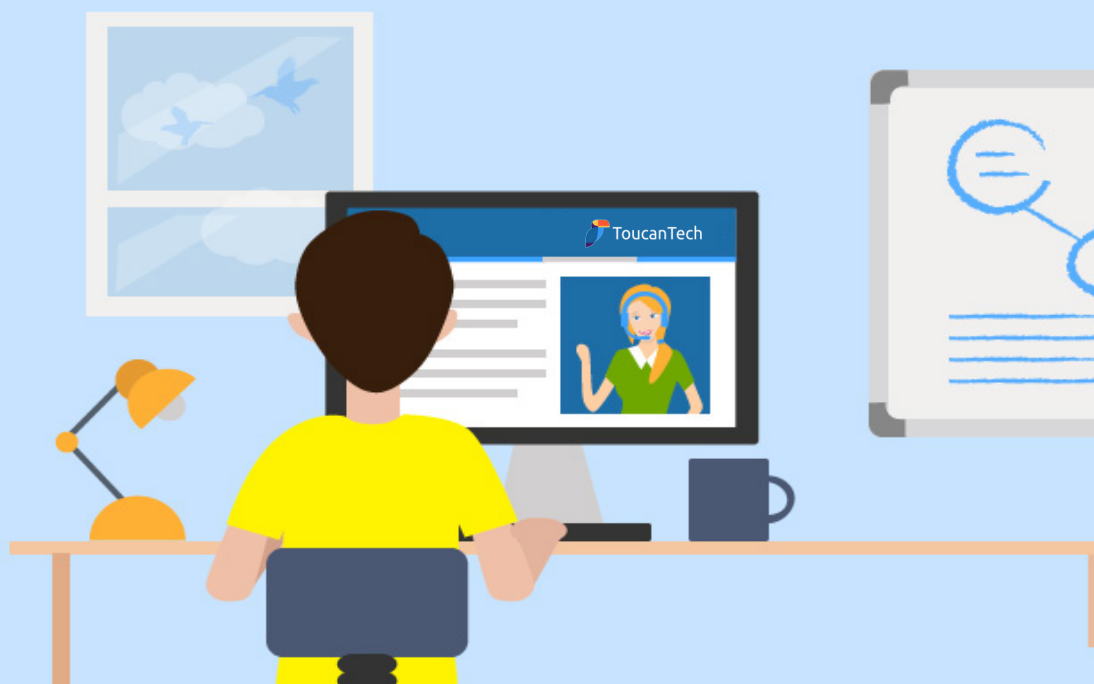


Guide to Social Media for Schools & Universities



ToucanTech

The Savvy School's Guide to Social Media

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How to get the most out of social media

A guide for universities and schools

News spreads like wildfire, hermits have thousands of friends, cute cats and speaking dogs go viral, and there's revolution in North Africa. The social media age is upon us!

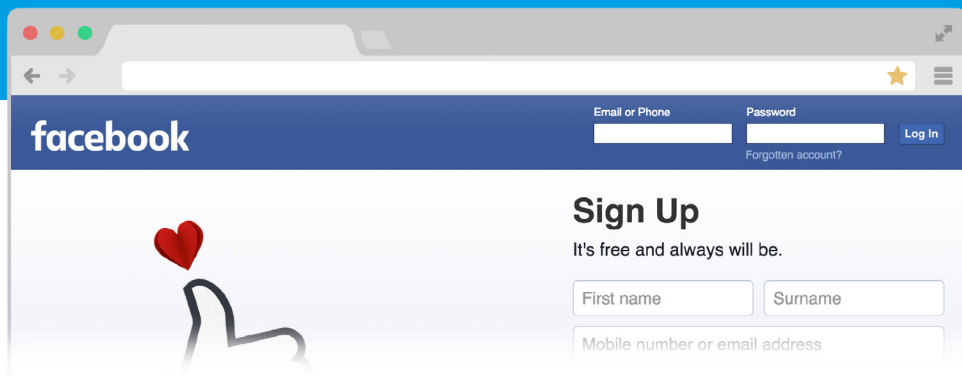
Facebook, Twitter and LinkedIn are its three kings; 6,000 Tweets are tweeted, 5 new Facebook profiles created, and 2 new users join LinkedIn, every second of every day. In China - where Facebook and Twitter are blocked - a mammoth social media market has its own equivalents.

