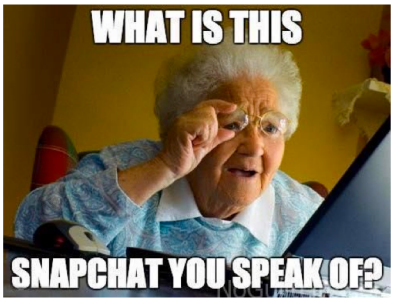
DIGITAL MARKETING 101

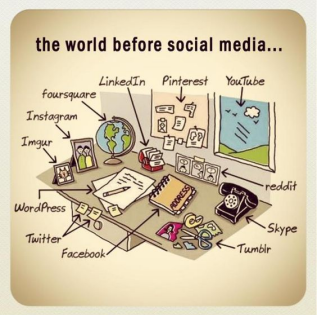
Leveraging social media tools to focus, optimize and personalize efforts to convert protective students into accomplished McNair Scholars

Isabela Corzo
Program Coordinator, McNair Scholars
Florida International University



ASK YOURSELVES

- What is your program's overall purpose?
- What do you (and your program) aim to achieve with social media?
- Who is your target audience?
- Which social channels do they use?
- What events matter to them and their lives?
- What problems can you help them solve?
- What realistic resources do you have?
- Who should set up and maintain my program's social media accounts?
- How often should I post new content on my social networks?
- How does social media fit in with our end goal?

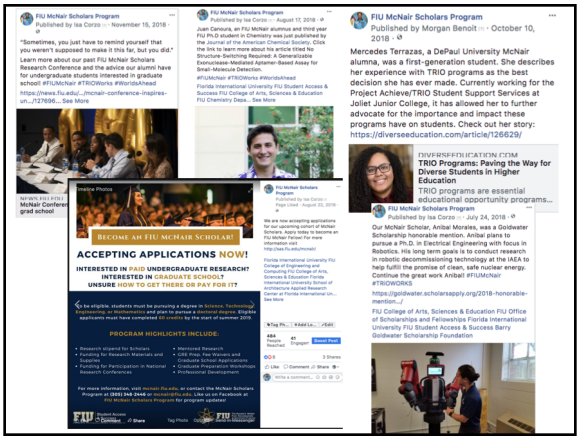


CHOOSING PLATFORMS: FACEBOOK

- 79% of Americans use Facebook
- Age of Facebook users:
  - 18-29: 88 percent
  - 30-49: 84 percent
  - 50-64: 72 percent
  - 65+: 72 percent
- Women are slightly more likely to use Facebook
- **If you want to reach your target audience, they are most likely on Facebook**

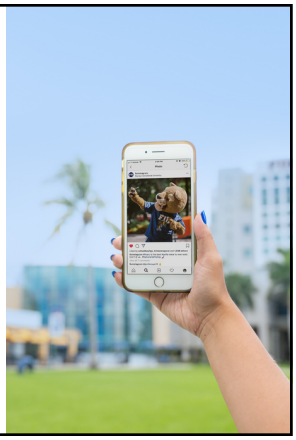
CHOOSING PLATFORMS: FACEBOOK

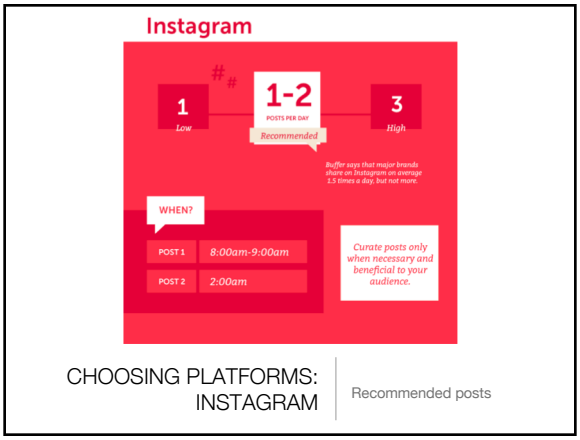
Recommended posts



CHOOSING PLATFORMS: INSTAGRAM

- 1/3 of U.S Internet users have adopted Instagram
- Most users are of the ages 18-28
- Women are likely more than men to have adopted the platform
- **Key platform for younger audiences**



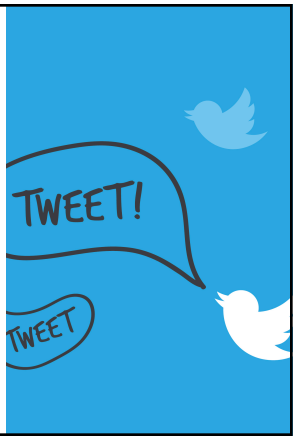


CHOOSING PLATFORMS: INSTAGRAM

Recommended posts

CHOOSING PLATFORMS: TWITTER

- Younger Americans are more likely to use Twitter than older Americans
  - Only 10 percent of internet users 65+
- No gender discrepancy
- More popular amongst highly educated individuals
- **Crowded place - hard to ge attention. Add images to your posts to her grab attention and cut through clutter**

