

Social Media 101

How to establish a meaningful presence in the digital world.

June 19, 2018





Step 1: Map out your goals

Why do you want to be on social
media?

Common Goals

- Connect to a community and/or network
- Create awareness of your personal or professional brand
- Establish engagement
- Become an industry influencer/expert
- Drive traffic to your website



Step 2: Choose relevant platforms

What are the most popular channels out there?
Where is your audience engaged?

Facebook

The Mothership

2.2B

Monthly Active
Users

88%

18-29 age
range

84%

30-49 age
range

72%

50-64 age
range

Facebook

- **Why Engage:** dynamic content options
- **Top Tip:** Overcome algorithm changes



“I think women in engineering can do anything they put their mind to.”

Instagram

The Visual Powerhouse

800M

Monthly Active
Users

59%

18-29 age
range

33%

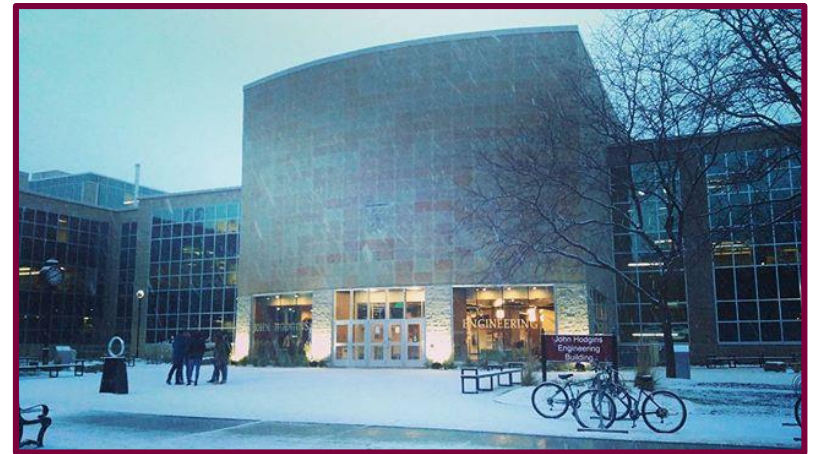
30-49 age
range

13%

50-64 age
range

Instagram

- **Why Engage:** If your brand translates well visually, Instagram is for you.
- **Top Tip #1:** Facebook owns Instagram which makes sharing on both platforms easy.
- **Top Tip #2:** Use hashtags strategically.



**“A beautiful sight while
you study tonight.
Good luck
#FireballFamily on your
exams! 📖❄️”**

Twitter

Community Connector

317M

Monthly Active
Users

36%

18-29 age
range

23%

30-49 age
range

21%

50-64 age
range

Twitter

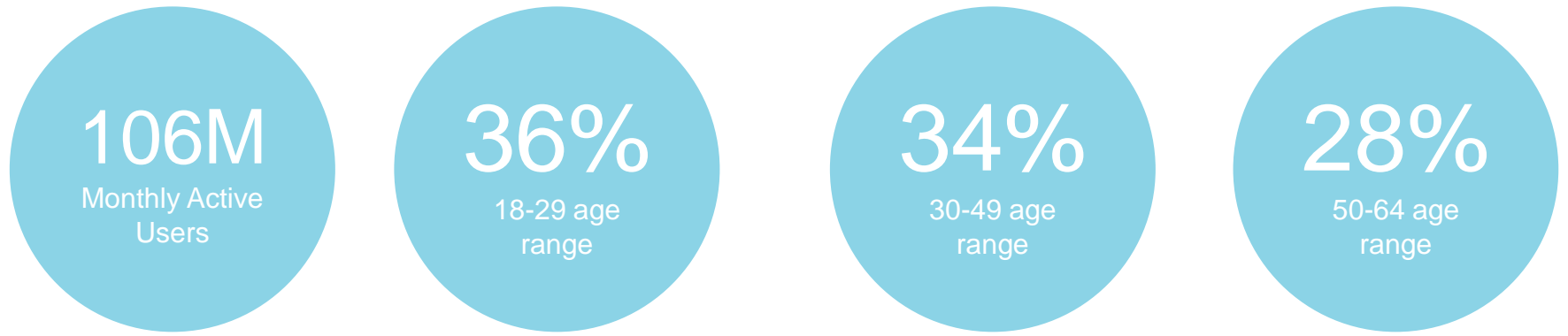
- **Why Engage:** Connect with a community, create conversations, network, share knowledge, current news.
- **Top Tip:** Add value to your tweets to increase your reach.



