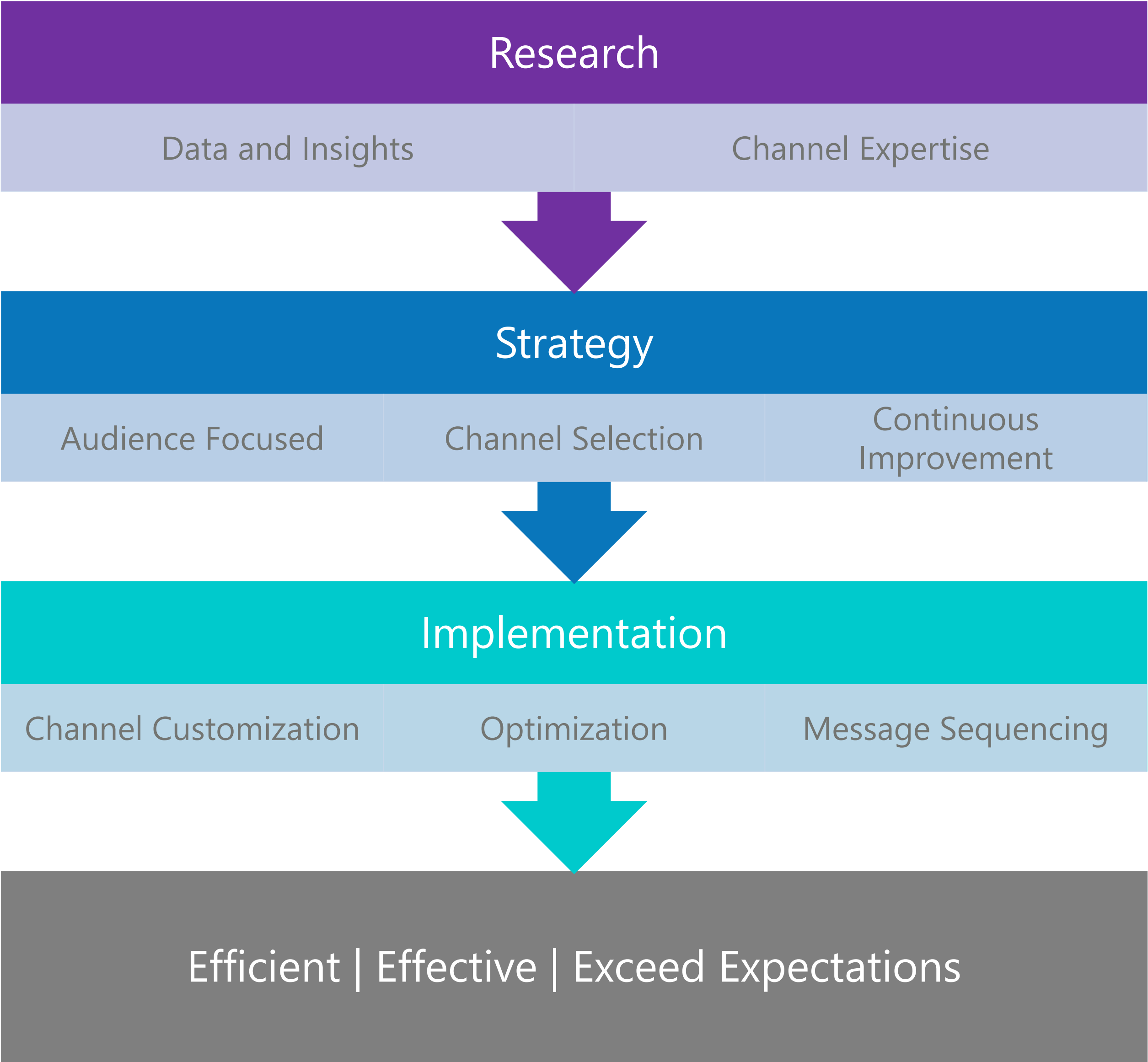




Update Your Status

Social media workshop

HOW TO DRIVE OUTCOMES



STAY TREND-Y

CAPITALIZE ON TRENDS TO PROPEL YOUR BRAND

In the world of going viral on social media, it is important for brands/organizations to stay on top of “viral trends” that they can personalize to their brand to propel themselves into the spotlight.

You don't always have to use “viral” trends, though. General daily trends, as well as time-sensitive (newsworthy) trends, are also great ones on which to capitalize.

Use the tools you have available.

- Twitter's “Trends for you” tab.
- Follow accounts similar to your organization on both the local and national level to see what performs well for them.
- Ask students what they like to see.



STAY TREND-Y

CAPITALIZE ON NATIONAL TRENDS

Three major trends we've capitalized on are:

- Heart rate
- The "woah"
- #BottleCapChallenge

Overall trends include:

