



THE OHIO STATE UNIVERSITY

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# SOCIAL MEDIA MARKETING IN HIGHER EDUCATION



# AGENDA

Overview of Social Media Marketing

Considerations

Platforms

Content

Various Tips

Resources & Questions



**Creating a social media account is equivalent to creating an identity.**



# SOCIAL MEDIA CONSIDERATIONS

## Benefits

- Builds brand awareness
- Drives web traffic
- Connect with, understand your audience
- Fosters community, education
- Establishes organization, program or lab as an authority

## Risks

- Requires **time** and consistency
- Communicating directly to public
- Misrepresenting the university
- Entering a crowded space
- Negative feedback, discussions
- Legal issues
- Hacking





# DO YOU NEED AN ACCOUNT?

- Social media in higher education is a unique challenge
- Defining short- and long-term goals
- Is there another similar social media account on campus?
- Account access and roles
- Content sources
- Posting frequency and platforms



# PLATFORMS





### Instagram

- Showcasing visual areas of interest
- Highest student engagement
- All mobile

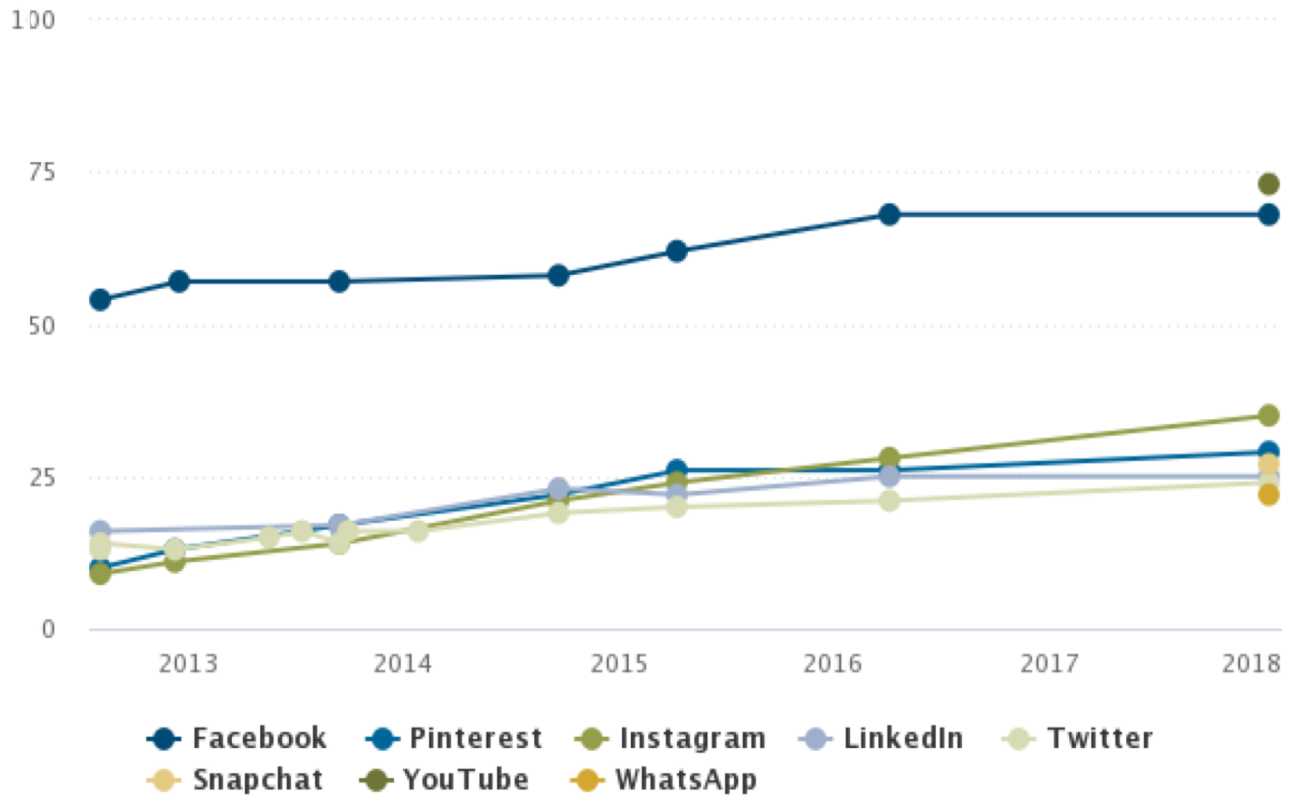
### Twitter

- Easy updates/sharing
- Highest community engagement
- Noisiest platform

### Facebook

- Most users of any platform
- Versatile
- Frequent changes

% of U.S. adults who use ...