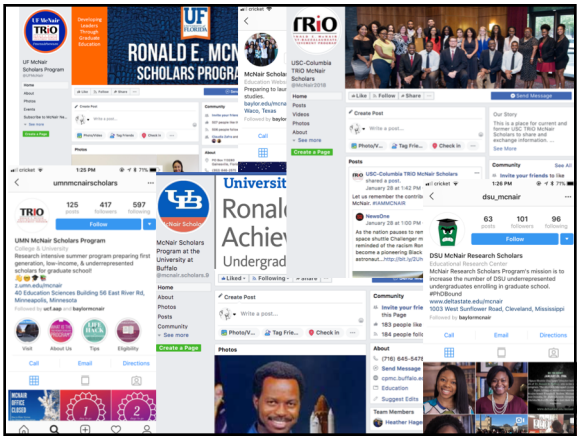


CHOOSING PLATFORMS: TWITTER

Recommended posts

INSPIRATION & ROLE MODELS

- Follow accounts that inspire you or have a strong online presence
- What kind of media are the posting?
  - Images, videos, stories?
- Do they have a theme?
  - Colors, fonts, flyers?
- What is their tone?
- How are they engaging with their followers?
- Your goal is to set a **benchmark** of what a quality social media account is and to build goals around those benchmarks

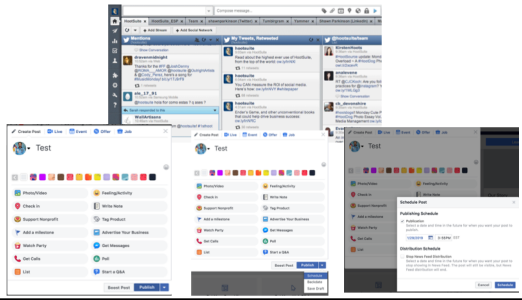


ENGAGEMENT

- **Tagging someone in a post or Page**
  - Use @ symbol, then type name a suggestions might auto-populate
  - When commenting on a post, you can link to someone in your response by following the same steps
- **# Hashtags**
  - Turns topics and phrases into clickable links in your posts
  - Use search bar to find posts about topics you're interested in
  - Must be written as a single word, without any spaces
  - You can include numbers in a hashtag, but punctuation and special characters (like $ and %) won't work
  - #FIUMcNair #TRIOWORKS #GradSchool
- **Tabling**
- **E-Mail communication**
- **Student Highlights**
- **Scheduling a post**
  - Choose the month, day, and time
  - Can view/edit post once it is scheduled

Post Scheduling

- Hoot Suite
-



CREATE CONTENTION

- Canva.com
  - Create infographics, along with presentation covers, social media images, online ads, flyers and more
  - Easy to use free tool
  - Templates
  - Drag and Drop
  - Tons of images and fonts to use
  - Collaboration
  - iPad/iPhone App
  - Free vs Paid version

COLLABORATION

- External Relations Department
  - Branding
  - News articles
  - Social Media
  - E-mail list serves
  - Student organization

BRANDING

Official FIU Logo

Use of the official FIU logo on all of our communications helps ensure a consistent, professional appearance. **The Division of External Relations manages and designs all university logos, labels and symbols.** Use only the official logos provided here or provided to you by External Relations. Any unsanctioned logo, label or symbol is subject to immediate removal and discontinuation.

Athletic and Panther Logos

The FIU athletic/panther logo, trademark, mascot and name are reserved for use by FIU Athletics and its entities. The FIU athletic/panther logo should never appear with or replace the University's Logo. Approval to use the athletic logo in addition to the FIU logo in special publications that promote spirit may be given by the Division of External Relations at 305-348-7102.

University Seal

The University's seal is to be used only for official business of the University. The use of the seal is reserved for formal and official documents such as diplomas, certificates, legal documents, and plaques. The seal is not available for download.

Advertising

Use of the FIU athletic/panther logo, trademarks, mascot or name is prohibited in advertising that promotes non-athletic activities and entities.

Licensed Products:

The athletic logo is available to organizations that have signed an agreement with the university. For more information, contact External Relations at 305-348-7102.