With developments in technology, new channels are emerging. And millennials and centennials are using social media on mobile like never before. By 2020, the number of social media users worldwide is expected to reach 2.95 billion; over a third of the earth's population.

The whole world is on social media, and schools and universities need to be too. But unless you're Justin Bieber or the Pope, getting a dedicated social media following is not easy. In today's interconnected world, you'll need to work with, as well as for, your audience; using your students and alumni to create, engage with and share content.

In the US, Texas A&M University live streams campus tours on Facebook while UC Berkeley shares alumni stories on LinkedIn. In the UK, London's Highgate School posts sneak peaks of its new campus buildings while the University of Glasgow videos its beekeeping society in action on Snapchat.

It's a world of opportunity. But you'll need a map to master it. Whether you're promoting your school, reaching out to new markets or getting in touch with your alumni, here's how to get the most out of social media.



Facebook

In February 2004, Mark Zuckerberg and a group of Harvard University roommates and colleagues launched thefacebook.com. Its primary color was blue, because Mark is red-green colorblind and blue is the color he sees best.

At first, the nascent social network was only available on-campus. Then, it spread to other universities across the US. Today, Facebook attracts 1.71 billion monthly active users; over half the world's online users. The red-green colorblind Harvard whiz kid is worth over \$50 billion.

Facebook is the supreme leader of social media. For some institutions It's essential to be on Facebook and to be active. Facebook's homepage is its newsfeed. And you want your posts to feature at the top of the Facebook newsfeed. Here's how...

10 Top Tips for Facebook fame



1. Insider info: the nature of the beast

Facebook puts the posts it believes will be the most relevant to each individual at the top of their newsfeed. This is based on the following three factors: how often the two users interact, the post's number of comments and likes, and how recently it was posted. So, on Facebook, regular engagement is key.



2. When to post

Thursdays and Fridays are reportedly the best days to post on Facebook with 1pm the best time for shares and 3pm the best time for clicks. It's recommended that you post two to three times a day for optimum visibility.



3. What to post

Shareable, relevant and engaging content is key. Celebrate milestones, relate to the latest news trends, advertise events, but also promote your school or university's ethos and what it is that makes it unique.



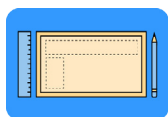
4. Getting your post shared

Work with your audience. Ask them questions: What's your favourite school dinner? What's your favorite place on campus? What's your most memorable school trip? Include a call to action. Put your own pictures and images up. And get your audience to share their pictures too.



5. A unique voice

By developing your own Facebook persona your audience can recognize you and relate to you. Make it upbeat, humorous, witty, satirical, intellectual or professional. And keep it consistent.



6. A pretty page

On Facebook, a pristine page is important. Use a range of media and bold pictures to make yours as visually appealing, interactive and informative as possible.



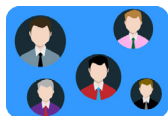
7. An ideal image

Whether it's a profile pic, cover photo or an image to share, you should aim to provoke some sort of a reaction. Post photos of sports days, concerts and school trips. Post behind-the-scenes images of the staffroom or sneak previews of new campus buildings.



8. Vids and virtual tours

Generally, videos should be short, original and evocative. For longer videos, use the latest tech to live stream virtual campus tours. Or, more simply, create a photo album and give your visitors a make-shift virtual tour, one image at a time.



9. Divide and conquer

Create a variety of Facebook groups; for different alumni groups, sports teams, clubs and societies. Now you can more specifically target groups of people, promote relevant events and get your message across.



10. Spend wisely

Targeted Facebook ads and sponsored stories can be expensive. With a bit of time on your hands and a box-load of original ideas, you can do just as good a job for free. Facebook Insights is Facebook's free analytics tool where you can track your likes and see how your following is growing.



