

Leveraging

SOCIAL MEDIA

BASICS 101

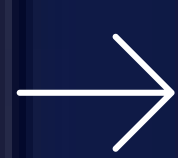
Presented by
YAZAN 'YAZ' KAKISH



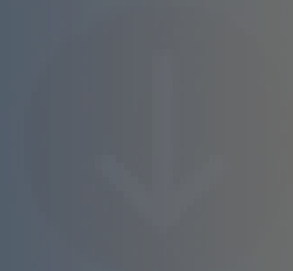
OCTOBER 2022

WHAT'S YOUR
STORY?





GUIDELINES



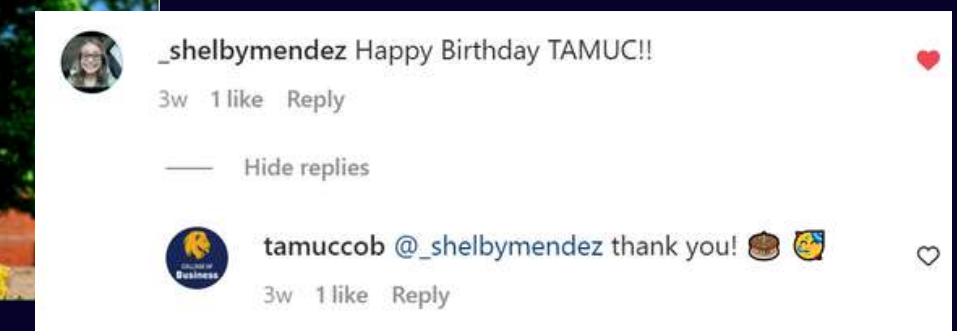
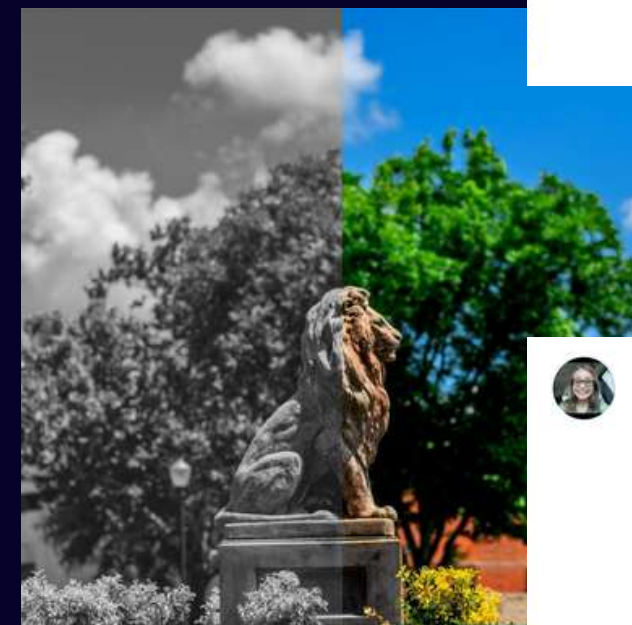
FIRST, MASTER THE BASICS