- #TBT
- #MondayMotivation
- Holidays
- #MyPetIn5Words
- #NationalVideoGamesDay



STAY TREND-Y

ECU OFFICIAL ACCOUNT – VIDEO TRENDS



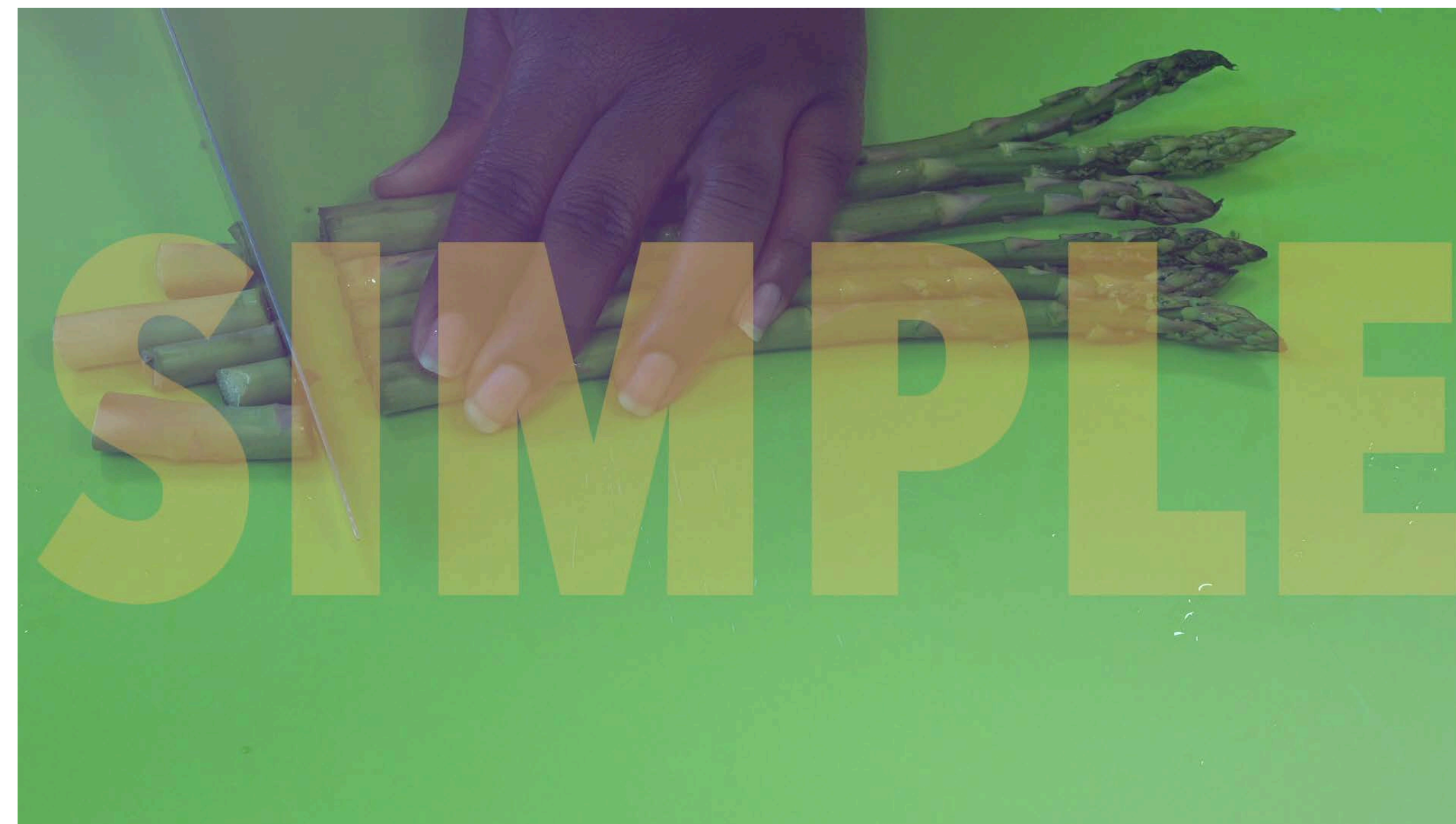
STAY TREND-Y

ECU OFFICIAL ACCOUNT – VIDEO TRENDS



STAY TREND-Y

STUDENT AFFAIRS – VIDEO TRENDS



CREATING A SOCIAL MEDIA STRATEGY

8

SMART GOALS

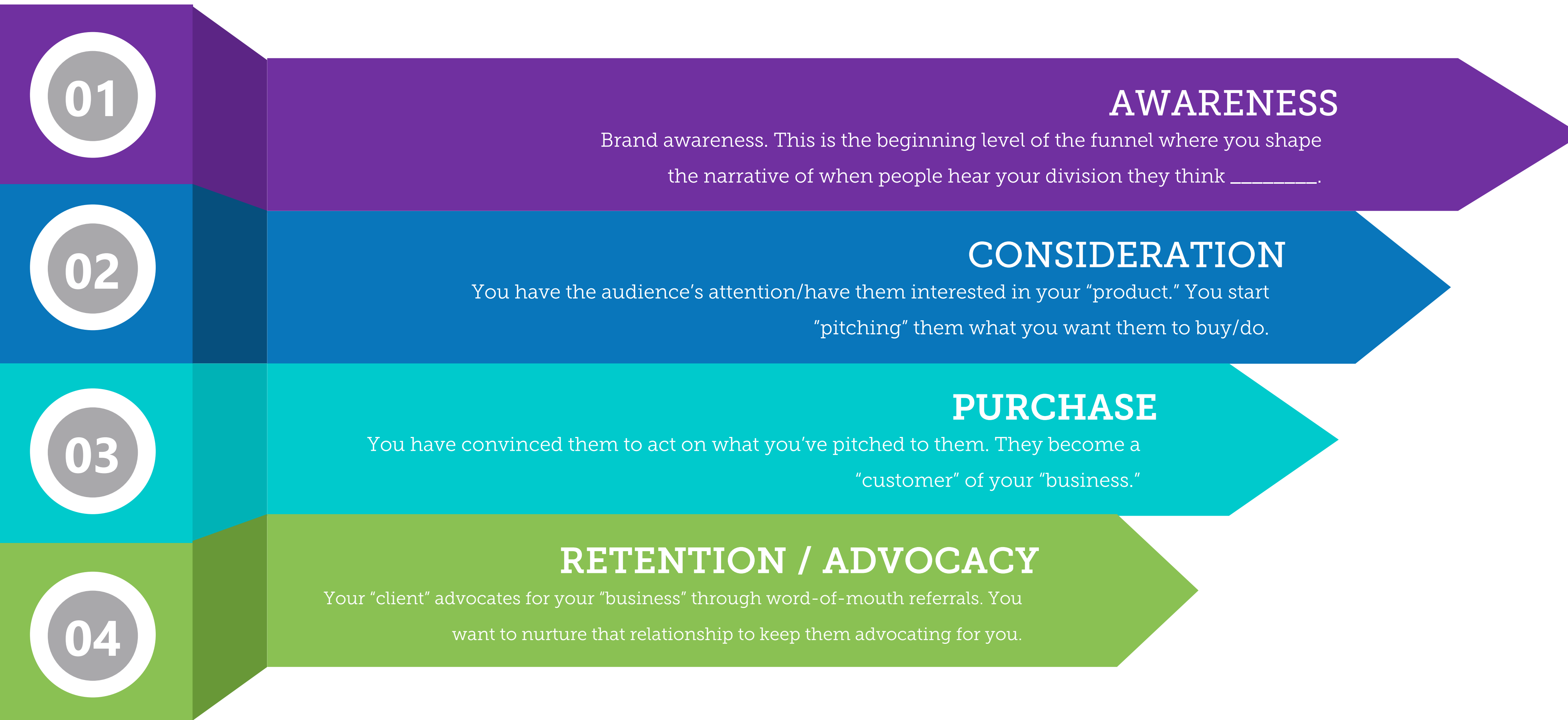


THE SMART STRATEGY

FOR SOCIAL MEDIA GOALS

- S**PECIFIC Answer 6 Key Questions To Develop SPECIFIC Social Media Goals: Who? What? Where? When? Which? Why?
- M**EASURABLE Create MEASURABLE Social Media Goals. Each social media activity should accomplish a measurable task to ensure you are making progress.
- A**CHIEVABLE Create ACHIEVABLE Social Media Goals. Your social media goals need to challenge you but not stretch you too far where they are not attainable or achievable.
- R**ELEVANT Create RESULT-FOCUSED Social Media Goals. Your social media goals should measure outcomes and not activities.
- T**IMELY Always Assign TIME-BASED Constraint On Your Social Media Goals. Your social media goals need to create a practical sense of urgency and tension to complete the goal on time.