A Facebook Friend

Name: Texas A&M University

Location: College Station, Texas, USA

URL: <https://www.facebook.com/tamu>

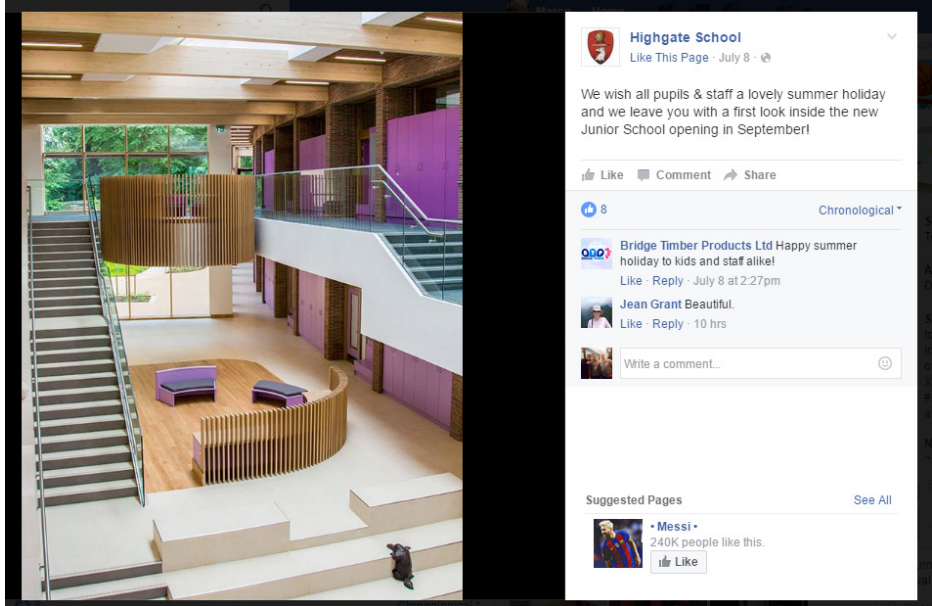
Likes: 536,000+

If you want to know how to get the best out of Facebook, look no further than Texas A&M University.

Only select Texas A&M alumni qualify for an Aggie Ring, a symbolic token from its association of former students.

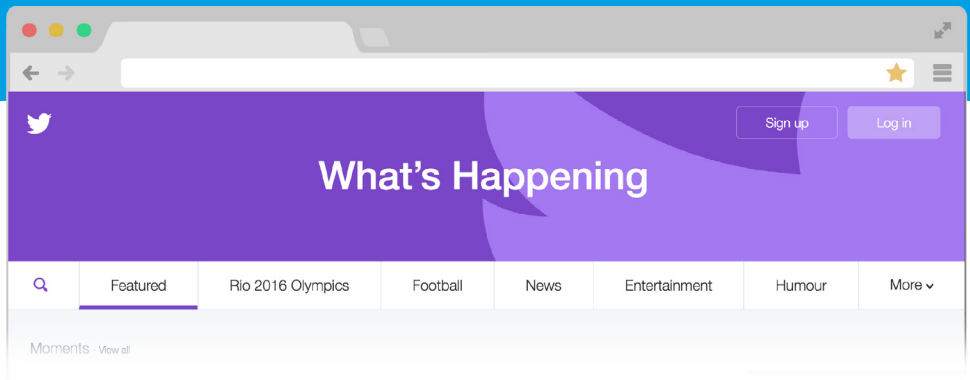
Here, the university has used an image an alumnus posted on Instagram to create its own social media campaign on Facebook; encouraging Aggie Ring holders to post pictures of their ring in a variety of locations.

It's engagement on so many levels, and has prompted hundreds of likes and responses too. It also promotes the university's philosophy; Texas A&M isn't just somewhere you study for a couple of years, it's part of your life forever.



Here's how you can do something similar:

Nearly every school and university give out hoodies or t-shirts or year books to leavers. Ask your audience to post pictures of themselves in their leavers hoodies, on holiday or next to famous landmarks. To kick off, it's best to start with an image yourself.



Twitter

Twitter's logo is a blue bird. The blue bird is called Larry, named after legendary basketball player Larry Bird. Larry moves at a break-neck speed of 6,000 tweets per second.

In 2011's "Twitter revolutions," the social networking service mobilized thousands of people and tore down two North African dictatorships in a matter of weeks. It's banned completely in China, Iran and North Korea. But even so, 313 million people use Twitter every month, and 140 million every day.

The most popular person on Twitter is US megastar Katy Perry, with close to 92 million followers in August 2016; 15 million more than Barack Obama. But unless you're Harvard University or an (ex) One Direction band-member, Twitter can be a tricky customer.

Gaining followers is only half the battle. Again, engagement is key, and only by understanding Twitter's complexities – the @'s, the hashtags, the retweets – can you be sure to get the best exposure for your university or school.