ENGAGE

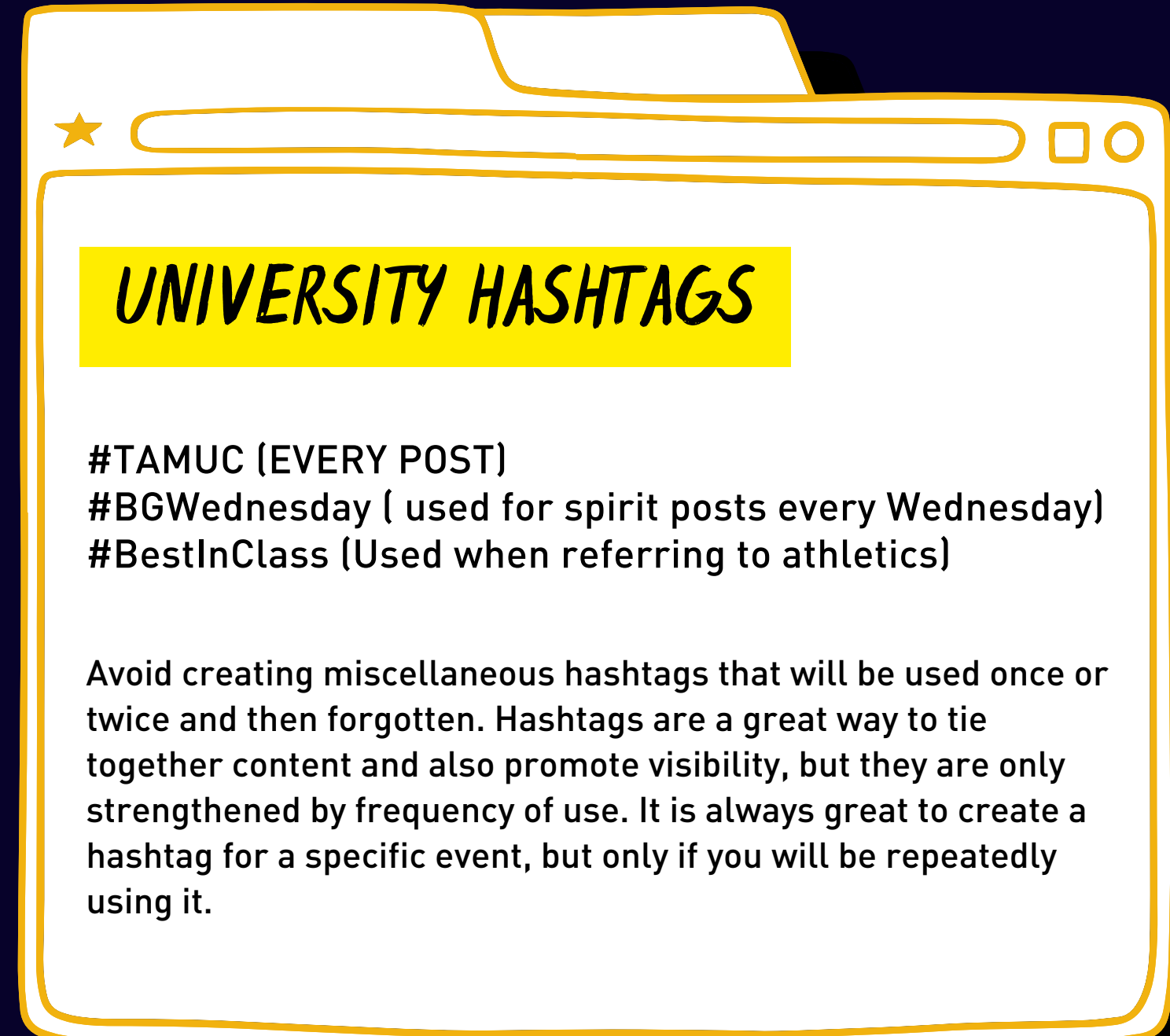
Strike a conversation through calls to action, open ended questions, exclusive content and more.

MONITOR

Look for interaction on your accounts (people posting comments, asking questions/seeking information, anyone tagging or mentioning you)



"HASH" IT OUT



A laptop screen is shown against a dark blue background. The screen displays a Finder window with a title bar that says 'Finder'. The top right corner of the window shows system icons for volume, network, and battery, along with the date and time 'Sun 1:44 PM'. The main content of the window is a large, bold, white text 'MAXIMIZE YOUR RESULTS'. Below this, there is a dark blue rectangular box containing white text. On the left side of the laptop screen, there are two green checkmarks. The laptop itself is a dark grey color.

MAXIMIZE YOUR RESULTS

✓
✓

Algorithms change daily and so too must your strategy. Just because you create content does not mean it will be visible.

GET THE INSIGHTS,
KNOW YOUR AUDIENCE



INSIGHTS ON PLATFORMS

Insights provide valuable information such as:

- Gender
- Age ranges
- Location
- Platform and how they interact
- Peak times

INSIGHT EXAMPLES

tamuccob Professional dashboard
Tools and resources just for businesses.

429 Posts **672** Followers **263** Following

TAMUC College of Business
College & university
Our mission is to produce career-ready business professionals who add value to the global business environment
new.tamuc.edu/business/?source=universalmenu

Edit profile

Ad tools Insights Add shop

Awareness New

- Settings
- Get insights
- Your activity
- Archive
- QR code
- Saved
- Cart
- Orders and payments
- Digital collectibles
- Close Friends
- Favorites
- Discover people

Professional dashboard

Account insights [See all](#)

4,714 accounts reached in the last 30 days, +60.9% compared to Jul 31 - Aug 29.

880
440
0

Aug 30 Sep 6 Sep 13 Sep 20 Sep 28

Next steps

- Add WhatsApp Business**
Let people message you from your profile.

Your tools [See all](#)

- Ad tools

Reach

Last 30 Days Aug 30 - Sep 28

Followers and non-followers
Based on reach

415 Followers 4,299 Non-followers

You reached +68.6% more accounts that weren't following you compared to Jul 31 - Aug 29.

