

Social Media Guide and Report 2017

University of Manitoba
Faculty of Science

Accounts

The Faculty of Science at the University of Manitoba has the following social media accounts:

Facebook: **[facebook.com/umanitobasci](https://www.facebook.com/umanitobasci)**

Twitter: **[@umanitobasci](https://twitter.com/umanitobasci)**

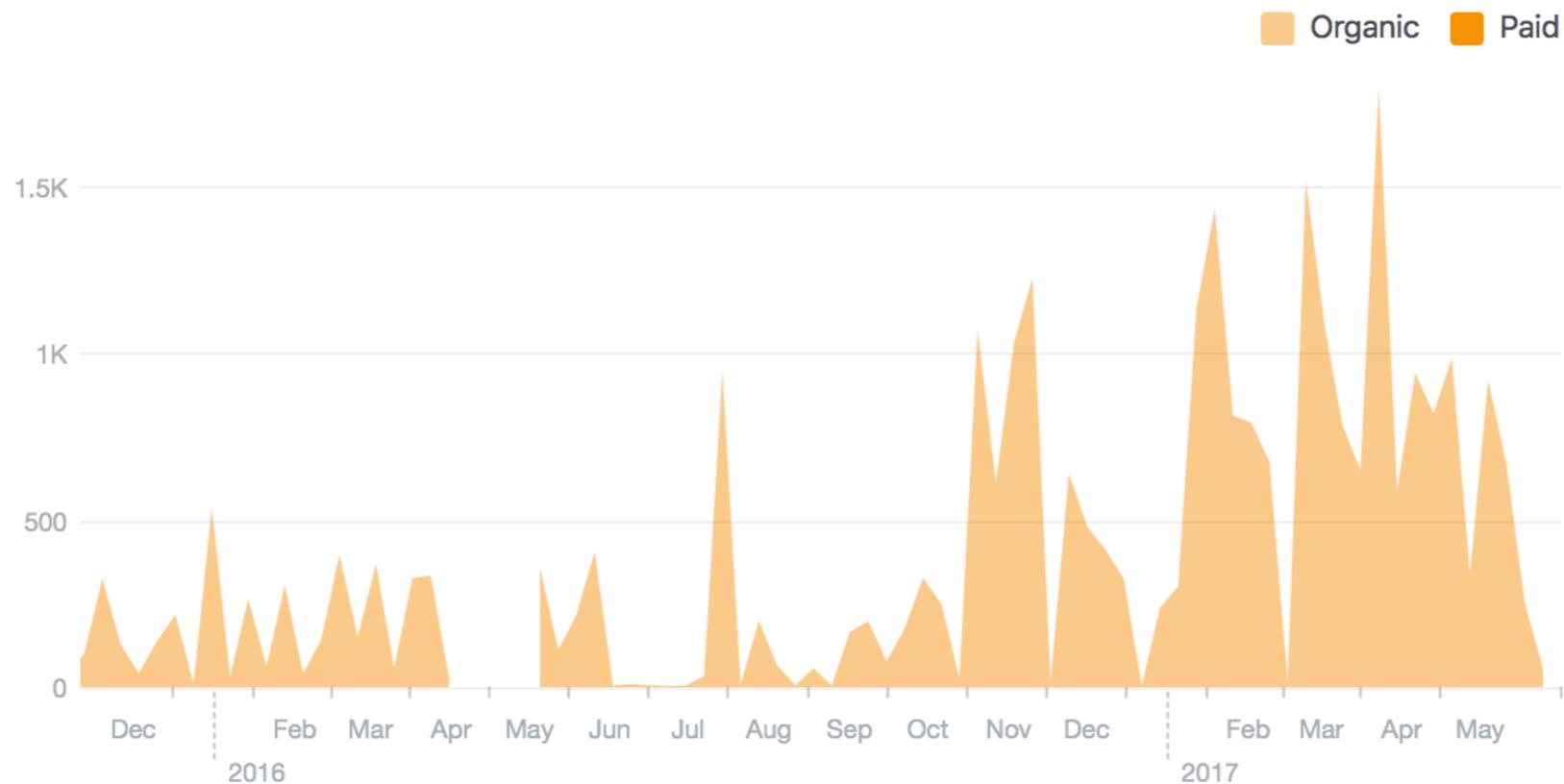
Instagram: **[@umanitobasci](https://www.instagram.com/umanitobasci)**

LinkedIn: **www.linkedin.com/groups/6927118**

Growth in the Past Academic Year

Post Reach

The number of people your posts were served to.



Since September 2016 our posts have been reaching more people. This is directly related to the number of posts we are making being increased and diversifying our posts into more than links, but also things like photos and videos.

