages.

Twitter

- Tweet 1-2 times per day
- Encourage retweets and direct messages
- Drive traffic to Alumni website and Facebook; Encourage followers to take an action

Twitter should be used to reach a wider audience and generate more awareness. On Twitter, people tend to follow those that provide relevant and interesting information, while also posting frequently – at least twice per day. It’s best to keep a numerical balance of followers to people that you follow, always ensuring that the amount of followers outweighs the number of people being followed, as this signifies more credibility on Twitter. We recommend following alumni, ASU colleges/departments, and partners.

alumni.asu.edu
Post content that will encourage a click-through – ask questions, share links, make a statement. Additionally, if followers pose questions relating to ASU or the Alumni Association, it is suggested that the person is responded to with a comment or link to further information. This puts a human side to the Twitter account and lets followers know that they are being listened to.

We recommend using bit.ly or su.pr for shortening URL’s. If you are posting a URL, make sure to always shorten it, unless it is a short URL already and you think that in its entirety, it will get more clicks. We also recommend using Twitpic to post photos on Twitter. You can login, upload the photo and create the tweet all within the site and then allow it to post the image and the tweet to Twitter.

Although it’s best to tweet in real-time, planned tweets can be scheduled in advanced using HootSuite. This application also allows you to manage both your Twitter and Facebook accounts in one central place, as well as post updates and hear what people are saying about your brand.

Using SocialMention, Twinfluence and TwitterFriends, you can track your reach on Twitter, including average responses to posts per day, how loyal followers are, and how your account ranks compared to similar Twitter accounts.

Your Twitter account should be cross-promoted on the Alumni website and your Facebook Page. However, it is NOT recommend to link your Twitter and Facebook accounts. We've experienced less interaction on Facebook Pages when linked to Twitter, mainly because of the differences in communication styles.


Positive Sentiment & Organic Growth
It is best to pose questions to fans and followers, encouraging them to share their own stories and opinions or contribute relevant content. Additionally, respond to fans and followers when appropriate, this way fans/followers will know that their comments and thoughts are being read and appreciated. This strategy ultimately increases the amount of visible content and promotes organic growth.