

Boosting your Brand

Strategies to enhance your
social media presence.

June 19, 2018



Overview

- What makes a perfect post?
- Social media tips and tricks
- Digital advertising at a glance
- Measure, learn, improve and succeed

What makes a perfect post? Facebook



McMaster Engineering

Published by Ciara McCann [?]

Like This Page · May 4 via Instagram · Edited ·



The Canadian Space Agency announced today that a satellite built by McMaster University researchers will be launched into space at the International Space Station in 2021. Out of the 40 students who are making this project happen, 37 are from Engineering Physics, McMaster University, B. Tech McMaster University - School of Engineering Practice & Technology, and Electrical and Mechanical Engineering. As part of McMaster NEUDOSE, the team has built a satellite that will launch into low earth orbit in order to study the effects of ionizing radiation on the human body. Congrats team!

Read more>>><http://bit.ly/2FIXqXW>
#maythe4thbewithyou

Tag Photo

Edit



Like



Comment



Share



270



Write a comment...



What makes a perfect post?

Facebook



- Compelling topic
- Concise
- Organizations are tagged
- Good quality photo
- Meets a social media goal
- Link to more information

McMaster Engineering
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Tag Photo Edit

Like Comment Share

Write a comment...

What makes a perfect post? Instagram



didarlab • Following
McMaster University

didarlab Congrats to Hanie Yousefi for successfully defending her thesis! Hanie is the first MSc student to graduate from our lab. Stay tuned for her papers that will be coming out soon.

•
•
•
•

#mcmastereng #mcmaster #graduation
#thesis #science #engineering #didarlab
#congrats #masters #hamont #biosensors
#dna

flute369 Dear Tohid, does your lab accept any postdocs?

rodintranq Have a position for post - doc ?
:) @didarlab



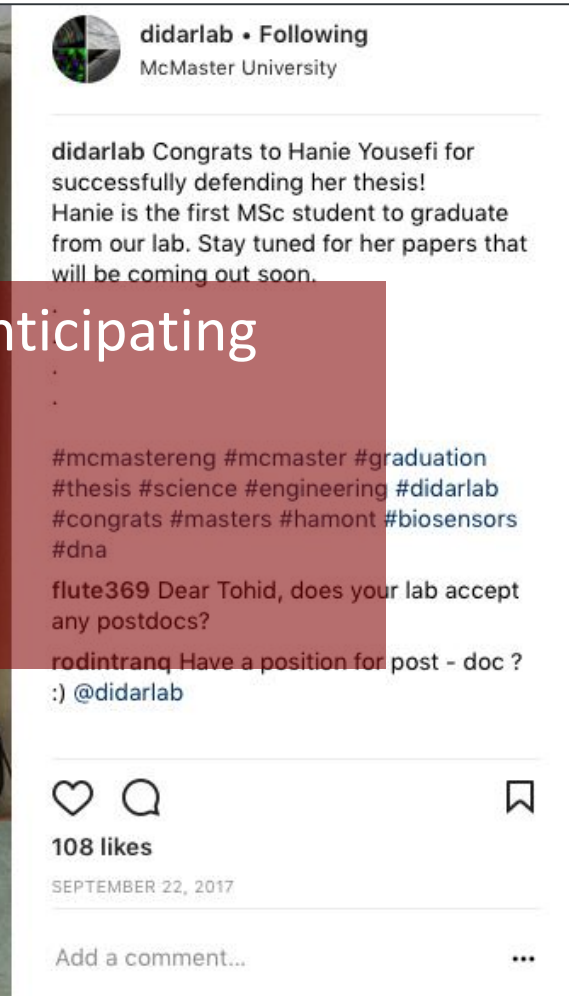
108 likes

SEPTEMBER 22, 2017

Add a comment...



What makes a perfect post? Instagram



What makes a perfect post?

Twitter

 **Venture & LEAP**
@MacEngYouth Following

What a whirlwind of conference! Nya:weh to everyone who traveled to @McMasterEng for our Indigenous Youth STEM Conference! We wish everyone safe journeys home and that we see you soon #InSTEM #ThinkEngineering



2 Retweets 5 Likes

 **Kathryn Leistner**
@kathrynleistner Following

I've been around the world twice. #BIO2018 is the Epcot of Bio, Science & Pharma companies. Proud to see companies recognizing the @McMasterU Making great connections to support our @McMasterEng students.