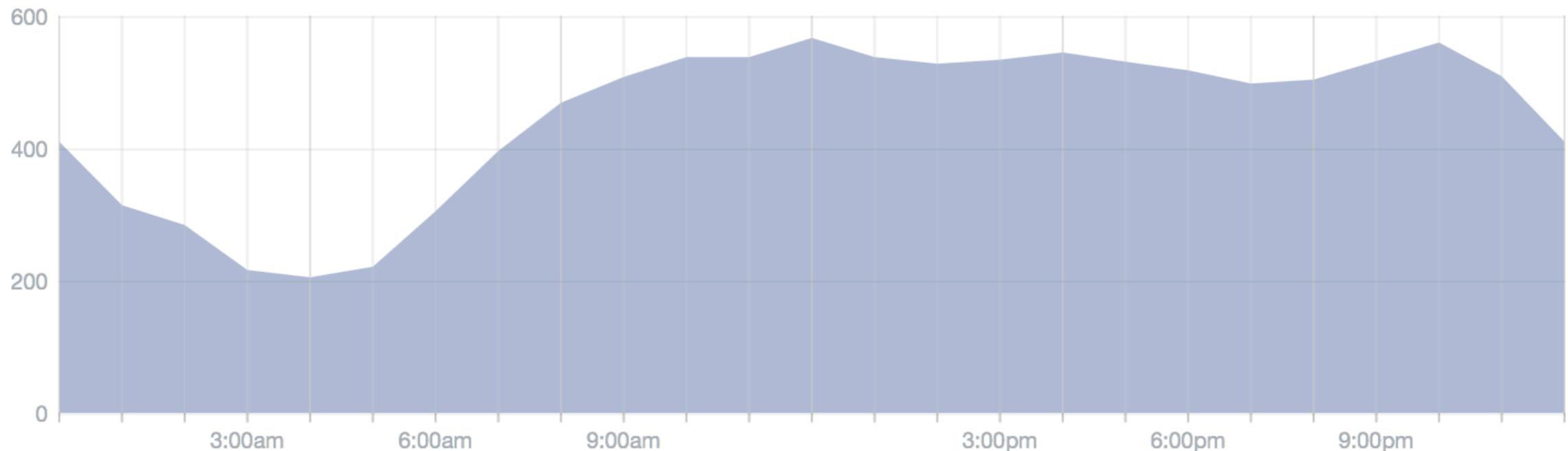
Growth in the Past Academic Year



The number of follows that we have gained in the past academic year has been modest. Using the information from the previous slide, we can assume that post quantity, quality, and reach doesn't affect follower growth to the extent that we would like it to. We should continually encourage people to follow us on social media throughout different events and communications.

When Should You Post?

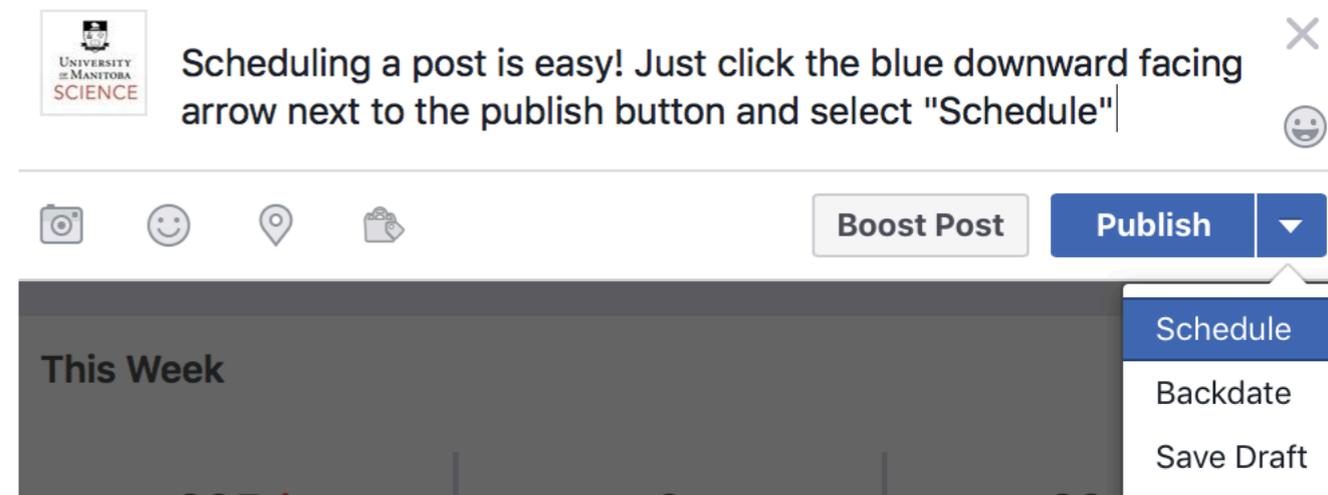
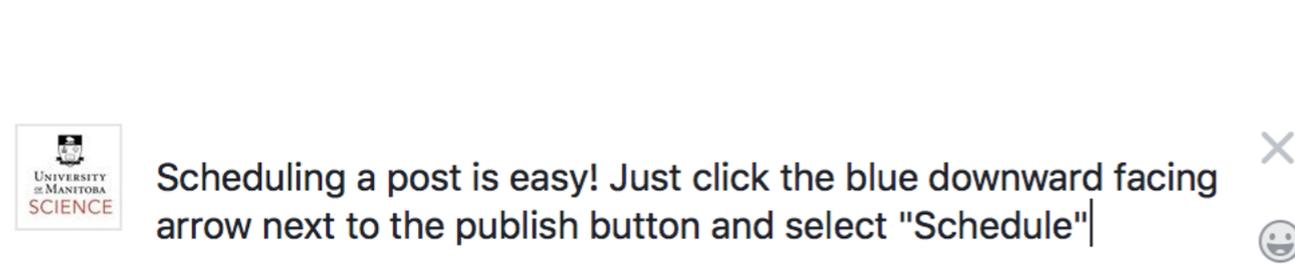
TIMES



The majority of our followers are most active between 9 am and 9 pm. This means that there might be some benefit to scheduling social media posts later into the evening past normal office hours.

Scheduling on Facebook

Facebook allows you to automatically schedule posts when you are composing them.



Schedule Post

Publishing Schedule

Publication
Select a date and time in the future for when you want your post to publish.

6/6/2017 1:39PM UTC-05

Distribution Schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop showing in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel Schedule

Once you do that you can easily pick the time and day you want your draft to be posted. If you need to make any changes to your post, you can edit it until the scheduled time.

Scheduling on Twitter

You can use Twitter tools like Hootsuite or Buffer to schedule Tweets so that you are not only Tweeting when you are at your phone or computer.



Scheduling on Twitter is easy on Buffer!



Add a photo or video

100

Share Next

Share Now

Schedule Post

Add to Queue



Aim for Engagement

Rather than “information-dumping”

People would much rather be given an opportunity to communicate/interact than just be fed information or facts.

Asking leading questions like “What do you think?” or asking them to “Share your favourite...” are great ways to initiate interactions with our social media followers.

Scheduling a poll might be a great way to engage students:

“What are you looking most forward to coming back to the U of M in September?”

Aim for Engagement

When you are trying to get people to do something, often a call to action is the easiest way to do so!

Phrases like:

Check out, Click this, Click Below, Follow the Link, Look at, In Case You Missed It, Don't Miss It, etc.

And Questions like:

What Do You Think About, Have you Seen, etc.

Do wonders to engaging audience members on social media.

Use Hashtags

Hashtags are keywords that also act as hyperlinks on most social networks including Twitter, Instagram and Facebook.

They take the form of a pound/number sign preceding a single string of letters and numbers without any punctuation.

The University of Manitoba's main hashtag is **#umanitoba**.