Source: Surveys conducted 2012-2018. PEW RESEARCH CENTER



# POSTING FREQUENCIES

## Instagram

- Minimum  
1x per week
- Maximum  
2-3x daily
- **Sweet Spot**  
3-5x per week

## Twitter

- Minimum  
2-3x per week
- Maximum  
3-4x daily
- **Sweet Spot**  
1-3x daily on weekdays  
Occasional weekends

## Facebook

- Minimum  
2x per week
- Maximum  
3x daily
- **Sweet Spot**  
1-2x daily on weekdays  
Occasional weekends



# CONTENT

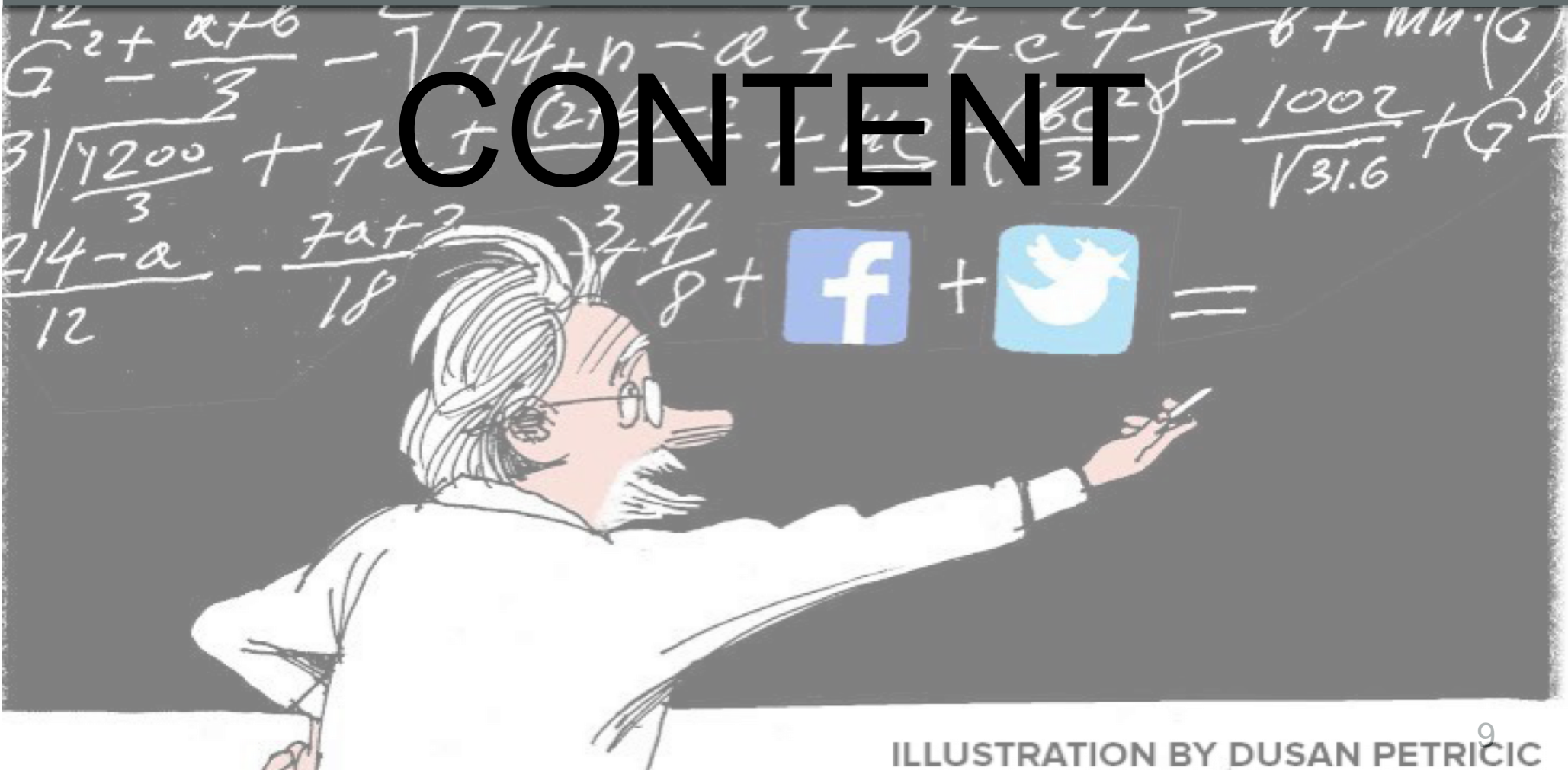


ILLUSTRATION BY DUSAN PETRIČIĆ



# WHAT TO SHARE

## Website as Framework

- Translate web content into engaging, digestible social content.

## Curate

- Share content from other relevant sources at the university and beyond.

## Tap into university themes/events

- #BuckeyeLove, #BuckeyeForLife, #OSUgrad, #ASCintheField

## Recycle

- Refresh and reuse content (new copy, new images or new angle).

## Take Pictures!

- Share pictures of campus and faculty/students in action.



Arts and Sciences

@ASCatOSU