11:06 AM - 6 Jun 2018

5 Retweets 9 Likes

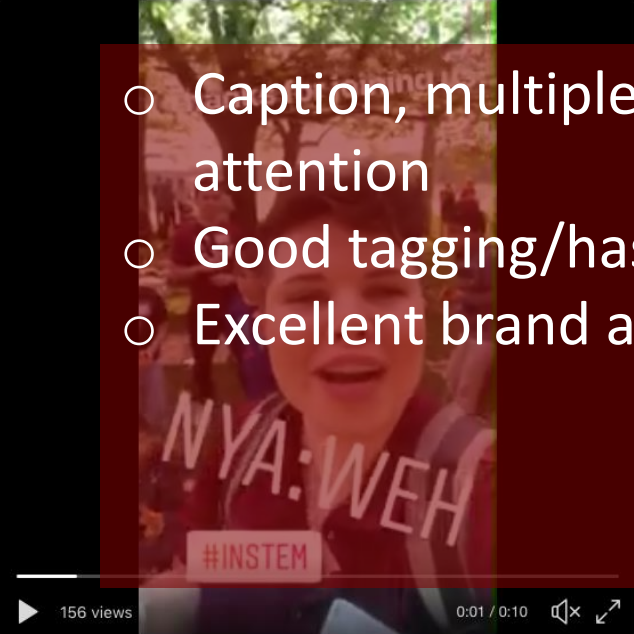
What makes a perfect post?

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Venture & LEAP
@MacEngYouth

Following

What a whirlwind of conference! Nya:weh to everyone who traveled to @McMasterEng for our Indigenous Youth STEM Conference! We wish everyone safe journeys home and that we see you soon #InSTEM #ThinkEngineering



156 views 0:01 / 0:10

2:53 PM - 17 May 2018 from Hamilton, Ontario


2 Retweets 5 Likes

- Caption, multiple photos and video grab attention
- Good tagging/hashtag practices
- Excellent brand ambassadors

Kathryn Leistner
@kathrynleistner

Following

I've been around the world twice. #BIO2018 is the Epcot of Bio, Science & Pharma companies. Proud to see companies recognizing the @McMasterU Making great connections to support our @McMasterEng students.



11:06 AM - 6 Jun 2018

5 Retweets 9 Likes

What makes a perfect post?

LinkedIn

Carm Vespi
Manager, Alumni Relations, Faculty of Engineering, McMaster University
3d

Thank you to everyone who attended our Mac Eng Connect happy hour last night! We had a wonderful time connecting with students, alumni and employers.

We will be hosting another Mac Eng Connect happy hour in Toronto on June 21st.

Register here >>> <https://bit.ly/2JdXiQf>

Photos >>> <https://lnkd.in/dHVvZfm>

#FireballFamily #MacEng Faculty of Engineering - McMaster University

48 Likes

Like Comment Share

What makes a perfect post? LinkedIn

Carm Vespi
Manager, Alumni Relations, Faculty of Engineering, McMaster University
3d

Thank you to everyone who attended our Mac Eng Connect happy hour last night! We had a wonderful time connecting with students, alumni and employers.

- Strategic event promotion

We will be hosting another Mac Eng Connect happy hour in Toronto on June 27st.

Register here <https://inkd.in/dHVvZfm>

Photos >>> <https://inkd.in/dHVvZfm>

#FireballFamily #MacEngFaculty #FireballFamily McMaster University

- Multiple photos showing our strong community
- Good tagging practices
- Multiple links

48 Likes

Like Comment Share

Facebook Tips and Tricks

- Engage with people who comment and share! (like, reply)
- Remove your website link in your post after it auto-populates the story/photo
- Boost posts that perform well
- Avoid syncing your Twitter account
- Use the Video Manager
- Invite people who like your posts to like your page