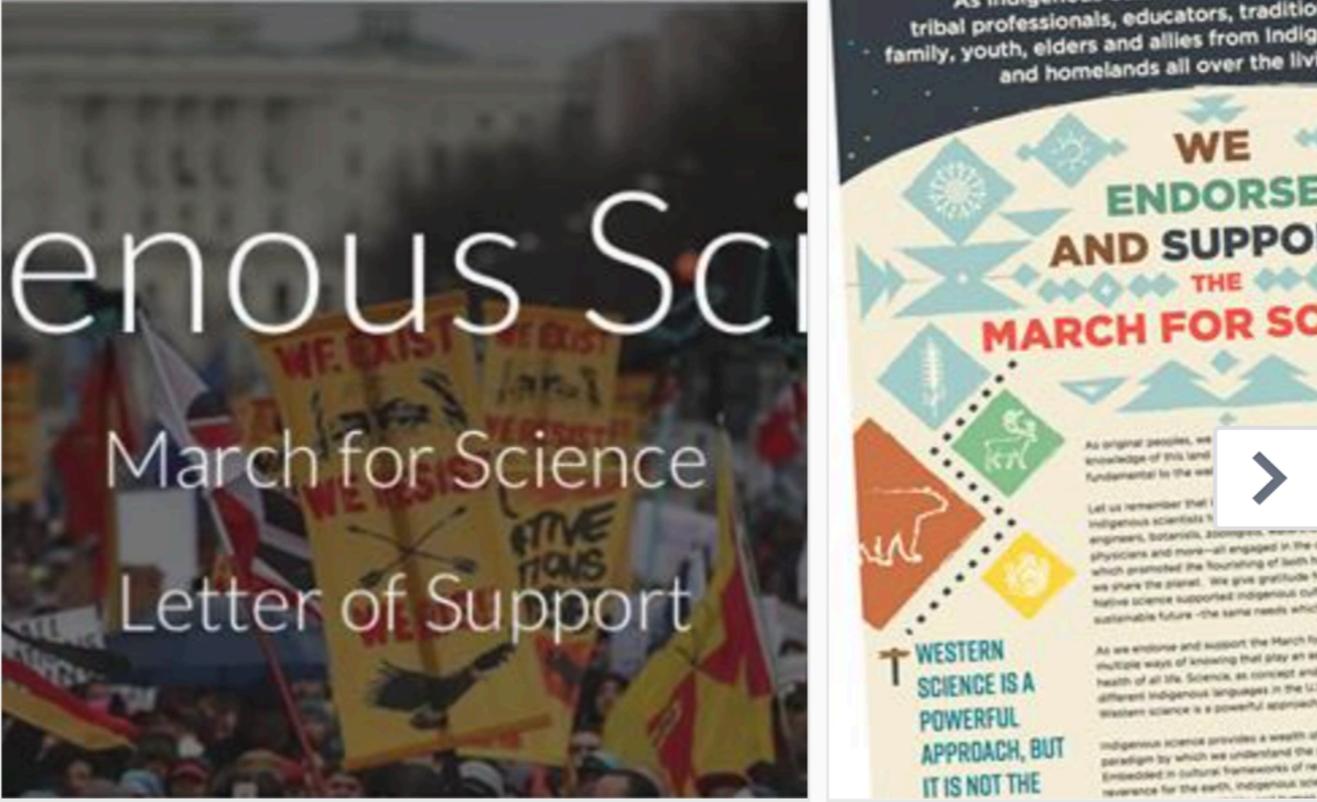
To fit the theme of this hashtag and others on campus, the Faculty of Science's hashtag is **#umanitobasci**.

Depending on the post you are making, you can also use hashtags related to your interests or field of science (like #scicomm for science communication, #microbiology, #chemistry).

Try to Clean Up Your Posts

 **University of Manitoba: Faculty of Science**
Published by Stefi Baum [?] · April 18 · 🌐

<http://www.esf.edu/indigenous-science-letter/>



Indigenous Science - March for Science Letter of Support

Indigenous Science - March for Science Letter of Support

The page this post is linking too has great content, but the post itself is sparse on content. There is no context for what this is, and the blue link in the text box is irrelevant since most people would click the photos anyway to follow the link.

Try to Clean Up Your Posts

Instead, try to add a bit of context to your posts to explain to the audience/reader why they are seeing it. It doesn't have to be long and can be easily informative or personal or both.

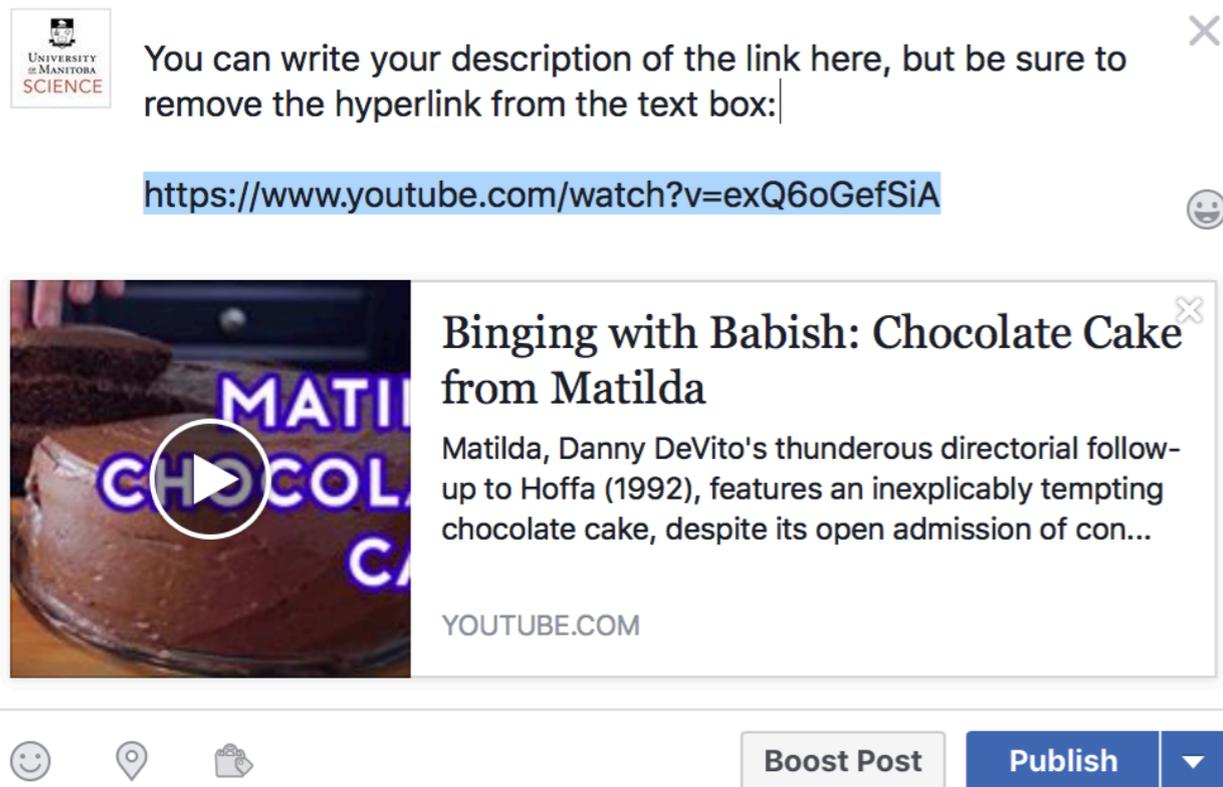
Anything between “We love to see solidarity between Indigenous groups and science organizations. The true way forward is through two-eyed seeing, using the best of both