Soon, this replica of a dinosaur skeleton will be towering over the lobby of Orton Hall. The original skeleton was accidentally discovered by Ohio State professor emeritus David Elliot in Antarctica in 1991.



4:22 PM - 4 Sep 2018

13 Retweets 50 Likes



1 13 50

# GOLDEN RULE

Can someone with no relation to your research, academic program — or even Ohio State — understand the gist of your message?



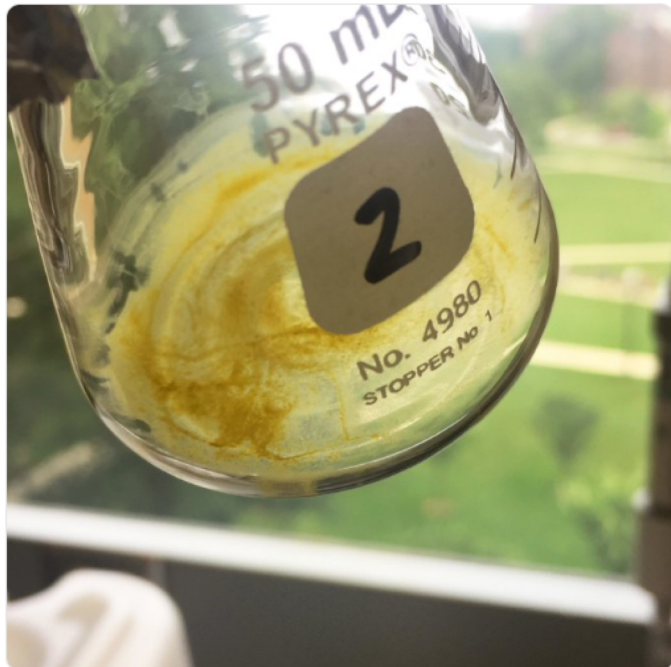


Grotoli Coral Lab

@CoralResearch

Following

Another day, another chance to see up close the diverse array of what corals are capable of! Pictured here are coral fats, including a host of storage and structural lipids involved in fascinating cellular processes.



osuearthsciences • Following

osuearthsciences Congratulations to the OSU-lead PoleNet team for their new study published in "Science." They found surprisingly rapid crustal uplift in West Antarctica, which could have a stabilizing influence on the melting ice sheet.