FIU MCNAIR LOGO

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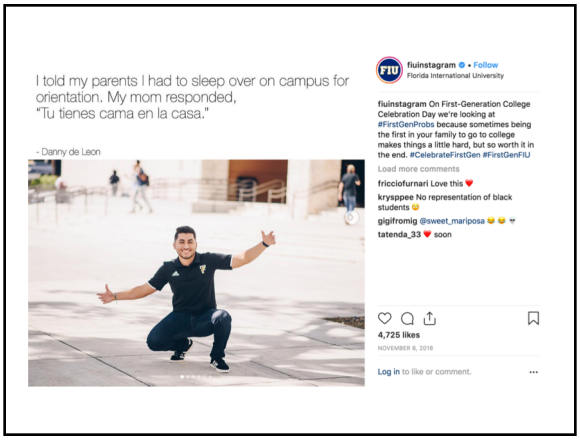

FIU INSTAGRAM TAKEOVER

- 54,000 Followers
- Pre-identify students who go abroad
- Collaborate with External Relations to pre-set dates
- Post about a take over taking place
- Whatsapp
- Add information (if needed)
- Add GIFS/Stickers
- Post within the same hour
- Save Story
- Create a recap video for marketing

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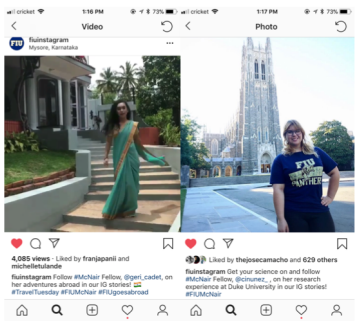
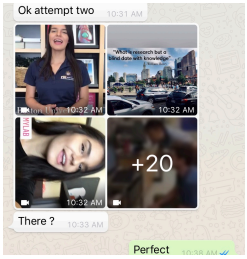
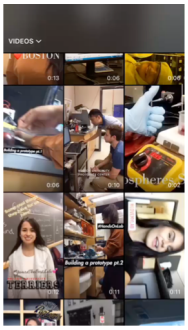


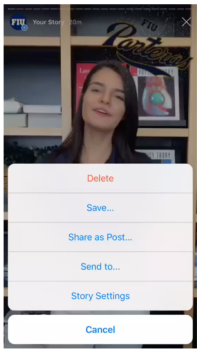
Step 1: Obtain the footage via Whatapp in order

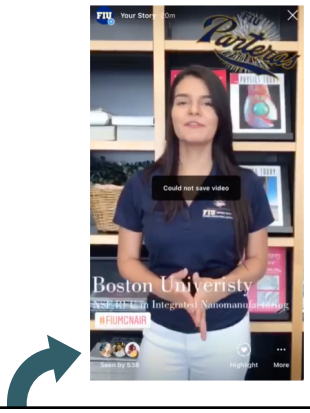


Step 2: Upload the videos/photos on Instagram



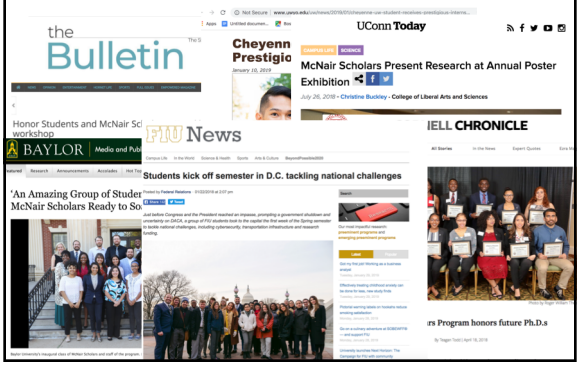
Step 3: Save your story as individual clips or one clip





OTHER RESOURCES: iMOVIE

ELECTRONIC NEW ARTICLES



OTHER RESOURCES: MAILCHIMP

- Free vs Paid
- Send emails to hundreds or thousands of recipient all at once
- Manage mailing lists and newsletters
- Automate your email campaigns and collect leads
- Can be used to just create the template and send your email campaign
- Main uses: recruitment or conference
- Other version: MyEmma

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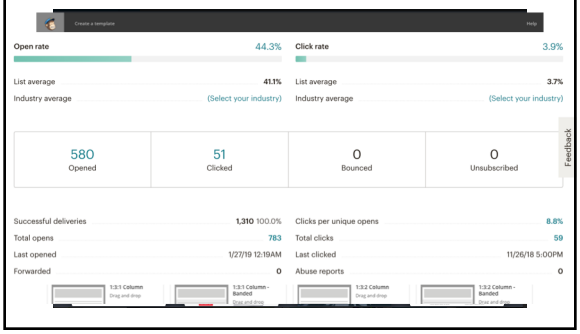

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CONTACT INFORMATION

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FLORIDA INTERNATIONAL UNIVERSITY
(305) 903-2457
ICORZO@FIU.EDU

@FIUMcNair