Facebook Tips and Tricks

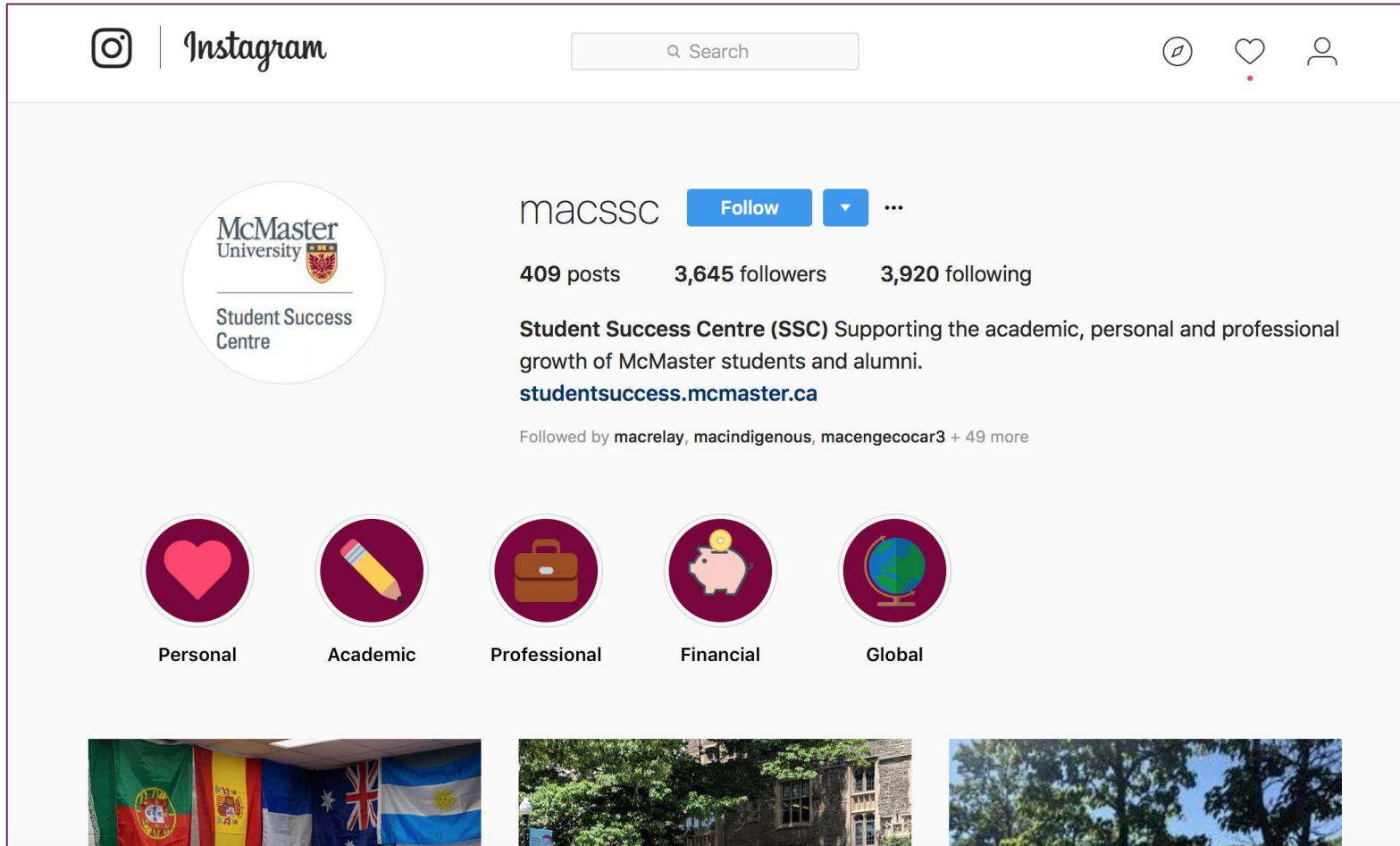
The screenshot shows the Facebook interface for the 'McMaster Engineering' page. A pop-up window titled 'Invite to Like McMaster Engineering' is open, displaying a list of users and their interaction status with the page. The background page shows navigation tabs (Page, Inbox, Notifications, Insights), a search bar, and a sidebar with page information and a menu. The main content area shows a post with a video and engagement metrics (754 people reached, 1 Like, 1 Share). The right sidebar lists 'YOUR PAGES' and 'CONTACTS'.