“Fun conference with my favourite co-author @QuennevilleMac #CBJC2018”

LinkedIn

Networking Giant



LinkedIn

- **Why Engage:** Optimal channel for boosting your personal brand, networking with industry and people working in your field.
- **Top Tip:** Tag organizations and people relevant to content in your post to increase your reach.



“Take a moment this morning to see how Faculty of Engineering - McMaster University alumna Jennifer Defreyne has developed her career of world travels which has lead to her Newfoundland Micro-Brewery.”



Step 3: Create quality content

Is your content timely, engaging and/or useful to your followers?

Content Types

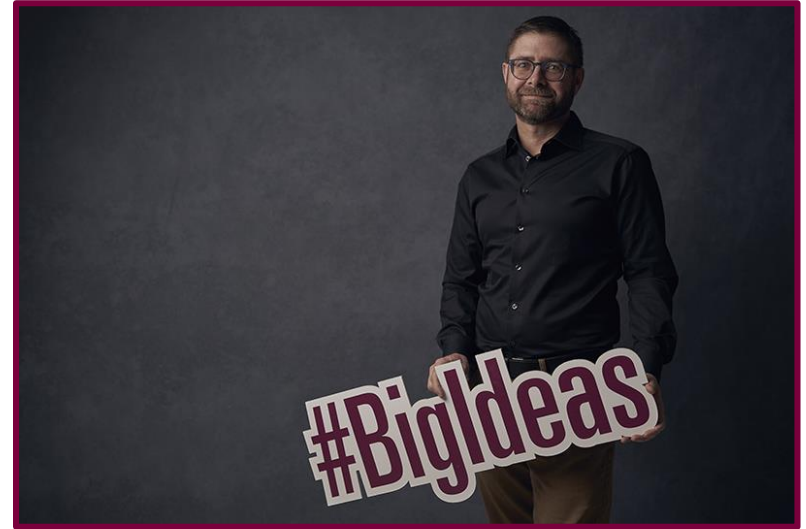
- Seasonal or Recognition Days/Weeks or Months
- Trendy: relating to something timely in pop culture, current events or popular hashtags: (ex. #ThrowbackThursday, #Motivation Monday)
- Achievements
- News related to your research/industry
- Spotlights
- Event Promotions/Live Event Coverage
- Did you know (#DYK) facts
- Ensure content is accompanied by web links to articles or resources, graphics, video and photos



**“To be an engineer, you don’t have to be male, you don’t have to be tough — you just have to be creative and love science” — Leyla Soleymani, Canada Research Chair
#InternationalWomensDay
#IWD2018**

Resources to help you create quality content

- Animoto.com: Videos
- Easil.com: Instagram timeline or story graphics
- PicMonkey.com: Photo collages, Facebook Cover Photos
- PiktoChart.com: Infographics
- Attend our graphic design workshop (Date TBD)