52 likes

JUNE 28

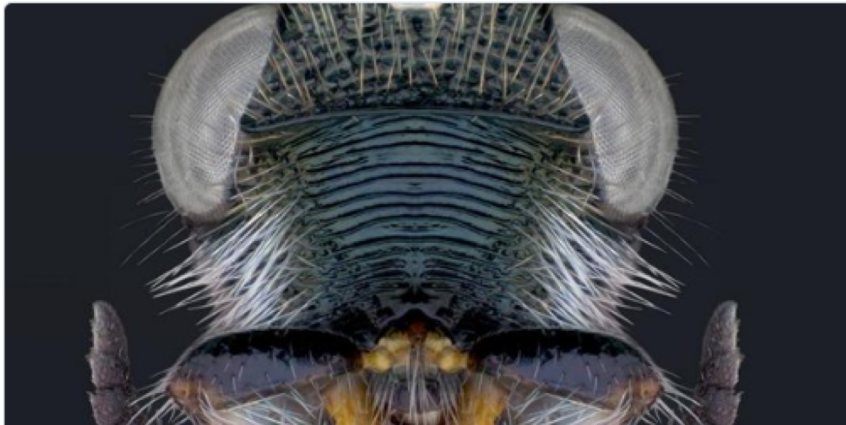




Arts and Sciences

@ASCatOSU

Discovering a new species is just another day at @EEOB\_OSU professor Norman Johnson's parasitic wasp lab.



Scientific Wild West: Insects such as body-hijacking wasps among least stud...

The grasshopper took precautions to protect her offspring. First, she dug a hole. Into the underground chamber she poured a frothy liquid along with the eggs. Like spr...

dispatch.com

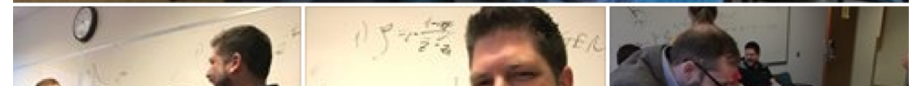
12:11 PM - 23 May 2018



The Ohio State University Department of Astronomy

June 28 · 🌐

Congratulations to Dr. Dan Stevens! Dan just defended his thesis "Discovery and Characterization of Hot Stars and their Cool Companions" with advisor Scott Gaudi. He's off to Penn State Department of Astronomy and Astrophysics in a few weeks to begin his postdoc.





# PROFILE TIPS

- Clearly identify your unit or group's relationship to Ohio State
- Link to your unit's website in the account bio



ohiostatemusic

Following



90 posts

664 followers

195 following

**The Ohio State School of Music**

An innovative place for performance, research and artistic growth.

[music.osu.edu](http://music.osu.edu)



**Ohio State CBC**

@OSU\_CBC Follows you

The Department of Chemistry and Biochemistry at The Ohio State University.

Newman & Wolfrom Lab

[cbc.osu.edu](http://cbc.osu.edu)



# BRANDING RESOURCES

- **Brand.osu.edu**
- **Brand.osu.edu/social-media**
  - Guidelines for social graphics
  - Avatar templates/examples

When in doubt...

- Contact ASC Marketing and Communications at [asccomm@osu.edu](mailto:asccomm@osu.edu)!

We'll help you find an answer for any brand-related questions.



# VARIOUS TIPS

## Photo Ratios

- Twitter: 16x9
- Instagram: 1x1

## Shorten Links

- Shorten hyperlinks using **go.osu.edu** when sharing on Twitter (can delete http://)

## Avoid Hashtag Fever

Put a period before tweets starting with '@'

Follow Ohio State accounts, colleagues and related organizations



# OTHER RESOURCES

Image dimensions: [go.osu.edu/SocMedPics](https://go.osu.edu/SocMedPics)

Preview Twitter cards: [cards-dev.twitter.com/validator](https://cards-dev.twitter.com/validator)

Campus pictures: [universitymarketing.osu.edu/photo-gallery](https://universitymarketing.osu.edu/photo-gallery)

Ohio State style guide: [apstylebook.com/osu](https://apstylebook.com/osu)

List of ASC social media accounts: [go.osu.edu/ASCsocialdirectory](https://go.osu.edu/ASCsocialdirectory)



# @ASCatOSU



Contact [blough.24@osu.edu](mailto:blough.24@osu.edu) or [asccomm@osu.edu](mailto:asccomm@osu.edu) with questions or comments.

**Thank You!**