Name	Status
Salman Abu Mariam	Liked
Tina Mahmoudi	Liked
Osama Riaz 1 mutual friend	Liked
Imsha Liaqat	Invite
Subash Dhakal	Liked
Naveen Kumar	Liked
Fayyaz Ahmed	Invited

Instagram Tips and Tricks

- Save time and post directly to Facebook. Tweak as needed
- Use emojis (sparingly)
- Direct followers to links in your bio
- Test out live videos
- Take advantage of Story Highlights

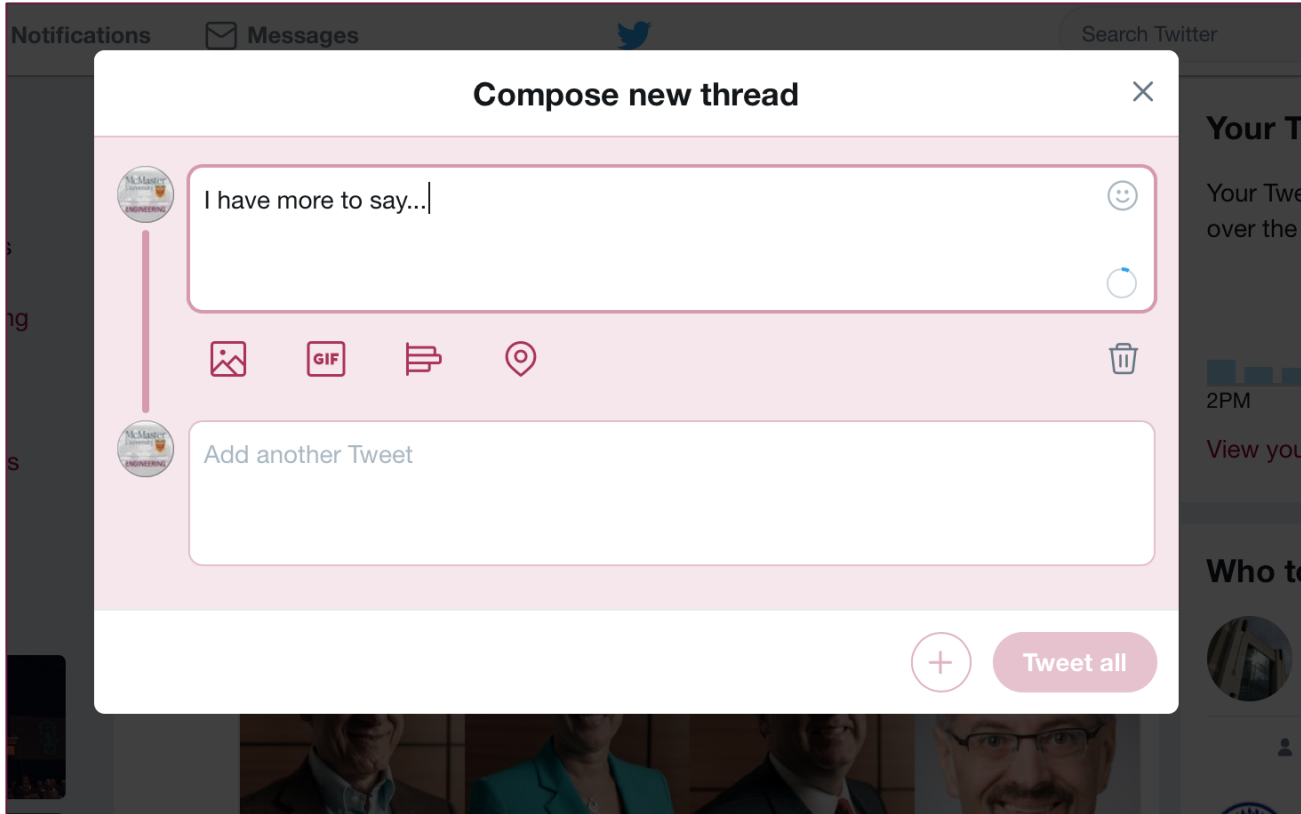
Instagram Tips and Tricks



Twitter Tips and Tricks

- Curate a story with Twitter Moments
- Engage easily with your communities with lists
- Reply, retweet, or like every tweet you receive
- Tweet + if you need more than 280 characters