10 Top Tips to take over the Twittersphere

#hashtag
@pelicanconnect

1. Speak the lingo

A tweet is a post. A retweet is a shared post. A follower will see all your posts. A username, or handle, is denoted by an @. When you @ someone in a post, they are directly notified. When you hashtag (#) something, your post is included in a feed of similar posts with the same hashtag. When lots of people post about the same topic and/or use the same hashtag, these become trending topics. Deep breath, class dismissed!

140
character limit

2. Tweet limit

Your tweets have a 140-character limit, multimedia included. Based on the old mobile phone limit for SMS messages, it's what makes Twitter unique. But from late 2016, you'll be able to add images and videos to tweets without eating into the character limit.



3. Timing your tweets

Twitter needs the most attention out of all of your social media children. It moves fast, super-fast, and tweets have limited airtime. Regular, hourly tweets are recommended. 5pm is reportedly a good time for retweets and both 12pm and 6pm for engagement.

Questions?
GIF, Image, Video

4. Good tweet

Twitter is perfect for short, sharp posts; asking questions, commenting on the latest news and responding to major events. An accompanying image, video or moving image (a GIF) is a must.



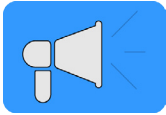
5. Live tweet

Boost engagement and give your followers a minute-by-minute account of a school or university event by live-tweeting it. You can also do a live Q&A session. For example, taking an hour to answer prospective applicants' admissions questions.



6. Retweet

You want your tweets to be retweeted. If you have 100 followers, and someone with 1,000 followers retweets your tweet, you've increased your audience 10 times over. The more retweets, the more chance your tweet has of going viral.



7. Bird Flu

To go viral, you need to engage your audience with original, provocative, multimedia content. Build up a community; retweet relevant tweets yourself, respond to comments, follow your followers, ask them questions, @ famous alumni, and get them to share their stories and photos.



8. Hash-tagging

Hash-tagging (#) is another great way to widen your reach. React to current events like #Rio2016 and engage with weekly Twitter trends like #throwbackthursday and #fridayfeeling. You can even make up your own.



9. A perfect profile

A snappy bio, a link to your site and some attractive, original images work best. Most crucial is your Twitter handle, which should be a shortened, catchy version of your school or university's name.



10. Twitter Analytics

Larry's eyes and ears. With Twitter Analytics you can see how many new followers you're attracting, how many times your profile has been visited, how often you've been mentioned and linked to. You can analyze how many people your tweets are reaching and how many people are engaging with them, tweet by tweet.



Twitter's Top Dog

Name: University of Birmingham

Location: Birmingham, UK

Handle: @unibirmingham

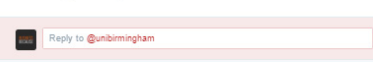
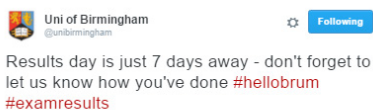
URL: <https://twitter.com/unibirmingham>

Followers: 77,000+

The University of Birmingham is a true Twitter native, and a master of the hashtag.

As well as tapping into Twitter's hashtag trends, it's created its own hashtag, #hellobrum, to build a buzz around the new academic year and reach out to a fresh new cohort of students joining in September.

All the while, it's promoting what makes it great; its history, its campus, its alumni and a proud sporting record.



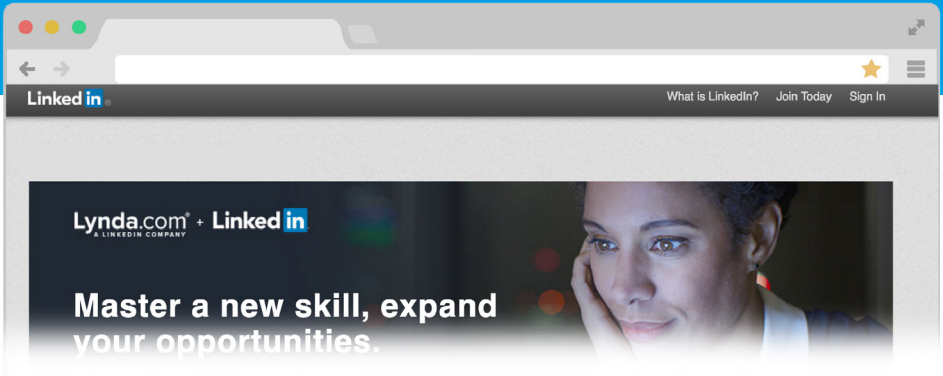


Here's how you can do the same:

Tap into an upcoming anniversary or event to create your own hashtag campaign. Make it short, catchy and unique. And promote the hashtag with example tweets of your own.