The Social Media Funnel Break Down



PLATFORM OVERVIEW

ROLES | CHARACTERISTICS | USE



FACEBOOK

Role:

Connecting

Characteristics:

Visual | Mobile | Video

Use:

Influence | Authority



TWITTER

Role:

Conversing

Characteristics:

Real Time | Conversational

Use:

News | Relationships |
Crisis



INSTAGRAM

Role:

Inspiring

Characteristics:

Visual | Authentic | Mobile

Use:

Visually Brand

SOCIAL MEDIA SIZING

FACEBOOK | TWITTER | INSTAGRAM



FACEBOOK

Dimensions:

1200x628

Tricks/Tips:

Shoot your photos + videos
horizontally



TWITTER

Dimensions:

1200x675

600x335

Tricks/Tips:

Shoot your photos + videos
horizontally



INSTAGRAM

Dimensions:

POST: 1080x1080

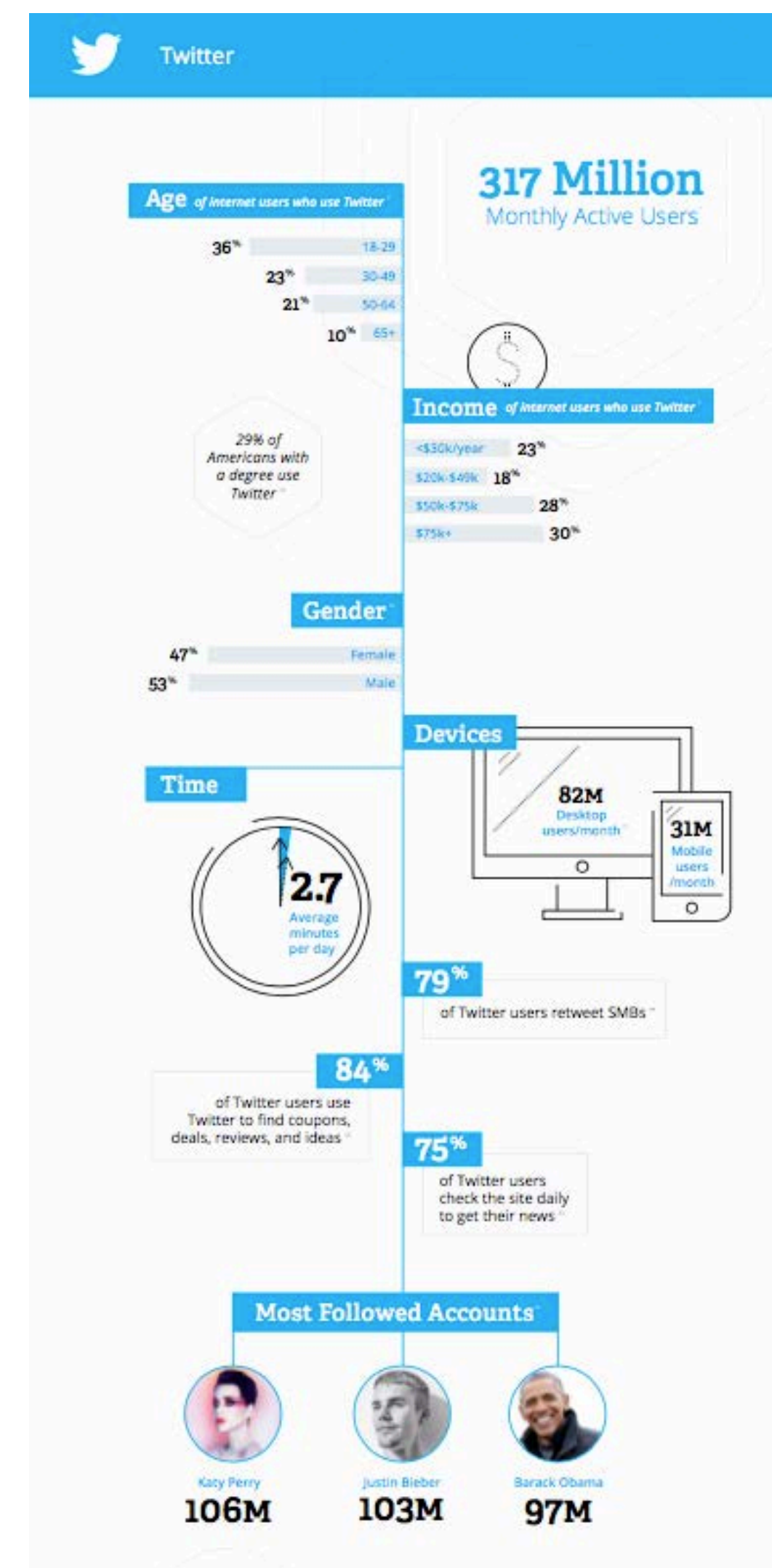
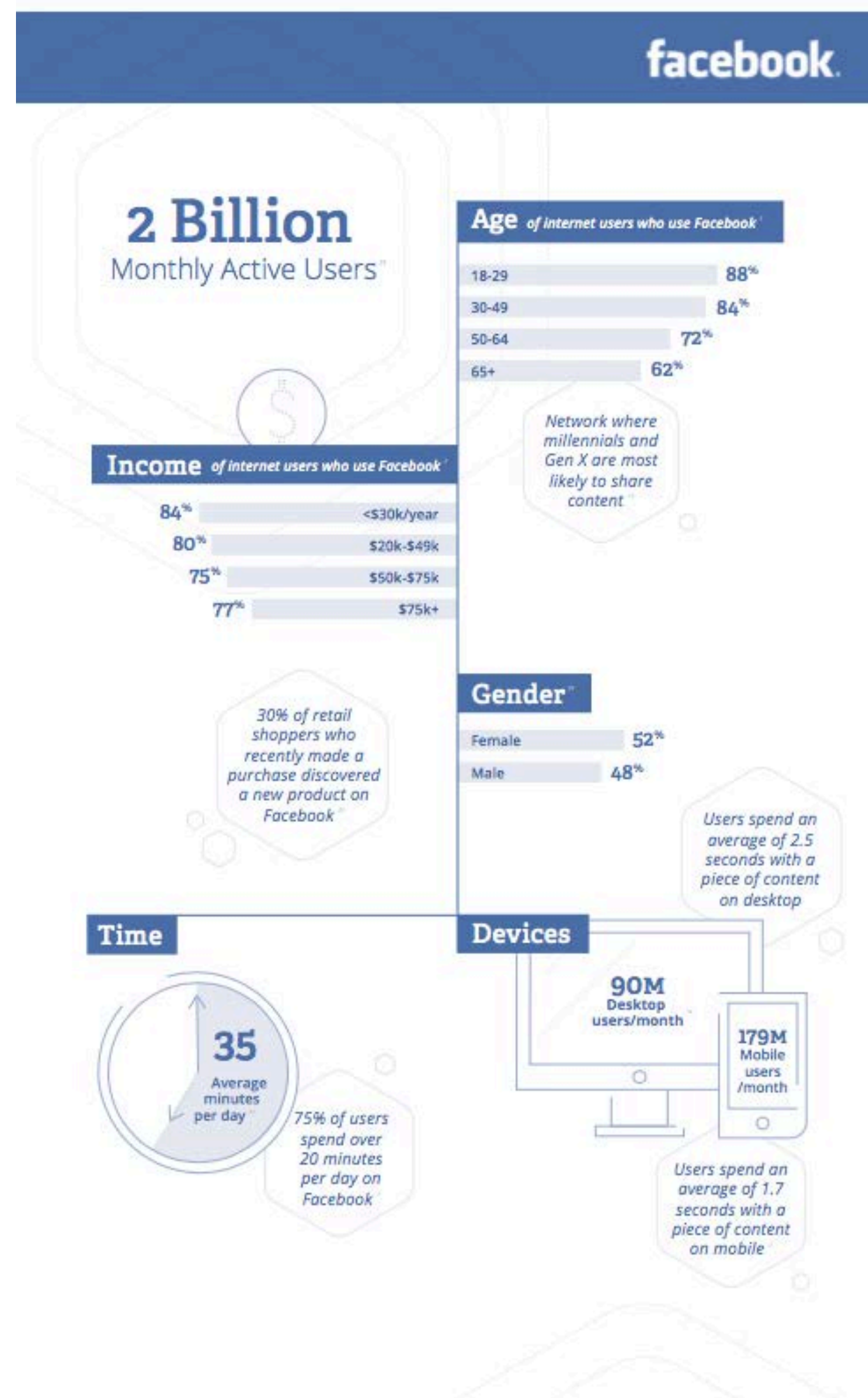
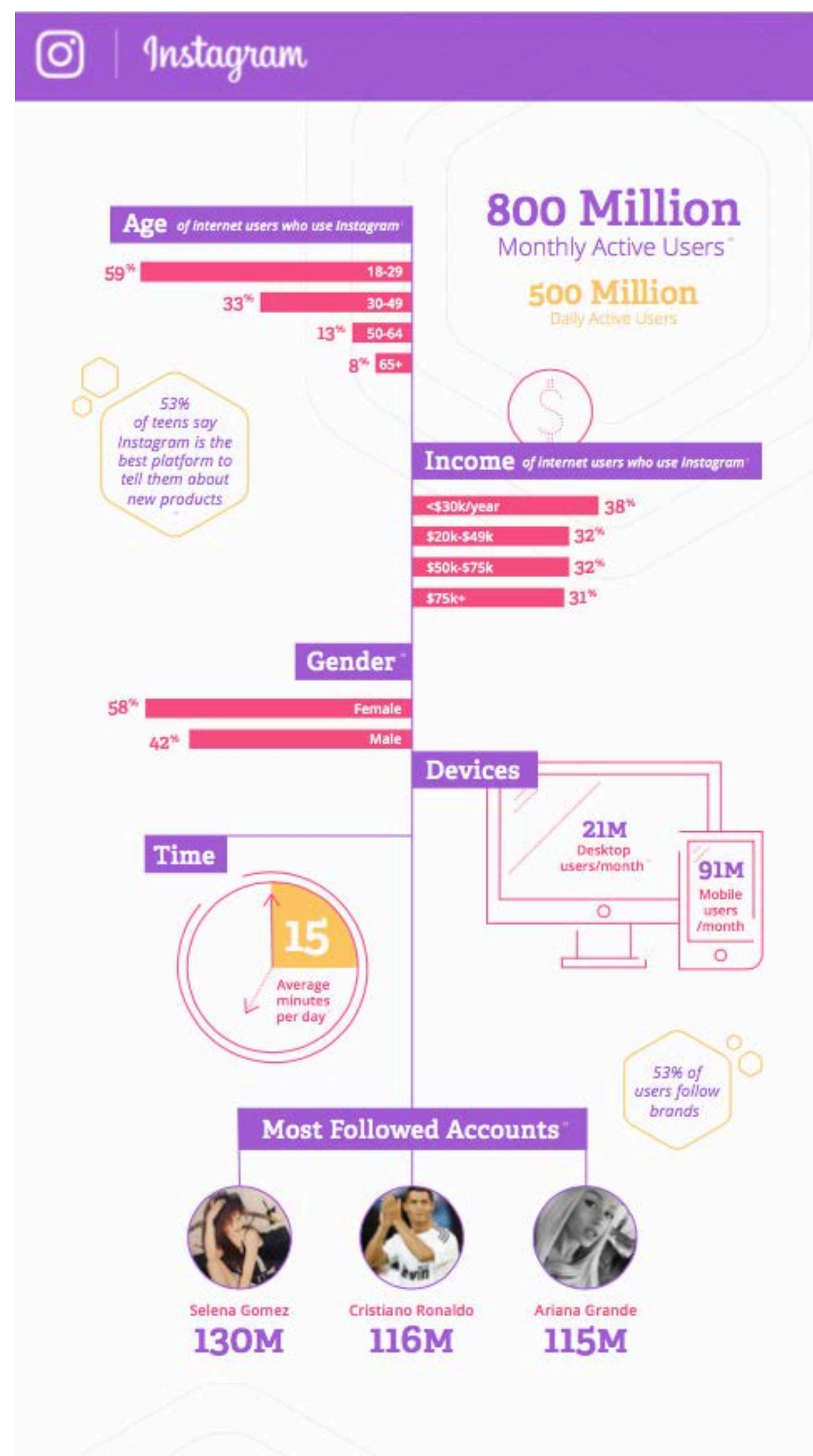
STORY: 1080x1920

Tricks/Tips:

POST: Crop photo in app
STORY: Take photo
vertically


IDENTIFY YOUR AUDIENCE

CHOOSE APPROPRIATE PLATFORM





EXAMPLE SOCIAL MEDIA POSTS


ECU OFFICIAL ACCOUNT – FACEBOOK POSTS



East Carolina University

Published by Falcon.io · July 10 ·

An ECU Researcher  discovered that a specific enzyme is critical for enriching a fatty acid in the brain that could one day help protect against diseases such as Alzheimer’s, Parkinson’s and ALS 



NEWS.ECU.EDU

RESEARCH BREAKTHROUGH




Neurodegenerative diseases – such as Alzheimer’s,...

