DIGITAL MARKETING 101
Leveraging social media tools to focus, optimize and personalize efforts to convert protective students into accomplished McNair Scholars

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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 your 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:
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

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 get attention. Add images to your posts to grab attention and cut through clutter
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; 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
  - Can 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

- Facebook
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

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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 takeover taking place
- Whatsapp
- Add information (if needed)
- Add GIFs/Stickers
- Post within the same hour
- Save Story
- Create a recap video for marketing

Step 1: Obtain the footage via WhatsApp in order
Step 2: Upload the videos/photos on Instagram

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

OTHER RESOURCES: MAILCHIMP

- Free vs Paid
- Send emails to hundreds or thousands of recipients 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
OTHER RESOURCES: MAILCHIMP

<table>
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<tr>
<th>Open rate</th>
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<th>Complaints</th>
<th>Unsubscribe</th>
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<td>3.9%</td>
<td>0.2%</td>
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<tr>
<td>USD average</td>
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</tbody>
</table>

580 Opened | 51 Clicked | 0 Bounced | 0 Unsubscribed

Successful deliveries: 1,800 (97.5%), 164,001 unique opens (97.4%)

منتشر

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CONTACT INFORMATION

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