Indigenous knowledge and Western science.”, “Our Indigenous students in the Faculty of Science are amazing”, to a simple thought from the Dean of Science herself: “Every single student of science has value”.

As for that blue link...

Try to Clean Up Your Posts

On Facebook, once you add a link to the text box of a post being written, you can remove the link itself once the preview box has shown.



UNIVERSITY OF MANITOBA SCIENCE

You can write your description of the link here, but be sure to remove the hyperlink from the text box:

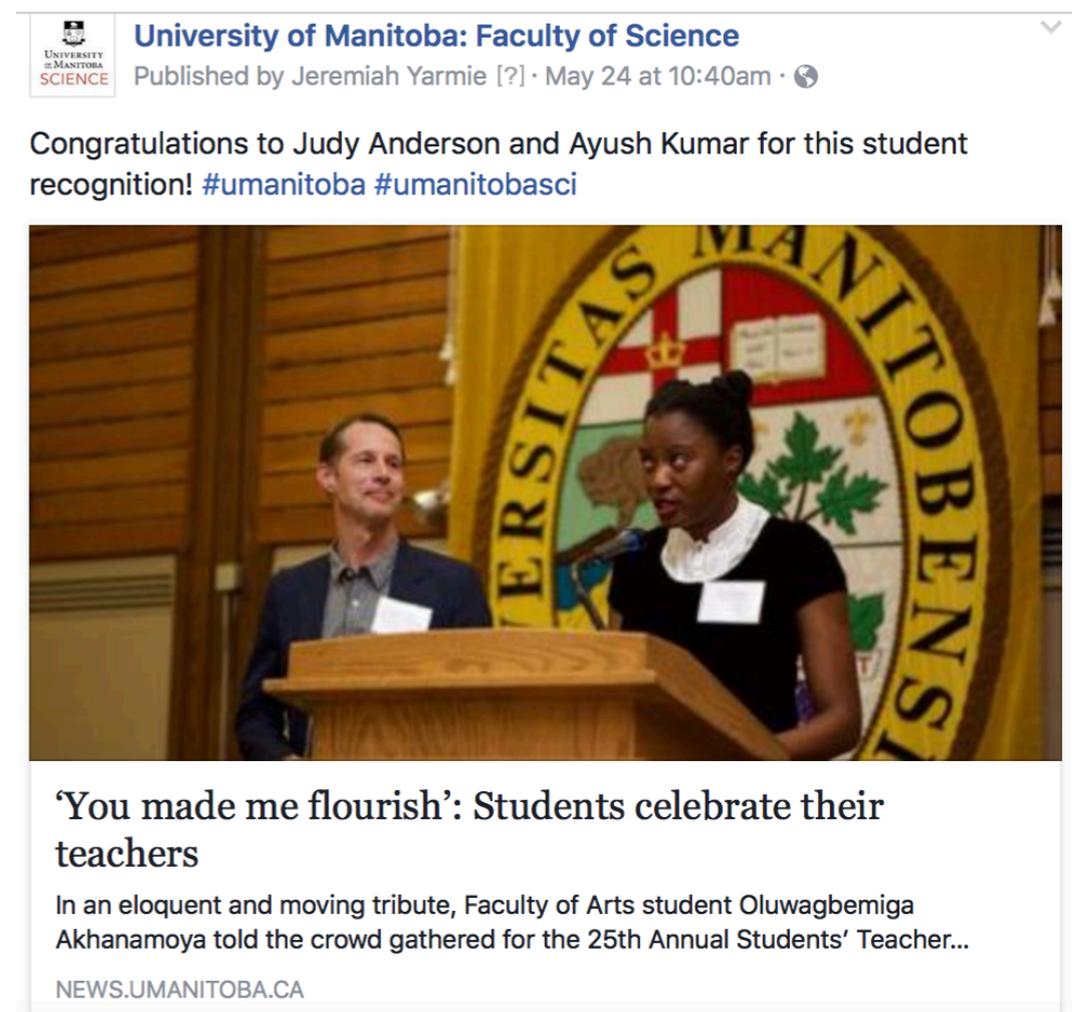
<https://www.youtube.com/watch?v=exQ6oGefSiA>

Binging with Babish: Chocolate Cake from Matilda

Matilda, Danny DeVito's thunderous directorial follow-up to Hoffa (1992), features an inexplicably tempting chocolate cake, despite its open admission of con...

YOUTUBE.COM

Boost Post Publish



UNIVERSITY OF MANITOBA SCIENCE

University of Manitoba: Faculty of Science

Published by Jeremiah Yarmie [?] · May 24 at 10:40am · 🌐

Congratulations to Judy Anderson and Ayush Kumar for this student recognition! #umanitoba #umanitobasci



'You made me flourish': Students celebrate their teachers

In an eloquent and moving tribute, Faculty of Arts student Oluwagbemiga Akhanamoya told the crowd gathered for the 25th Annual Students' Teacher...