Twitter Tips and Tricks



LinkedIn Tips and Tricks

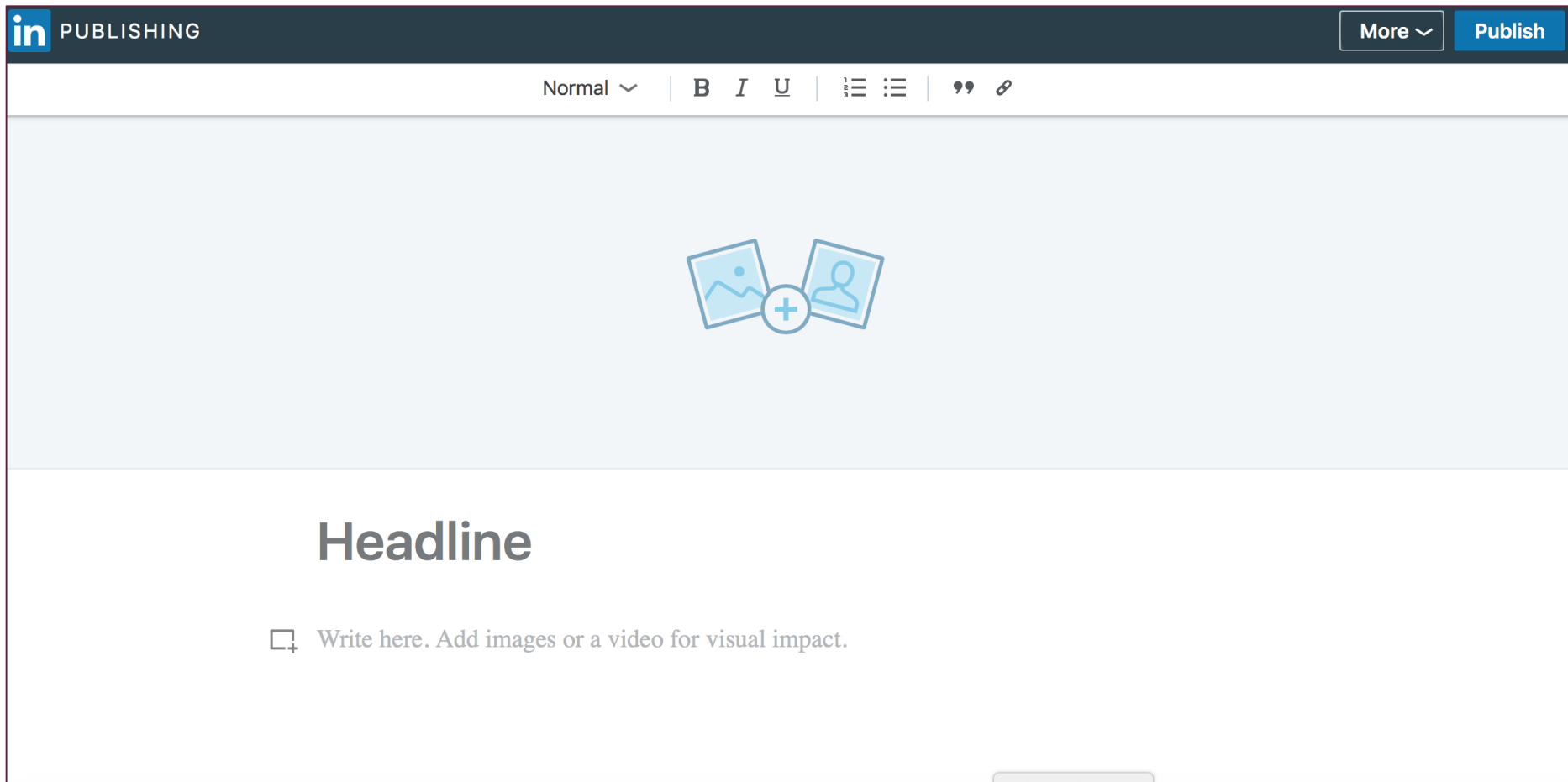
Page

- Tag people and organizations relevant to your posts
- Experiment with sponsored posts

Profile

- Check the activity on your homepage at least once a day and like, comment and share posts from the people you follow
- Write an article

LinkedIn Tips and Tricks



The screenshot displays the LinkedIn publishing interface. At the top left, the LinkedIn logo and the word "PUBLISHING" are visible. On the top right, there are "More" and "Publish" buttons. Below the header is a rich text editor toolbar with options for "Normal", bold (B), italic (I), underline (U), bulleted list, numbered list, quote, and link. The main content area is a large light blue rectangle with a central icon representing adding images or videos. Below this area is a "Headline" section with a placeholder text: "Write here. Add images or a video for visual impact."

