Update Your Status

Social media workshop
HOW TO DRIVE OUTCOMES

Research
- Data and Insights
- Channel Expertise

Strategy
- Audience Focused
- Channel Selection
- Continuous Improvement

Implementation
- Channel Customization
- Optimization
- Message Sequencing

Efficient | Effective | Exceed Expectations

Photo source: NC State
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
## CREATING A SOCIAL MEDIA STRATEGY

### SMART GOALS

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<tbody>
<tr>
<td>SPECIFIC</td>
<td>MEASURABLE</td>
<td>ACHIEVABLE</td>
<td>RELEVANT</td>
<td>TIMELY</td>
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<tr>
<td>Answer 6 Key Questions To Develop SPECIFIC Social Media Goals: Who? What? Where? When? Which? Why?</td>
<td>Create MEASURABLE Social Media Goals. Each social media activity should accomplish a measurable task to ensure you are making progress.</td>
<td>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.</td>
<td>Create RESULT-FOCUSED Social Media Goals. Your social media goals should measure outcomes and not activities.</td>
<td>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.</td>
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Source: Marketing Think
You have the audience's attention/have them interested in your "product." You start "pitching" them what you want them to buy/do.

**AWARENESS**
Brand awareness. This is the beginning level of the funnel where you shape the narrative of when people hear your division they think ________.

**CONSIDERATION**
You have the audience's attention/have them interested in your "product." You start "pitching" them what you want them to buy/do.

**PURCHASE**
You have convinced them to act on what you've pitched to them. They become a "customer" of your "business."

**RETENTION / ADVOCACY**
Your "client" advocates for your "business" through word-of-mouth referrals. You want to nurture that relationship to keep them advocating for you.
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

Photo source: Spredfast
EXAMPLE SOCIAL MEDIA POSTS

ECU OFFICIAL ACCOUNT – FACEBOOK POSTS

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.

Hook, Line, Sinker. The Pirates are Super Regional BOUND!
#WeTheEast

We present to you ... (drumroll 🥁, please) ...
the ECU Class of 2023
EXAMPLE SOCIAL MEDIA POSTS

ECU OFFICIAL ACCOUNT – TWITTER POSTS

We just took a DNA test 🎯
Turns out we 100% Those Pirates 🦅
Even when in Carter-Finley

#WhyNotUs 🏫

Welcome to #PaintItPurple Fridays.

#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 💜
EXAMPLE SOCIAL MEDIA POSTS

STUDENT AFFAIRS – FACEBOOK POSTS

ECU InnerPirate
Published by Emily Mc Lamb [7] · 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. 11 at 8:30 pm.
Mabe Campus Student Center Lawn

FRIDAY
RAID THE REC
Aug. 14 at 9:00 pm.
Student Recreation Center

SATURDAY
PIRATE PALOOZA
Aug. 12 at 7:00 pm.
Mabe Campus Student Center

SUNDAY
NEW STUDENT WELCOME AND CONVOCATION
Aug. 16 at 10:00 am.
Mabe Campus Student Center

FIRST-YEAR PHOTO
Aug. 11 in the morning following convocation.
Family Photo Station

ENGAGE.ECU.EDU

4,267
People Reached

445
Engagements

Boost Post

Like
Comment
Share

ECU Dining Services
Published by BG ECU Dining Services [7] · 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. #ecupirates

4,902
People Reached

1,276
Engagements

Like
Comment
Share

Stephanie Fuller, Brandon Sutton and 84 others
5 Comments · 8 Shares

ECU Career Services
Published by ECU Career Services [7] · September 13 at 10:02 AM ·

#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

Like
Comment
Share

Melissa Lynn Harrell and 76 others
18 Shares
EXAMPLE SOCIAL MEDIA POSTS

STUDENT AFFAIRS – TWITTER POSTS

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. 💥

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.

Hi everyone!

My name is Stevie Dupree-Parker and I am your 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. Arrrgh! #Pirateation

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.

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

Celebrating #PaintItPurple Friday and Dr. Corbin’s last day before her well-deserved retirement! 🎉❤️ @EastCarolina @ECUInnerPirate @ECUOnHandy
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, mascots, 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 the 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®
East Carolina University Pirates™
East Carolina Pirates®
East Carolina®
ECU®
ECU Pirates™
Pirates™
Lady Pirates™
EC™
Purple and Gold™
Peewee The Pirate™
Arrog™
First Down...Pirates™

When it is a First Down...Pirates™
Print It Purple™
Murfy Center™
Williams-Brice Stadium™
Dowdy-Ficklen Stadium™
Clark-LeClair Stadium™
WTU Cicle™
Pirate Nation™
We are the Pirates of ECU™
Uncharted™
Loyal and Bold™
Pirate Club™
Southern Pirate Club™
SPC™

Adobe Garamond
Avenir Next
Museo Slab
Avenir Next Condensed
Celestia Antiqua
Ovidius Script

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 specifications. Purple matches Pantone 268 for both coated and uncoated papers. Gold matches Pantone 125 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 logoview@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 logoview@ecu.edu.
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/

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
#ECUIowa, #ECU2023, #ECU2024, #ECU23 - ECU and class graduation year makes it easier for students to contact other students
#AskECU - used by anyone who has a question about ECU
#ECUUnited - movement created by students as a reminder that we are one nation, Pirate Nation, united
#ECUIndians - array of sports posts showing their pirate pride
#ECUsig - students use this to tag their photos and tweets during commencement
#ECSpirit - displaying school spirit amongst fellow pirates, primarily used with the Alumni Association
#ECUCreed - used to promote the university creed

#ECUPolarBear - annual polar bear plunge
#ECUinaloe - promoting campus safety
#ECUParents - the perfect place for all parents to join in conversations together
#ECUGon, #ECUCruise, #ECUconnect - approved hashtags for ECU Transit
#ECUPiratesAboard - Freshman admissions day official hashtag
#ECUorientation - denoting freshman and transfer orientations typically taking place in the summer and winter
#ECUChes - Campus Living’s signature mental health program
#ECUdining - official hashtag for Campus dining
#ECUweather - talking about Pirate Nation’s weather, the good and the bad
#ECUGreek - #ECUGreekweek, #ECUrecruitment - all things Greek Life
#ClubJoey, #JoeyLibrary - everything happening at Joey Library.
#ECUstudenthealth - Student Health Services approved hashtag
#ECUcrw - Campus Recreation and Wellness approved hashtag
#ECUDaily - official on-campus student store where you can find everything you need to represent purple and gold
#SustainECU - sustainability department is making large strides to help make our campus and the world a better place
#brodyRM, #LakeLaurin, #LakeSeaLibrary, #ECUcenter, #ECUHealthScience, #ECUHealthLibrary - all things Dental Medicine, School of Nursing, School of Dental Medicine, College of Allied Health Sciences, Brody School of Medicine and Library
#ECUBroad - highlighting students study abroad trips

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 E-Mail: *

Administrator's Supervisor: * 

Supervisor's Campus Phone Number: *