NEWS.UMANITOBA.CA

The link remains, but the post looks a lot cleaner without a long and ugly URL at the end of it.

Try to Clean Up Your Posts

On Twitter, third party tools like Bitly, Hootsuite, and Buffer will automatically shorten URLs in Tweets to make it look cleaner and to count less characters against the 140 limit. Link preview generation boxes also form there too link on Facebook.



Tag Your Friends!

A great way to increase the reach of your posts is to tag other accounts in your posts! Tag a Facebook Page or Twitter Account every time you'd use their proper noun instead! On Twitter is includes people too! Just their Twitter handle is fine, no need to waste precious characters typing out their name and Twitter account.

That was a lot of fun! We'll see you all tomorrow for our [Science Rendezvous](#) public day! Come on down to the University of Manitoba's Fort Garry campus tomorrow at 11 am for [Science Rendezvous 2017](#) at [umanitoba](#). [#umanitoba](#) [#umanitobasci](#) [#sr2017](#) [#odysci](#)

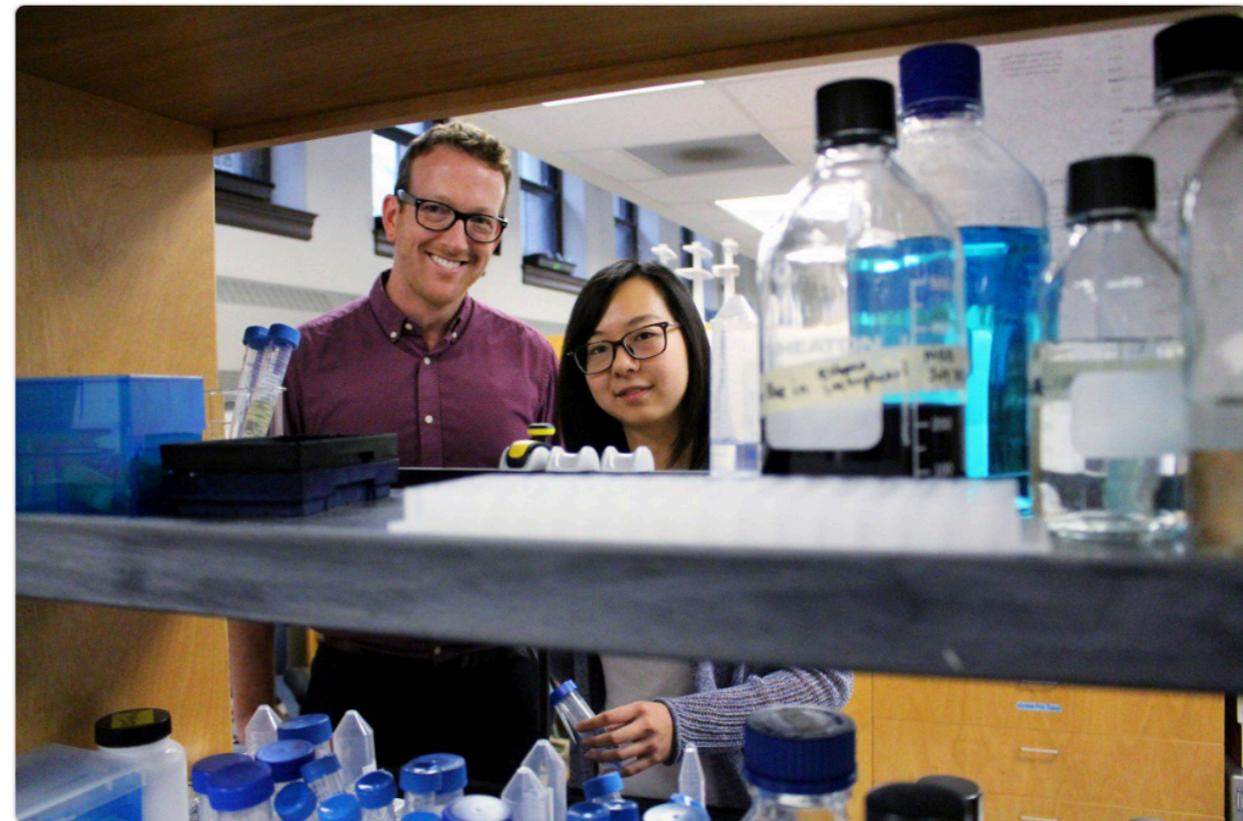
For more information check out the link below!