Connect with McMaster Engineering

- Facebook: @McMasterUEngineering
- Twitter: @McMasterEng
- Instagram: @mcmastereng
- LinkedIn: @FacultyofEngineering – McMaster University
- Hashtags: #MacEng #ThinkEngineering #FireballFamily #BigIdeas

Digital Advertising at a Glance

Advantages

- Flexibility with budget
- You can see the impact
- It's easy
- Detailed targeting capability

Digital Advertising at a Glance

Facebook Ad Campaign Case Study

- Goal: To increase recruitment of the Software Engineering Technology Program
- Strategy: Create a Facebook ad campaign targeting prospective students
- Audience: People aged 17-59 in Ontario who have interests in software, computer and electrical engineering.
- Budget: \$2,000
- Timeline: Ongoing

Digital Advertising at a Glance

Facebook Ad Campaign Case Study

The image displays three overlapping screenshots of Facebook advertisements for McMaster Engineering. Each ad is from the 'McMaster Engineering' page, written by Ciara McCann on May 1. The ads promote an online degree program in Software Engineering Technology that can be completed within two years. The text in each ad highlights that the program helps enhance careers in engineering, business analysis, project management, and supervisory roles. The images show students in a computer lab setting. The first ad on the left shows a group of students at computers with the URL 'ENG.MCMASTER.CA' and the text 'Get a university degree online while you are working. Apply by July 15.' The middle ad shows a man and a woman looking at a computer screen with the same URL and text, plus a 'Learn More' button. The third ad on the right shows a woman at a computer with the same URL and text, plus a 'Learn More' button.

Digital Advertising at a Glance

Facebook Ad Campaign Case Study

Results (Spent \$1,500 so far)

- 4,380 link clicks
- 151,525 people reached
- 507,880 impressions
- April 2017: 14 applicants, April 2018: 48 applicants

Measurement

How to measure

- Facebook, Twitter, LinkedIn and Instagram provide analytics within their platforms
- Hootsuite
- Tweet Reach

Measurement

How to measure

James Dyson Award

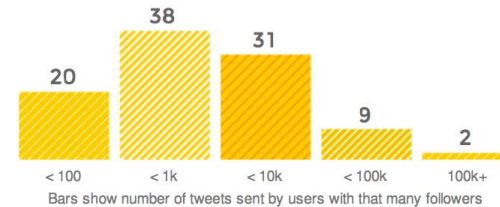
ESTIMATED REACH

1,654,701

ACCOUNTS REACHED

EXPOSURE

1,931,374 IMPRESSIONS

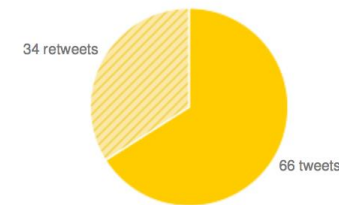
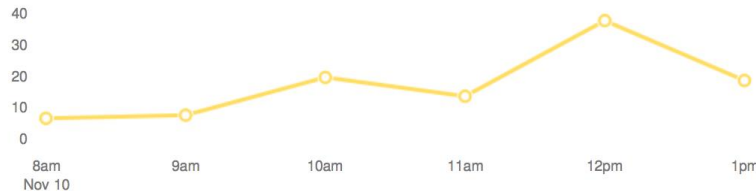


ACTIVITY

100
TWEETS

93
CONTRIBUTORS

6
HOURS



Measurement

What to measure

- Engagements (mentions, comments, shares, likes, etc.)
- Followers
- Clicks (link clicks and post clicks)
- Popular Posts
- Demographics



THANK YOU!

Questions?

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