You could advertise events for new students, encourage networking and share images and videos with #_____freshers2016.

Or you could encourage students and alumni to share photos, videos or comments about their very first day at your school with #firstdayat_____. Think about your institution's unique selling point and what messages you want to get across. Then use and re-use the hashtag until it sticks.



LinkedIn

LinkedIn started out in the living room of one of its co-founders. It launched in May 2003. By the end of the month it had attracted 4,500 members. Today, it has over 450 million members worldwide. And it's set to be acquired by Microsoft.

The more serious member of the social media family, LinkedIn is the internet's largest professional network; business-focused and career-focused. It attracts over two new members per second. And there are more than 40 million students and recent college grads on LinkedIn; its fastest-growing demographic.

For schools and universities, it's an ideal stomping ground; a place to connect with alumni, offer industry insight, promote events, career opportunities, corporate partnerships, and the institutions themselves.

To stay relevant in the working world, you have to be on LinkedIn.

10 Top Tips for a LinkedIn love-in



1. Traffic Driver

According to LinkedIn, the posts that will attract the most visitors to your page include university or school news content, event promotions and alumni or faculty-based stories.



2. Use your alumni

Your alumni are your best marketing tool, and LinkedIn loves a good success story. Posts on high-flying alumni are always popular. You can also highlight the profiles of your most notable ex-students on your page.



3. Use your faculty

The LinkedIn newsfeed is an arena for expert comment. Get your school staff to promote their research and comment on hot news topics and business trends. Lecturers can publicize their presentations with LinkedIn's SlideShare.



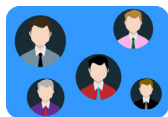
4. Career-based content

LinkedIn is a major recruiting tool for businesses and job-seekers alike. Support your students with weekly job posts and career advice from your career center.



5. Timing and targeting

Post Monday to Friday, in business hours. Late-morning to midday is reportedly the best time of the day to post. You can also target your posts and status updates to reach specific audiences.



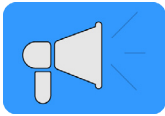
6. Groupies

More targeting! Create groups and sub-groups for students and alumni based on their graduation years, backgrounds and interests. Create a Q&A group for interested applicants. Post regular, targeted news content and feature your groups on your page.



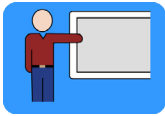
7. Picture perfect

Posts including multimedia content attract five times more engagement than those without. And there's space for you to show off your campus with images and videos on your page.



8. Testimonies

Encourage your alumni to post in the 'recommendations' section. It's your very own testimonial page.



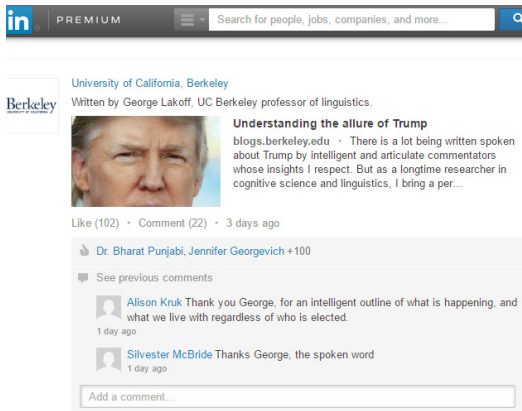
9. Career trends

With LinkedIn's mine of user-created data, you can quickly find out where your alumni live, work and what they do. And see the trends in graduate hiring.



10. Stay in touch

Contact alumni, find out more about them and keep your alumni information up to date.