<http://www.sciencerendezvous.ca/eve.../university-of-manitoba/>



UManAlumni @UManAlumni · Apr 19

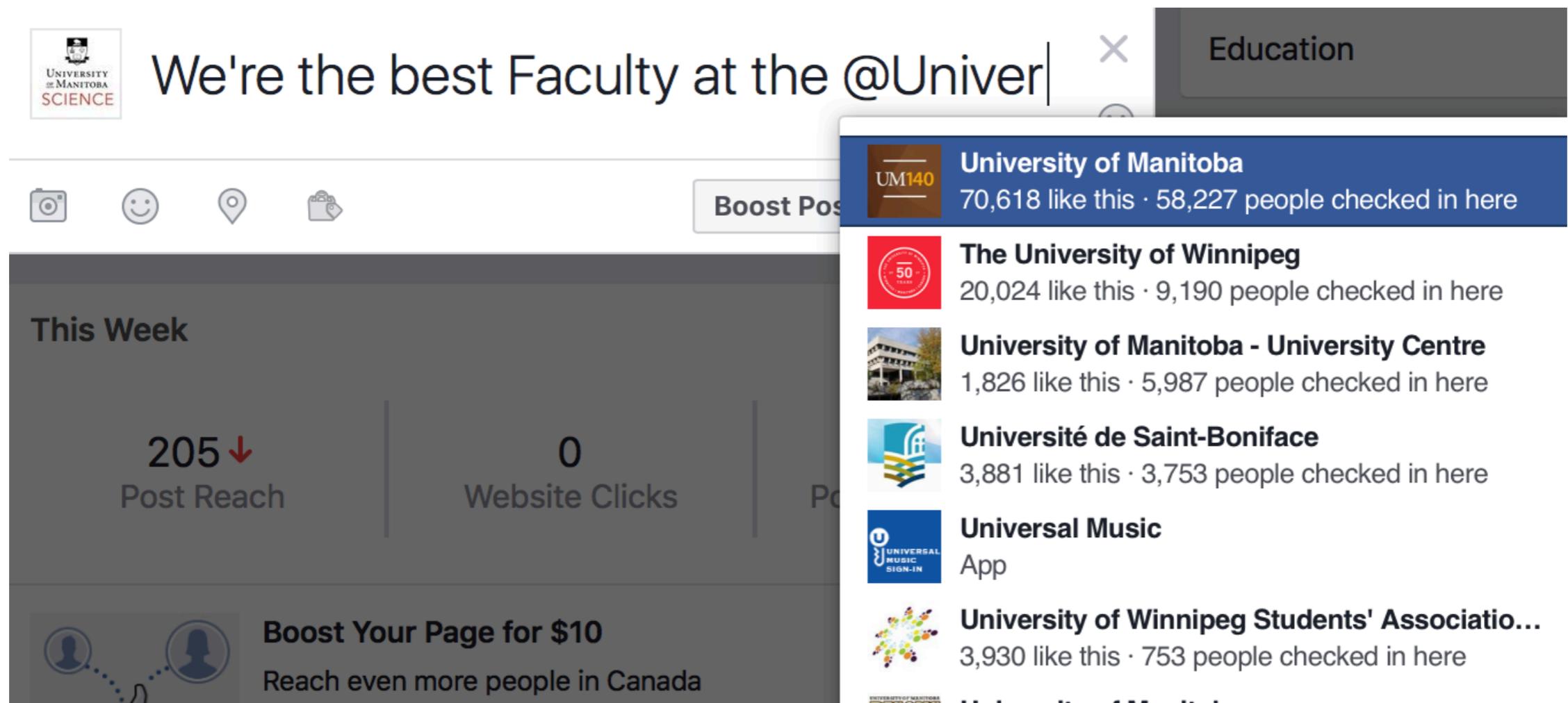
In anticipation of [#EarthDay](#) & the March for Science, [@markus_belmonte](#) shares the importance of science. bit.ly/2oSjQkT [#umanitoba](#)



Tag You Friends!

Tagging is easy. You just need to know the Facebook Page URL or Twitter account handle of the person you're trying to tag!

On Facebook type @ and start typing the name of page you want to tag. It should show up from a drop-down menu like so:



The screenshot shows a Facebook post from the University of Manitoba Science page. The text of the post is "We're the best Faculty at the @Univer". A dropdown menu is open, showing a list of suggested pages to tag. The background of the post is dimmed, showing a "This Week" summary with 205 Post Reach and 0 Website Clicks, and a "Boost Your Page for \$10" advertisement.

University of Manitoba
70,618 like this · 58,227 people checked in here

The University of Winnipeg
20,024 like this · 9,190 people checked in here

University of Manitoba - University Centre
1,826 like this · 5,987 people checked in here

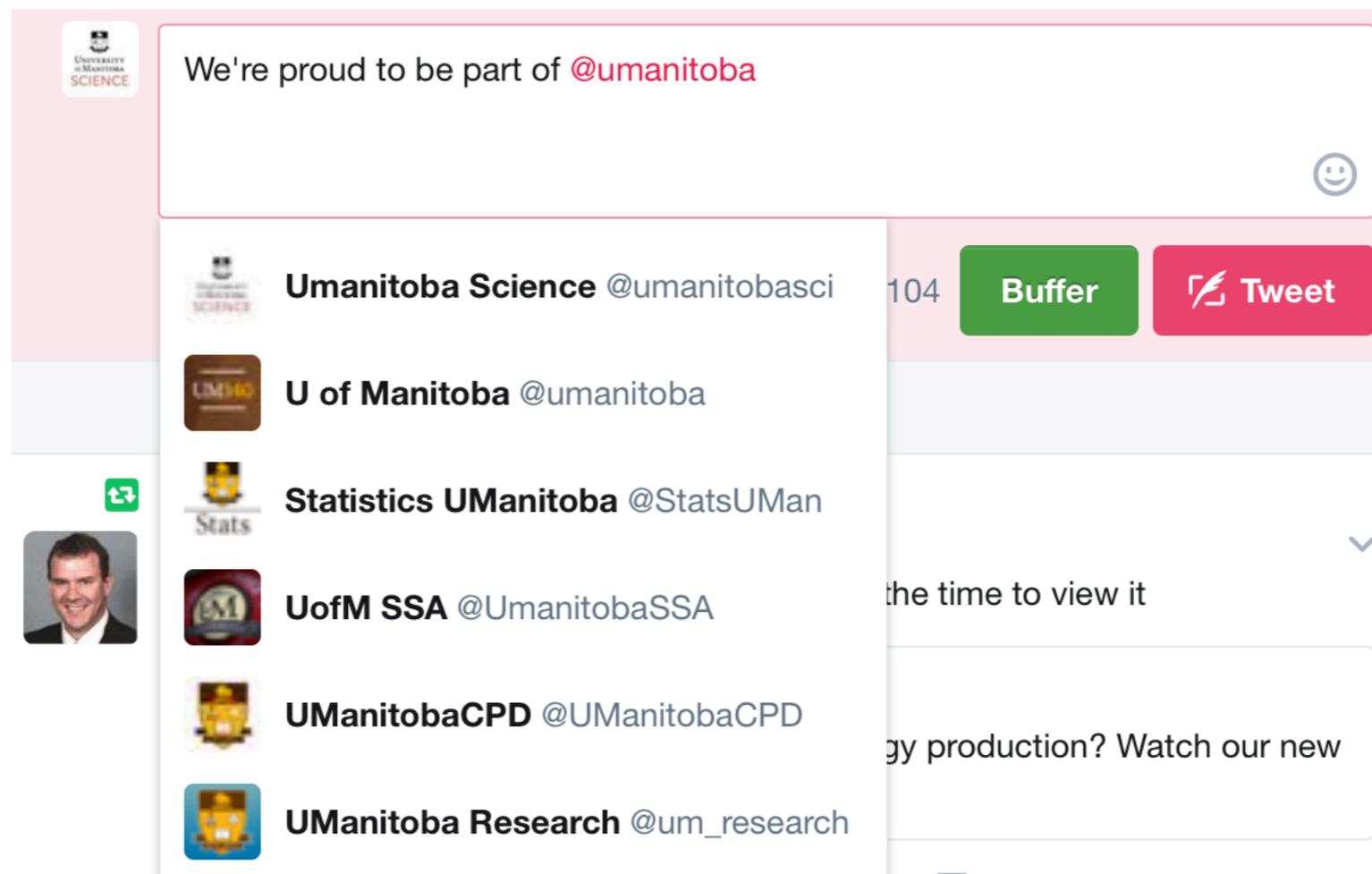
Université de Saint-Boniface
3,881 like this · 3,753 people checked in here

Universal Music
App

University of Winnipeg Students' Associatio...
3,930 like this · 753 people checked in here

Tag You Friends!