Content reach

- Reels: 4,216
- Posts: 818
- Stories: 271

INSIGHT EXAMPLES


Overview

You reached **+60.9%** more accounts compared to Jul 31 - Aug 29

Accounts reached	4,714	+60.9%	>
Accounts engaged	213	-10.6%	>
Total followers	672	+4%	>

Content You Shared

See all



Reach

Last 30 Days ▾ Aug 30 - Sep 28

4,714

Accounts reached





+60.9% vs Jul 31 - Aug 29

Reached audience ⓘ

Top cities	To
Commerce	Unit
Hyderabad	3%
Dallas	2.5%
Houston	1.7%





Top Posts

Based on reach >

 300 Sep 19	 296 Sep 25	 263 Aug 31	 238 Sep 12
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Top Stories

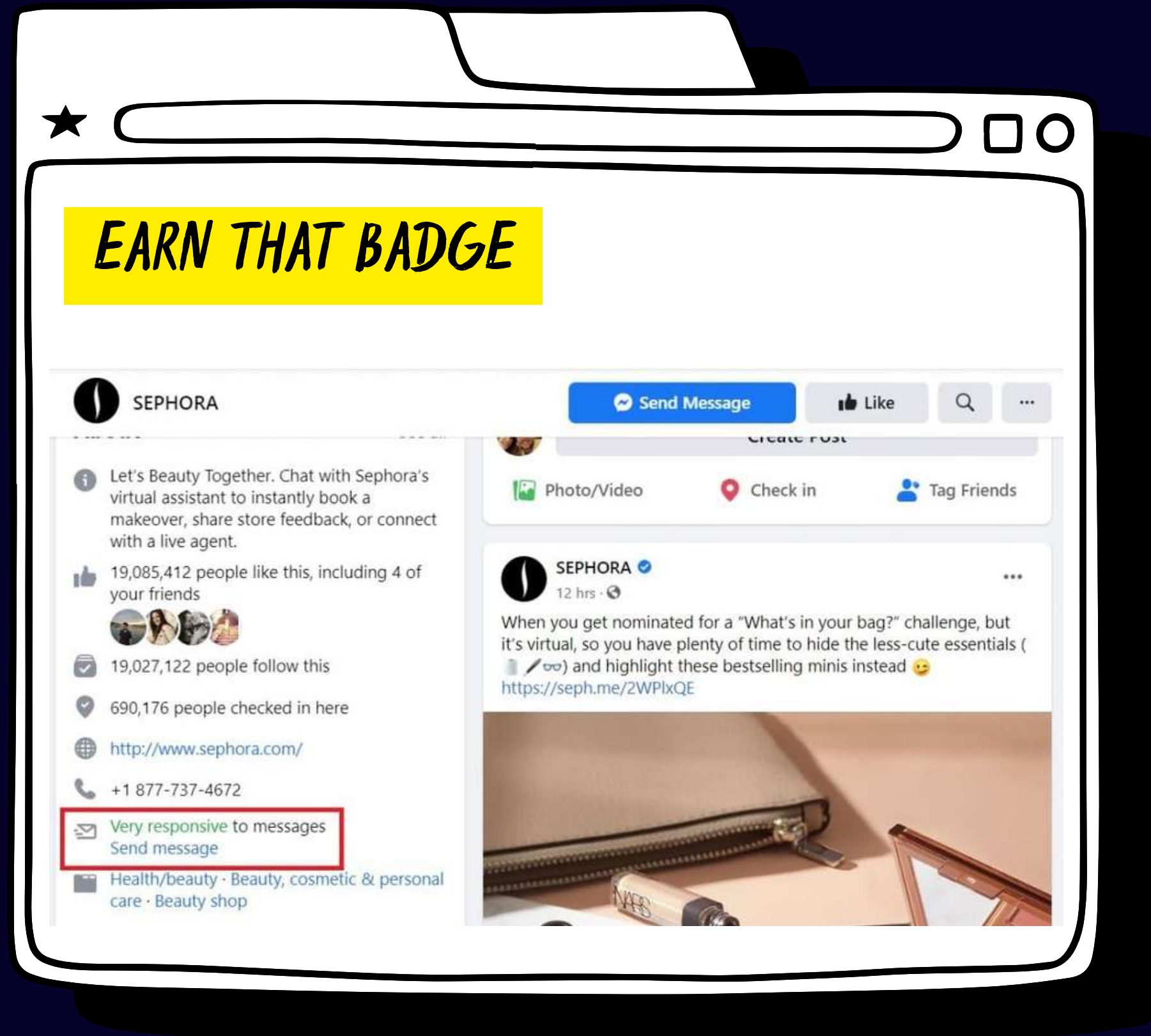
Based on reach >

 LABOR DAY The university will be closed on Monday, September 5th, 2022 No classes will be held 173 Sep 4	 NEED A PROFESSIONAL HEADSHOT PICTURE ? 153 Sep 21	 COLLEGE OF BUSINESS PRESENTS 148 Sep 18	 147 Sep 27
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Top Reels