A LinkedIn Leader

Name: University of California, Berkeley

Location: Berkeley, California, United States

URL: <https://www.linkedin.com/school/?id=17939&trk=edu-cp-title>

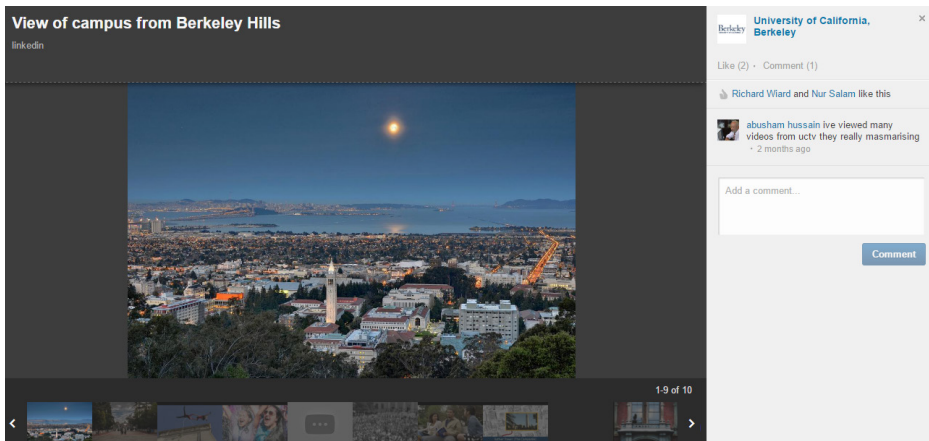
Students and alumni on LinkedIn: 300,000+

Members of alumni group: 48,000+

UC Berkeley has built up a dedicated following by focusing on what LinkedIn likes best; alumni stories and expert comment on current news trends.

One of UC Berkeley's business school alumni is also the man behind augmented reality game Pokémon Go. A massive story. So, what does Berkeley do? It shares an aspirational story on its alumnus. In turn, it

highlights its own strength in promoting cutting-edge entrepreneurship. Prospective applicants start to take notice; at Berkeley, they deduce, you're provided with the skills you need to become a successful entrepreneur.



This is the power of an alumni feature shared on LinkedIn. And here's how you can do the same:

Use LinkedIn's advance search feature to find your most newsworthy alumni. Target entrepreneurs, CEOs or those working for companies in the news; Uber, Tesla, Apple, Google, Facebook etc. Interview them or write a feature, and share it widely on LinkedIn. Remember to highlight how their success is can be linked back to their time at school.

The Mobile Generation

Today, more people own a mobile than a toothbrush. And nearly 80% of social media time is spent on mobile.

Facebook, Twitter and LinkedIn all have their respective mobile apps. But with the mobile revolution, new social media channels are emerging. In dentist waiting rooms around the world, millennials and centennials are chatting, live streaming and sharing photos on the latest cutting-edge smartphone apps.

Here's 5 of the latest big social media channels to bite your teeth into:

1. Snapchat

Started by a group of Stanford University students, the unique image and video messaging service attracts 100 million users, who use the app for almost half-an-hour, daily. Millennials account for 70% of them. Celebrities, sports stars, big brands and startups are on it. Even the White House has a Snapchat account.

2. Instagram

Every day, Facebook-owned Instagram attracts 300 million users, who share over 95 million photos and videos, which generate 4.2 billion likes. The multimedia is captured on mobile and can be modified and shared on Instagram and a whole host of other social media sites.

3. Flickr

The Yahoo-owned photo-sharing community is popular among over 112 million photographers, bloggers and other photo-enthusiasts on both web and mobile.

4. Pinterest

Another photo-sharing platform which works like a pin board, with users pinning content on a personalized newsfeed. Pinterest has over 100 million monthly active users, 75% of which are on mobile.

5. YouTube

Ok, the world's number one video sharing platform is not new; it's been

around for over a decade. But it's the third most downloaded app since 2010 - beaten only by Facebook and Facebook Messenger - and the perfect place to share video content on your school.

There hundreds and thousands of social media channels out there. Some old, some new.

Reddit is a popular social media community where news and posts are ordered based on the votes of its user. On Yahoo-owned Tumblr, you can post multimedia micro-blogs to an audience of 550 million monthly active users. Even the much-maligned Google+ has huge potential, with the world's one billion Gmail users automatically signed up.

There's some red hot new kids on the block too: Ello, like Facebook but firmly against advertising, and YikYak, a social media app causing a storm on college campuses in the US.

Go East

China has 721 million internet users; more than the US, India and Japan combined. 660 million of those are on social media. And that's even with Facebook, Twitter, YouTube, even Gmail, all blocked.

China is a treasure chest of social media opportunity. But if you want to reach China, you'll need to navigate its exotic social media equivalents. Here's 5 Chinese social media channels you should know about:

1. Sina Weibo

Weibo is China's Twitter. Founded in 2009, the microblogging site has already reached 100 million daily active users and 222 million monthly. Definitely worth checking out.