On Twitter, find out their handle and just include in your post, again using @. Again, a drop-down menu will form in case you're not entirely sure what handle the account you'r trying to tag has.



Tag You Friends!

Every time you tag another account you increase the reach of your posts. It will show up for people who follow those accounts on Facebook and it increases the likelihood that the page administrator will share or retweet your post, sharing it with all of their followers too. At the very least, you'll likely get a "Like" or some other reaction or interaction, which is always good for the health of your social media account.

Other Posting Guidelines

Try your best to make all of your posts in proper English.

This is especially crucial on Facebook where you are not limited in the content of your posts.

On Twitter, due to the 140 character limit, this rule can be broken whenever necessary. Abbreviations can be made to decrease the character count of your posts, but make sure you use them sparingly and only use ones that are universally known (Abbrv can be used to decrease ur chars, but make sure they are well known!)

ICYMI: often acronyms are a great way too, but again, make sure you know which ones you are using and that other people know those ones too. Don't just go making up some.

Other Posting Guidelines

There are some common ‘texting’ habits that you should avoid when posting on social media:

Try to avoid using ellipses ‘...’ unless you are using them to arouse either fear (but only as a joke) or anticipation.

Making a status that begins with: “*Dear Students...*” makes it seem like either something terrible has happened.

Using ellipses is okay as a cliffhanger though:

“The last exam has been written and we are excited to head into grad season! This year’s valedictorian is...

Mark Zuckerberg!”

Further Tips

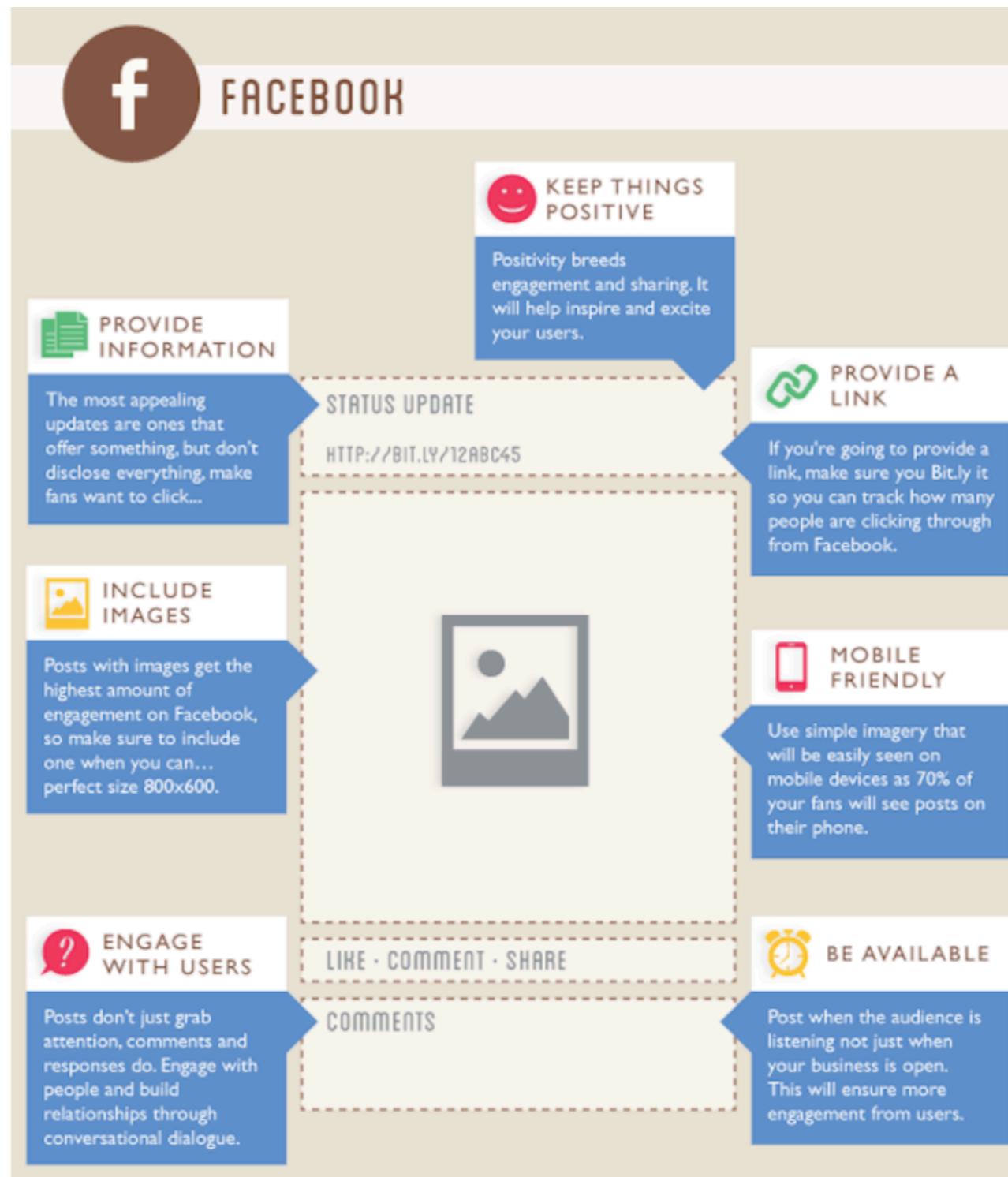
SOURCES FROM

Salesforce | MarketingThink | Wired | BusinessInsider
Social Caffeine | bitly | Mashable | Elaine Fogel
Peg Fitzpatrick | Mashable | Popular Mechanics
Tech New Daily | WIX | Social Media Delivered | Inkifi