Learn More

77,704

8,834

Boost Post

 5.1K

153 Comments 1K Shares



East Carolina University

Published by Natalie Pruitt · June 3 ·

Hook. Line. Sinkers. The Pirates are Super Regional BOUND 
#WeTheEast 
 Savanna Elkins Photography




73,580

9,523

Boost Post

 3.4K




65 Comments 391 Shares




East Carolina University

is with Thomas Green and 3 others.

Published by Falcon.io · August 19 at 12:47 PM ·

We present to you ... [drumroll , please] ...
 the ECU Class of 2023 






138,346

29,672

Boost Post

People Reached

Engagements

 3.5K

210 Comments 756 Shares

EXAMPLE SOCIAL MEDIA POSTS

ECU OFFICIAL ACCOUNT – TWITTER POSTS



ECU 
@EastCarolina

We just took a DNA test 🧬
Turns out we **100%**
Those Pirates 🏴‍☠️
Even when in Carter-Finley

[#WhyNotUs](#) 🏴‍☠️



 ECU Athletics and 6 others

10:59 AM · Aug 31, 2019 · [Twitter for iPad](#)

 View Tweet activity

93 Retweets **465** Likes



ECU 
@EastCarolina · Aug 30

The 🏴‍☠️ experience exceeds all expectations.

Welcome to [#PaintItPurple](#) Fridays.



0:56 **15.5K** views

 5  162  528  



ECU 
@EastCarolina

[#ECU](#) groundskeeper Todd Inman made a new friend while mowing at ECU's West Research Campus 🐦

The baby bluebird hopped up on his hand for a 📱 and was then moved out of harm's way before Todd continued his work 💜



9:28 AM · Jul 23, 2019 · [Falcon Social Media Management](#)

 View Tweet activity

23 Retweets **289** Likes

EXAMPLE SOCIAL MEDIA POSTS

STUDENT AFFAIRS – FACEBOOK POSTS



ECU InnerPirate
Published by Emily McLamb [?] · August 13 · ⚙️

Don't miss out on opening weekend events ~ sponsored by Student Affairs ~ and your chance for a FREE t-shirt!

- Thursday: Outdoor Movie featuring Avengers: Endgame
- Friday: Raid the Rec
- Saturday: Pirate Palooza
- Sunday: New Student Welcome/Convocation & First-Year Photo



OPENING WEEKEND
GATHER WITH YOUR PIRATE™ CLASSMATES AS EAST CAROLINA UNIVERSITY KICKS OFF A NEW ACADEMIC YEAR.

THURSDAY
OUTDOOR MOVIE
Aug. 15 • 8:30 p.m.
Main Campus Student Center Lawn

FRIDAY
RAID THE REC
Aug. 16 • 7:00 p.m.
Student Recreation Center

SATURDAY
PIRATE PALOOZA
Aug. 17 • 7:00 p.m.
Main Campus Student Center

SUNDAY
NEW STUDENT WELCOME AND CONVOCATION
Aug. 18 • 4:30 p.m.
Minges Coliseum

FIRST-YEAR PHOTO
Aug 18 • Immediately following convocation
Dowdy-Ficklen Stadium™

#CONNECT

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department for Disability Support Services at least 48 hours prior to the event at (252) 737-1016 (Voice/TTY).

ENGAGE.ECU.EDU

ECU STUDENT AFFAIRS


4,267
People Reached

445
Engagements

Boost Post

 18

5 Comments 16 Shares



ECU Dining Services
Published by IG ECU Dining Services [?] · September 9 at 1:14 PM · 🌐



For a limited time only try ECU PD's Captain Sutton's "The Best Day Ever" burger at 1907 Grill! This burger is loaded with pineapple, grilled onions and mushrooms. [#eatlikeapirate](#)



4,902
People Reached

1,276
Engagements


Boost Post

   Stephanie Fuller, Brandie Sutton and 84 others

5 Comments 8 Shares

 Like

 Comment

 Share





ECU Career Services
September 13 at 10:02 AM · 🌐

Like Page

...

[#FunFactFriday](#) In 1909, students of East Carolina University were asked to pick the colors to represent this amazing University. Purple and Gold were chosen because of the amazing colors displayed in the sunsets that paint the sky over ECU all year long. [#GoPirates](#) [#HappyFriday](#)



   Melissa Lynn Harrell and 76 others

18 Shares

EXAMPLE SOCIAL MEDIA POSTS

STUDENT AFFAIRS – TWITTER POSTS



ECU InnerPirate - Student Affairs
@ECUInnerPirate

The Purple Prize Patrol was out on campus last week passing out goodies to students and staff for [#PaintItPurple](#) Fridays! 💜

Don't forget to wear PURPLE tomorrow for [#CollegeColorsDay](#) and 🧠 for the prize patrol on both the main & health sciences campuses. 🧠



1.1K views0:00 / 0:31

3:11 PM · Aug 29, 2019 · [Twitter Web App](#)

[View Tweet activity](#)

4 Retweets33 Likes



VC Student Affairs
@ECUDrHardy


Talk about Lifelong Pirates. Check out super cute Everly helping her Aunt Becca Hare from Spring Lake during [#ECUMoveIn](#) today. Can't wait to see Everly move in and become part of the [@EastCarolina](#) Class of 2038.



ECU Parents and 3 others

11:11 AM · Aug 15, 2019 · [Twitter for iPhone](#)


5 Retweets76 Likes



ECU InnerPirate - Student Affairs
@ECUInnerPirate

Hi everyone!