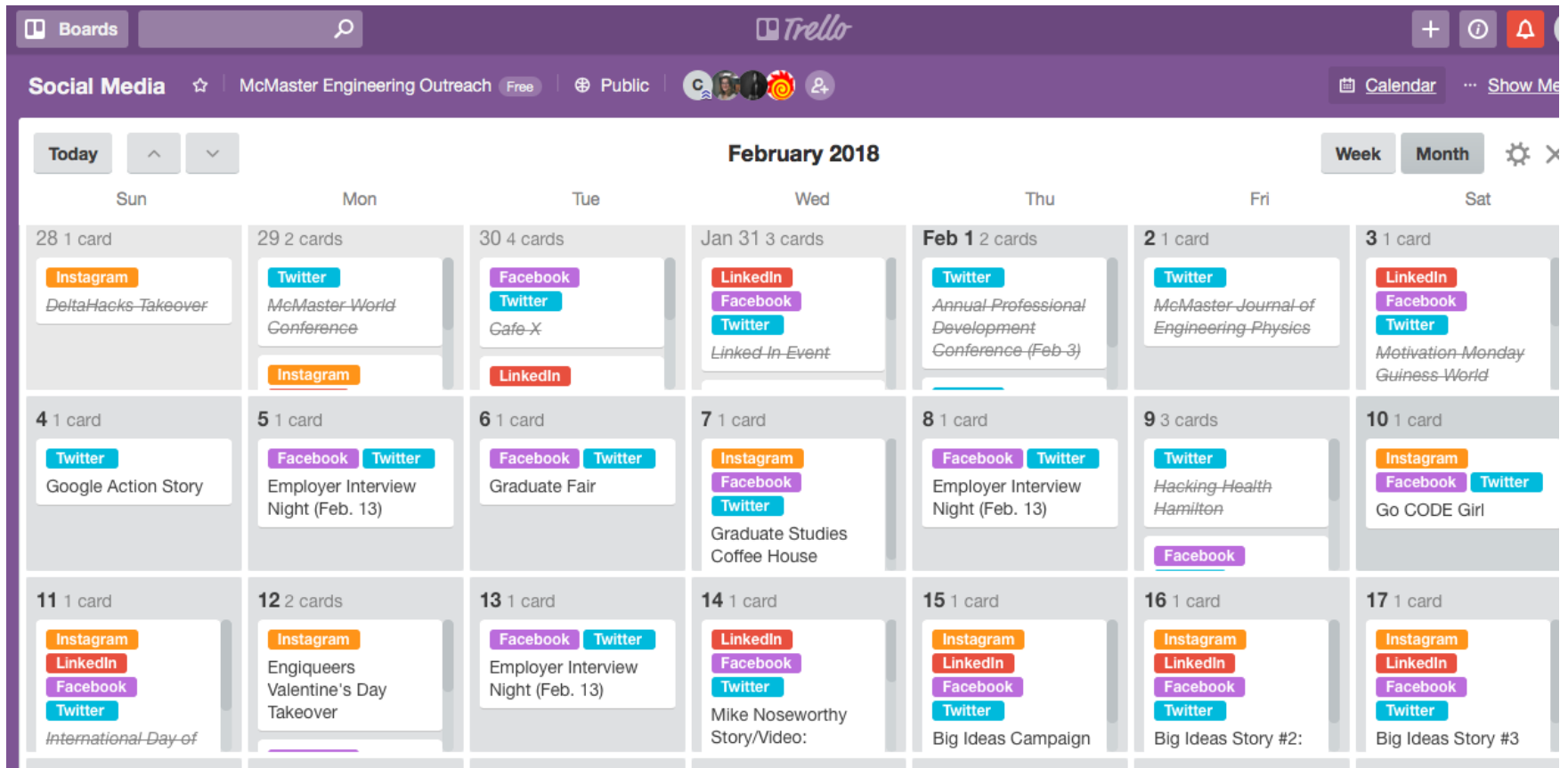




Step 3: Manage effectively

Create a content calendar, schedule content ahead of time.

Content Calendar



Scheduling Tools

- TweetDeck (Free)
- Scheduling function for Facebook pages (Free)
- Hootsuite (\$19/month)
- Google “social media scheduling apps” and discover more.

Frequency

- Will vary depending on your goals, time and resources
- Industry Standards:
 - Facebook: 1-2 posts per day
 - Instagram: 1-2 posts per day and 2-3 stories per week
 - Twitter: 3-5 posts per day
 - LinkedIn: 1-2 posts per day

Timing

- News stories perform better in the morning and earlier in the week.
- Light-hearted and fun posts are reserved nights, later in the week and on weekends.
- Test your posts to see when you receive the most engagement

Measure

- Most platforms offer analytics
- Metrics include engagements, followers and clicks
- Improve your social media goals based on metrics

Connect with McMaster Engineering

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



THANK YOU!

Questions?

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