DESIGN BY



Here are some further resources taken from the internet:



Further Tips

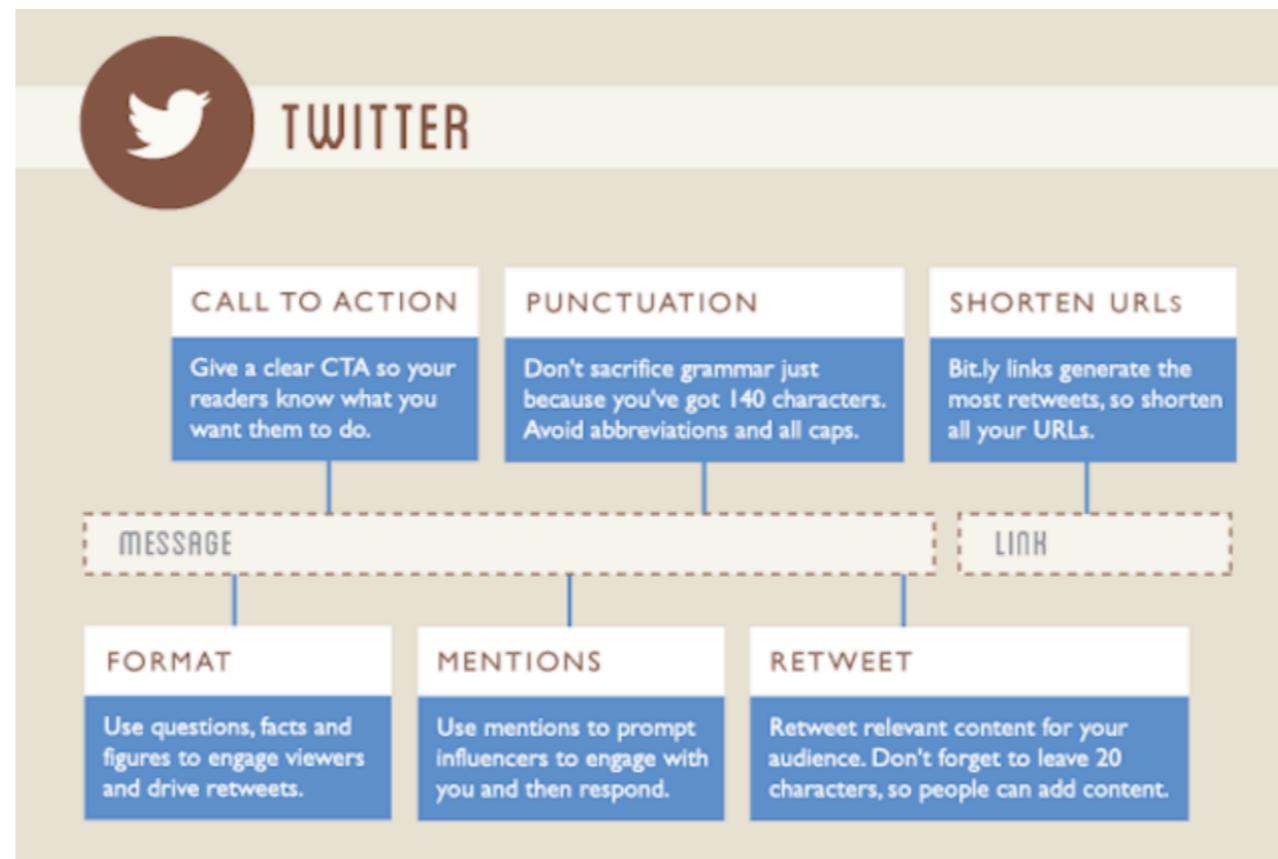
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Further Tips

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UNDERSTAND YOUR AUDIENCE

-  Know your target audience(s)
Tip: Get specific. Create personas.
-  You're busy. So are they.
Don't waste your time or theirs.
-  It's not all about you
Show interest in needs of others not just yours.
-  Do unto others...
Others like mentions & RTs as much as you.
-  Limit the pleas for help
Ideally keep this below the 10% mark.
-  Be responsive
Respond within 24 hrs. Aim for less..

PLAN YOUR CONTENT

-  How much time do you have?
Be realistic. Block out time. Stick to it.
-  Monthly: content strategy
ID what's coming up. Schedule campaigns.
-  Monthly: key messages
Define key messages for campaigns & events.
-  Use an editorial calendar
Download a free one at TopNonprofits.com/edcal.
-  Weekly: batch content creation
Maximize time. Minimize mental gear shifts.
-  Scheduling posts in advance OK
Tip: vary timing slightly and avoid :00 and :30.
-  Check feeds at least 2x per day
If only 2x, then mid morning & late afternoon.
-  How will you measure success?
Tip: Set measurable goals. Track progress.

facebook BEST PRACTICES

-  Think headline, not article
Get attention. Then add ?, action, or link.
-  Post every other day *
Best frequency to get and keep likes.
-  A picture is worth 1000 words
Tip: Limit depressing ones.
-  Tell good stories
Less statistics. More stakeholder stories.
-  Use analytics with your links
Insight, good. Dashboard obsession, bad.

twitter BEST PRACTICES

-  Don't treat it like Facebook
Vary content & don't auto-post between.
-  Post at least once a day *
More is better and vary times slightly.
-  Space out your tweets
No more than 1/hr (excluding @replies).
-  Best CTR: 8-9am, 2pm, 5pm, 3pm *
(test yourself) Bad: 1am-7am, 10am-1pm, 6-7pm.
-  Best RTs: noon-4pm *
(test yourself) Bad: Before 10am, after 7pm.
-  Tweet on the weekend
Less busy means greater CTR but less RTs.
-  Keep it short and sweet
Below 125 characters allows manual RTs.
-  Don't be a downer *
(+) tweets shared 34% more, (-) 13% less.
-  Place links early (1/4 mark) *
Highest probability of CTR. Very end OK also.

* Based on research by Dan Zarrella <http://danzarrella.com>



If you share this resource please provide a link to <http://topnonprofits.com/posting-guide>

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