2. RenRen

RenRen is China's Facebook. It began as something of an alumni platform; reconnecting old school friends. While its user-base is significantly smaller than its US equivalent - around 50 million monthly active users – the vast majority are university or college students. A prime target.

3. Tencent: QZone

Social blogging site QZone is China's most popular social network. Every month, over 600 million people are active on it; writing blogs, sharing images and videos. Its creator, Tencent, is the firm behind WeChat, China's answer to WhatsApp. Tencent also has its own popular Facebook and Twitter alternatives; Pengyu and Tencent Weibo.

4. Youku

Youku is the second largest video streaming site in the world after YouTube. Launched in 2006, by late 2014 Youku was getting 900 million video views a day.

5. Douban

Remember Myspace? Douban is similar; an interest-based social network featuring movie, music and book reviews. Users can access the majority of the site without having to sign up, meaning Douban boasts as many as 200 million unique visitors a month.

Managing Posts

With so many social media channels out there, it's nice to have them all in one place. Social media management tools let you group your active social media channels, schedule your posts and organize your social media strategy. And most include a link shortening feature and analytics tools too.

Here's 5 social media management tools you could use:

1. Hootsuite

One of the most popular social media management tools, on Hootsuite you can add various social media channels and view a stream of posts, scheduled posts and posts which have attracted engagement, all at the same time.

2. Buffer

Easy to navigate and simple to use, Buffer lets you share content on the go by adding its browser extension or using its mobile app.

3. EveryPost

Everypost has a simple user interface meaning you can post just as easily from your smartphone. As well as the social media big boys, its integrated channels include Pinterest and Tumblr.

4. SocialOomph

Using a tab-based approach, on SocialOomph you can easily organize your social media channels, monitor your social reach and see how your strategy is working for you.

5. MavSocial

MavSocial has its own library to store your media content. You can even use it to manage posts on China's YouKu, Weibo and RenRen.

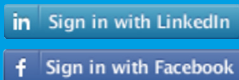
At ToucanTech we're big fans of social media and have many inbuilt features in our software to integrate with different social channels. ToucanTech provides you with your own, controlled, private network and database, and you can choose how much to engage with other channels.

One thing that we know for certain - relying solely on social media, without your own community database, is precarious - you don't own the data behind your Facebook likes or LinkedIn groups and you can't control or analyse the information or track mass communications with your community.

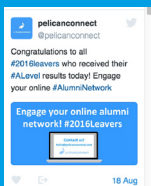
Here are some of the ways that ToucanTech integrates with (but is not dependent on) social media platforms:



Share any page from your community website to any social media site (even Russian and Chinese ones!) at the click of a button. You can publish and share interesting news stories or events and, if you want, you can hide some of your content to entice people to register/ log-in to see more.



Allow your community to sign-up/ log-in using their Facebook or LinkedIn details - "Single Sign On" (SSO). This makes it quick to sign-in at the click of a button and also easy to register and populate some profile fields straight from FB or LI. Your alumni can whiz through the registration process and you'll capture their up-to-date employment and location data.



Embed your Twitter feed and other social media updates as 'widgets' within your network so that you populate your community site with fresh news.

Remember, as soon as someone has registered on your network you store their profile information in your database - a Facebook 'like' is converted in to a useful database record! And when someone is logged-in all their activity is tracked in your database - what stories they are reading, how many messages they're sending, who they're connected with etc. Hey presto, even whilst you're sleeping, your database is constantly logging new info about your members.



ToucanTech Functionality

Data Management



- Group & segment your data
- Custom database fields
- Link members (family vine)
- Find lost alumni/ gather data
- Clean/ structure your records
- Create bespoke filters & reports

Fundraising



- Take online payments
- Manage a donor cultivation timeline
- Record donations, pledges & recurring payments
- Generate Gift Aid reports (HMRC format)

Communications



- Send mass emails and postal campaigns
- Track all interactions
- Promote & manage events
- Publish & share news & photos
- Manage mentoring & clubs

Manage Profiles



- Register with email/ LI/ FB
- Import/ update CV (profile)
- Change notification & privacy settings
- Sign up for newsletters

Share & Connect



- Publish news & share photos
- Invite friends
- Search for members
- Send private messages
- Browse jobs/ opportunities

Support School



- Donate online
- Click to attend events
- Volunteer to be a mentor
- Offer careers advice
- Set up/ join a club

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