My name is Stevie Dupree-Parker and I am your news host for the Pirate 411 Inside Scoop! I'm more than excited to keep you all up to date on the events happening on campus each week! Keep a lookout for me every Monday on all social platforms. Arrgh! [#piratenation](#)



4:52 PM · Sep 15, 2019 · [Falcon Social Media Management](#)

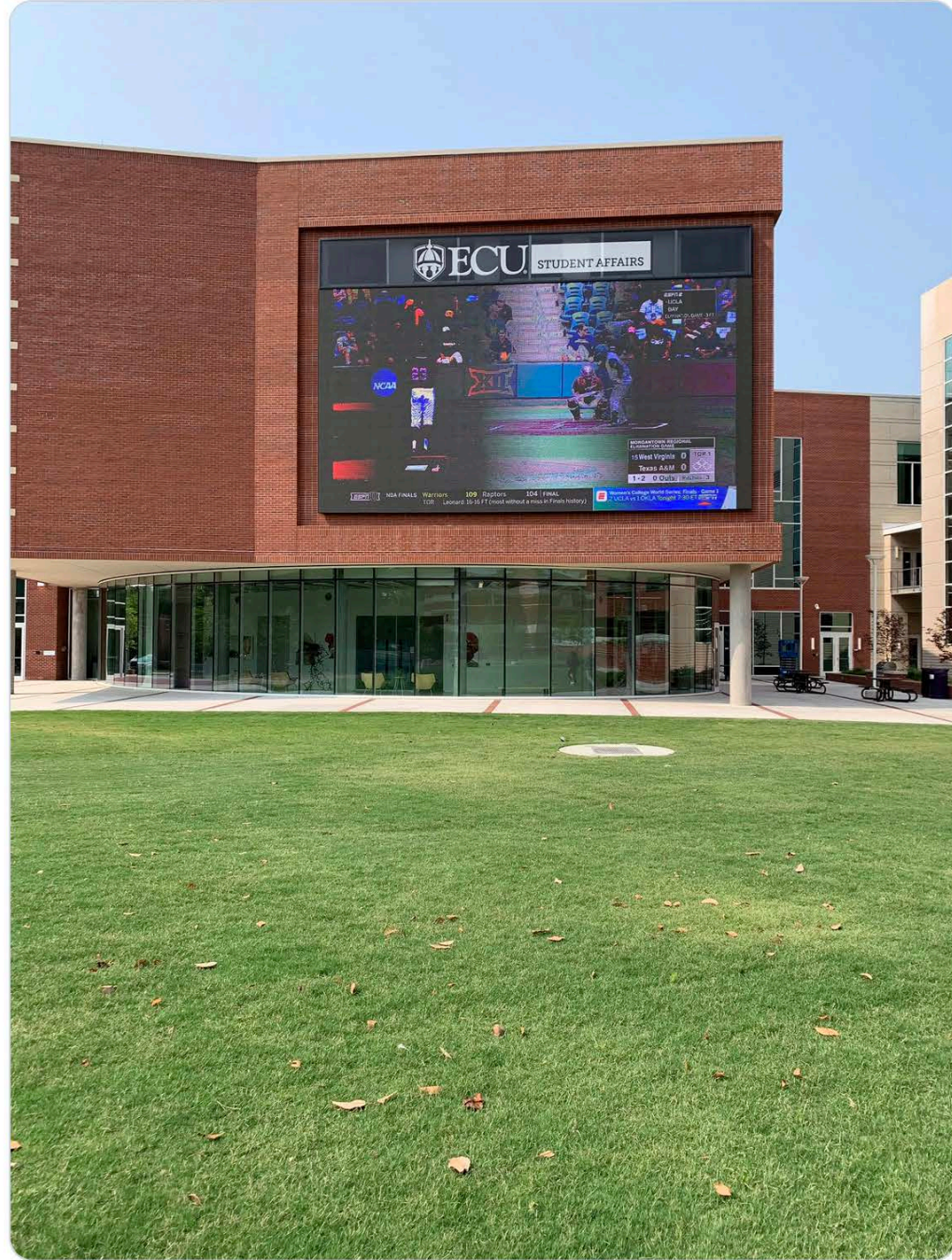
[View Tweet activity](#)

14 Retweets45 Likes



ECU InnerPirate - Student Affairs
@ECUInnerPirate

It's a beautiful day [#PirateNation](#)! Why not take a late lunch and catch [@ECUBaseball](#) on the Pirate Vision screen outside the student center today at 1pm.



ECU Athletics

10:19 AM · Jun 3, 2019 · [Twitter for iPhone](#)

[View Tweet activity](#)

12 Retweets67 Likes



ECU Transitions @ECUTransitions · Aug 30

Celebrating [#PaintItPurple](#) Friday and Dr. Corbin's last day before her well-deserved retirement! 💜🧠💛 [@EastCarolina](#) [@ECUInnerPirate](#) [@ECUDrHardy](#)



11:49 AM · Aug 30, 2019 · [Twitter for iPhone](#)

[View Tweet activity](#)

1 Retweet1 Retweet36 Likes



VC Student Affairs
@ECUDrHardy

Typically we don't let pets in the residence halls, but I think Melanie's fuzzy llama in Cotten Hall might be ok. Melanie, go make [@EastCarolina](#) and Taylorsville proud! [#ECUMoveIn](#)



You and 2 others

11:49 AM · Aug 15, 2019 · [Twitter for iPhone](#)

4 Retweets42 Likes

SOCIAL MEDIA BEST PRACTICES

TAGGING | EDITING | VISUAL

In an age of instant gratification, if something doesn't catch the eye or "bores" the audience, they will keep moving to the next thing. You have about 5 seconds to hook the viewer.

With that in mind, you want to follow best practices:

- Build tags/handles/hashtags INTO the copy
- Double check all tags are correct/go to the right account(s)
- Break up long copy into different paragraphs + utilize emojis
- Copy edit – two sets of eyes on every post
- GET VISUAL – size your visuals correctly
- Interact and advocate for other university accounts.



CREATIVE SERVICES

LOGO REVIEW | TICKETS | BRANDING

- Trademarked graphics and terms
- University colors
- Diversity

REGISTERED TERMS




ECU owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascot, trademarks, service marks and other indicia related to the university, its programs and services, and its athletic teams (collectively, the “marks”). The university owns all rights in the marks, and they may not be used for any purpose without the advance written permission of ECU.

Such uses include, but are not limited to, commercial use, advertising and promotion, marketing, product manufacture and sales, fundraising, sponsorship and services. The university will actively enforce its intellectual property rights against unauthorized uses of the marks that infringe upon its legal rights and/or interfere with the business of authorized licensees and/or sponsors. The university will also act to prevent unauthorized uses of the marks that misappropriate or leverage the university’s goodwill and reputation, including in any manner that is likely to cause confusion as to university’s affiliation, endorsement, sponsorship, approval or otherwise.

List of Terms

The following words are officially registered federally in association with the university and its athletic teams:

East Carolina University ®	Where it is a First Down...Pirates ™
East Carolina University Pirates ™	Paint It Purple ™
East Carolina Pirates ™	Murphy Center ™
East Carolina ®	Williams Arena at Minges Coliseum ™
ECU ®	Dowdy-Ficklen Stadium ™
ECU Pirates ™	Clark-LeClair Stadium ™
Pirates ™	Wright Circle ™
Pirate ™	Pirate Nation ™
Lady Pirates ™	We are the Pirates of ECU ™
EC ™	Undaunted ™
Purple and Gold ™	Loyal and Bold ™
PeeDee The Pirate ™	Pirate Club ™
Arrrgh ™	Student Pirate Club ™
First Down...Pirates ™	SPC ™

	Pantone® 268 (coated/uncoated paper) C=82 R=80 M=100 G=45 Y=0 B=127 K=12 # 592A8A
	Pantone® 123 (coated paper) C=0 R=255 M=24 G=200 Y=94 B=46 K=0 # FEC923
	Pantone® 109 (uncoated paper) C=0 R=255 M=10 G=200 Y=100 B=0 K=0

COLOR PALETTE

In establishing the identity of ECU, color is paramount. By using the official colors in a consistent manner, our identity is only strengthened. Generally speaking, the official colors for ECU are purple and gold. Refer to the color formulas here for all printing and web-related color specification. Purple matches Pantone 268 for both coated and uncoated papers. Gold matches Pantone 123 for coated papers and Pantone 109 for uncoated papers.

Black, white and other colors are considered accent colors and may be used as appropriate in running copy, headlines and certain other uses.

Please send questions about ECU’s color palette to logoreview@ecu.edu.

TYPEFACES

The consistent use of a small family of typefaces is the most important constant in helping to establish a unified look among our many publications.

The university typefaces are as follows.

For Body Copy

Serif: Adobe Garamond family
Sans serif: Avenir Next family

For Headline/Display Copy

Serif: Adobe Garamond family
Museo Slab family
Sans serif: Avenir Next family

Special Use (Infographics, Web, Video, etc.)

Avenir Next Condensed family

Accent (limited decorative use)

Celestia Antiqua
Ovidius Script

Please send questions about the ECU typefaces to logoreview@ecu.edu.

Adobe Garamond

Avenir Next

Museo Slab

Avenir Next Condensed

Celestia Antiqua

Ovidius Script

STAY ACTIVE

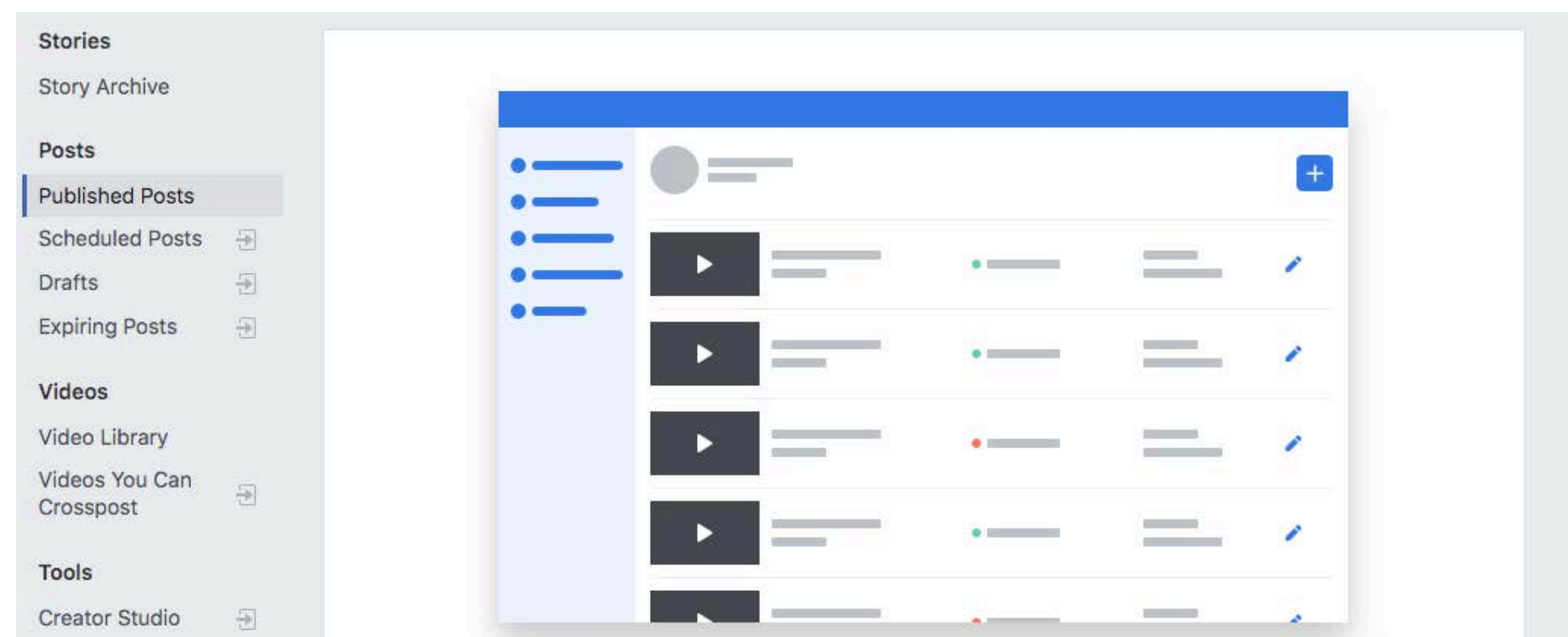
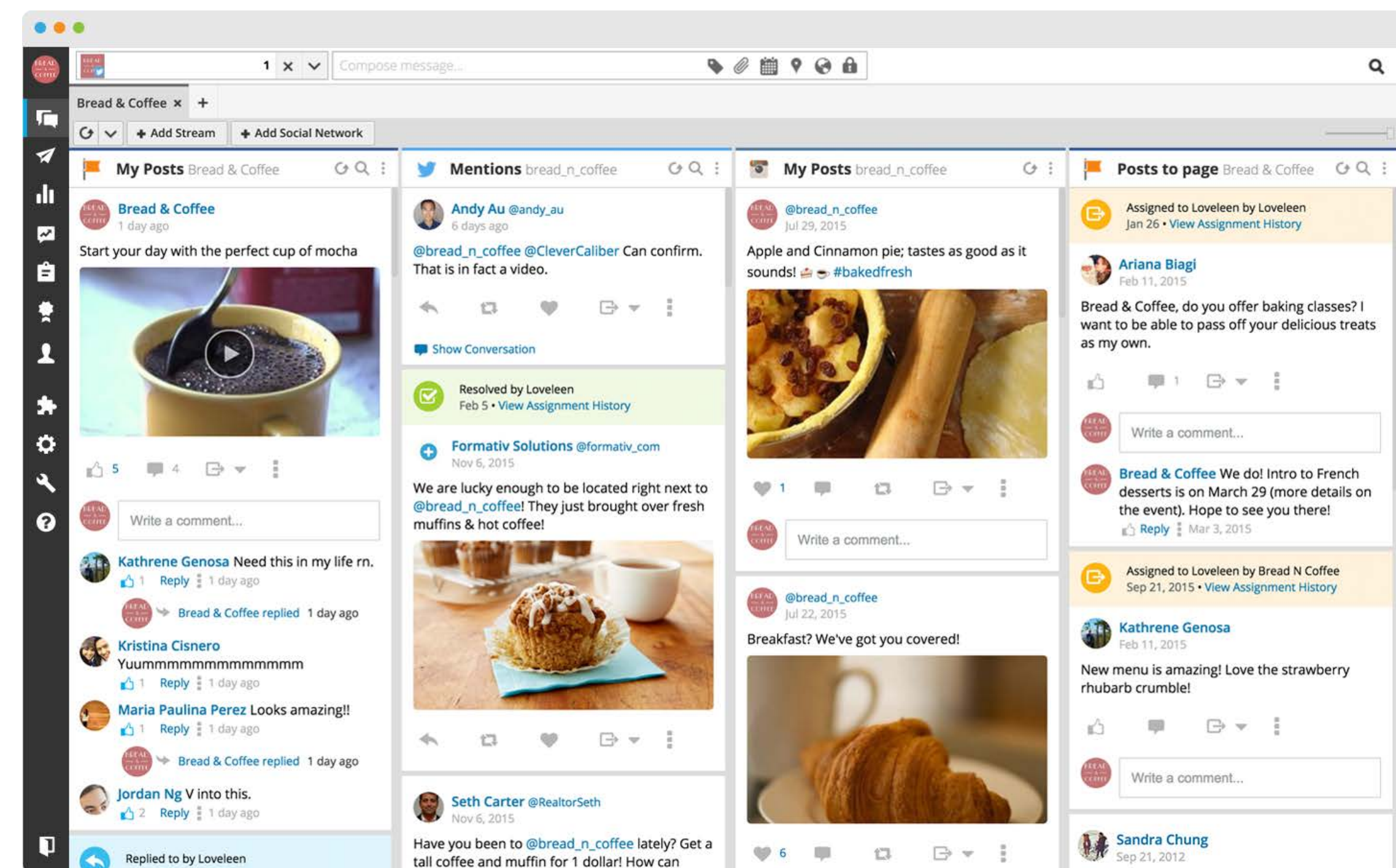
SCHEDULING CONTENT

Staying active is important, but it can be tedious. This is where using scheduling software can be helpful.

Free:



Affordable:



MEASURING SOCIAL MARKETING

APPLAUSE | CONVERSATION | AMPLIFICATION

Measuring social marketing can help drive content strategy and provide an overall evaluation of what your content means to your audience on different platforms.

Accurately measuring social marketing can help you deliver the right content to the right audience at the right time.

Each platform serves a different audience, but measuring all platforms through common buckets can help streamline discussions about what's working:

APPLAUSE

- WHY - Find out what people like
- WHAT - Favorites, likes, hearts

CONVERSATION

- WHY - Find out what people want to talk to you about
- WHAT - Comments, replies

AMPLIFICATION

- WHY - Find out what people are willing to advocate for
- WHAT - Shares, retweets

SOCIAL MEDIA ACCOUNT MAINTENANCE

BRANDED HASHTAGS | ACCOUNT REGISTRATION

- 1. To register your social media account with the University, we require:
 - consistent content on the accounts for one month
- 2. Once the account is registered with the University, you can submit branded hashtags to be added to the University database at connect.ecu.edu/registration/

Social Media

Social Media TeamECU HashtagsConnectFor Students ▾ECU News SiteTips

University Approved Hashtags:

If you have a hashtag you would like approved, send it to socialmedia@ecu.edu with a description.

#PirateNation , #GoPirates , #ECU – everything campus related	#ECPolarBear – annual polar bear plunge	#ClubJoyner , #JoynerLibrary – everything happening at Joyner Library.
#ECU19 , #ECU20 , #ECU21 , #ECU22 , #ECU23 – ECU and class graduation year makes it easier for students to contact other students	#ECUsafe – promoting campus safety	#ECUstudenthealth – Student Health Services approved hashtag
#AskECU – used by anyone who has a question about ECU	#ECUparents – the perfect place for all parents to join in on conversations together	#ECUcrw – Campus Recreation and Wellness approved hashtag
#ECUUnited – movement created by students as a reminder that we are one: a nation, Pirate Nation, united	#ECUbus , #ECUSafeRide , #ECUtransit – approved hashtags for ECU Transit	#ECUDowdy – official on-campus student store where you can find everything you need to represent purple and gold
#ECUndaunted – array of sports posts showing their pirate pride	#ECPiratesAboard – Freshman admissions day official hashtag	#SustainECU – sustainability department is making large strides to help make our campus and the world a better place
#ECUgrad – students use this to tag their photos and tweets during commencement	#ECUorientation – denoting freshman and transfer orientations typically taking place in the summer and winter	#BrodySOM , #LakeLaupus , #LaupusLibrary , #PirateNurse , #ECUnursing , #ECUdental
#LoyalAndBold – displaying school spirit amongst fellow pirates, primarily used with the Alumni Association	#ECUshoes – Campus Living’s signature mental health program	#ECUAlliedHealth – all things College of Nursing, School of Dental Medicine, College of Allied Health Sciences, Brody School of Medicine and Laupus Library
#ECUcreed – used to promote the university creed	#ECUdining – official hashtag for Campus dining	#ECUabroad – highlighting students study abroad trips
	#ECUweather – talking about Pirate Nation’s weather, the good and the bad	
	#ECUgreeklife , #ECUgreekweek , #ECUrecruitment – all things Greek Life	

Connect

Social MediaRegistrationECU NewsApproved HashtagsTips

Social Media Registration Form

Fields marked with an * are required

Email *

Email Confirmation *

Department, Program or College Name: *

Facebook URL:

LinkedIn URL:

Instagram URL:

Twitter URL:

YouTube URL:

Administrator's Name: *

Administrator's Campus Phone Number: *

Administrator's ECU E-Mail: *

Administrator's Supervisor: *

Supervisor's Campus Phone Number: *