Based on reach >

TIME MATTERS



When receiving a message on social media, **ALWAYS** answer it as soon as you can, unless it is spam, then report it as such.



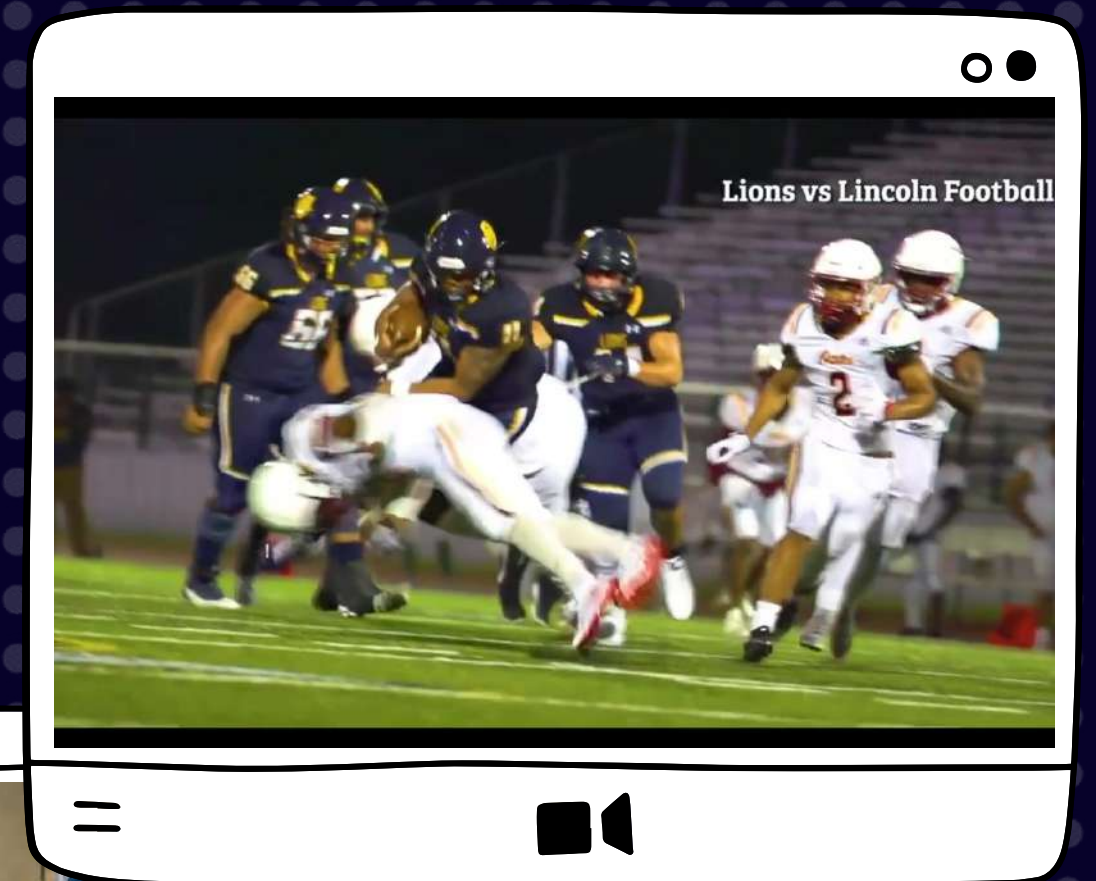
THE INTERNET DOES NOT SLEEP



MAGIC NUMBER?

THERE IS NO MAGIC NUMBER.

- Facebook, Instagram and LinkedIn – 3 to 4 posts per week
- Twitter – No more than 20 posts/retweets per day



PICTURE PERFECT



QUALITY

Photo and video content are key to getting your post noticed. Minimize text and keep in caption!

<https://tamuc.smugmug.com/>



CONSISTENCY

Give your content the biggest boost in the online world where algorithms are constantly changing.

Post quality content or nothing at all.



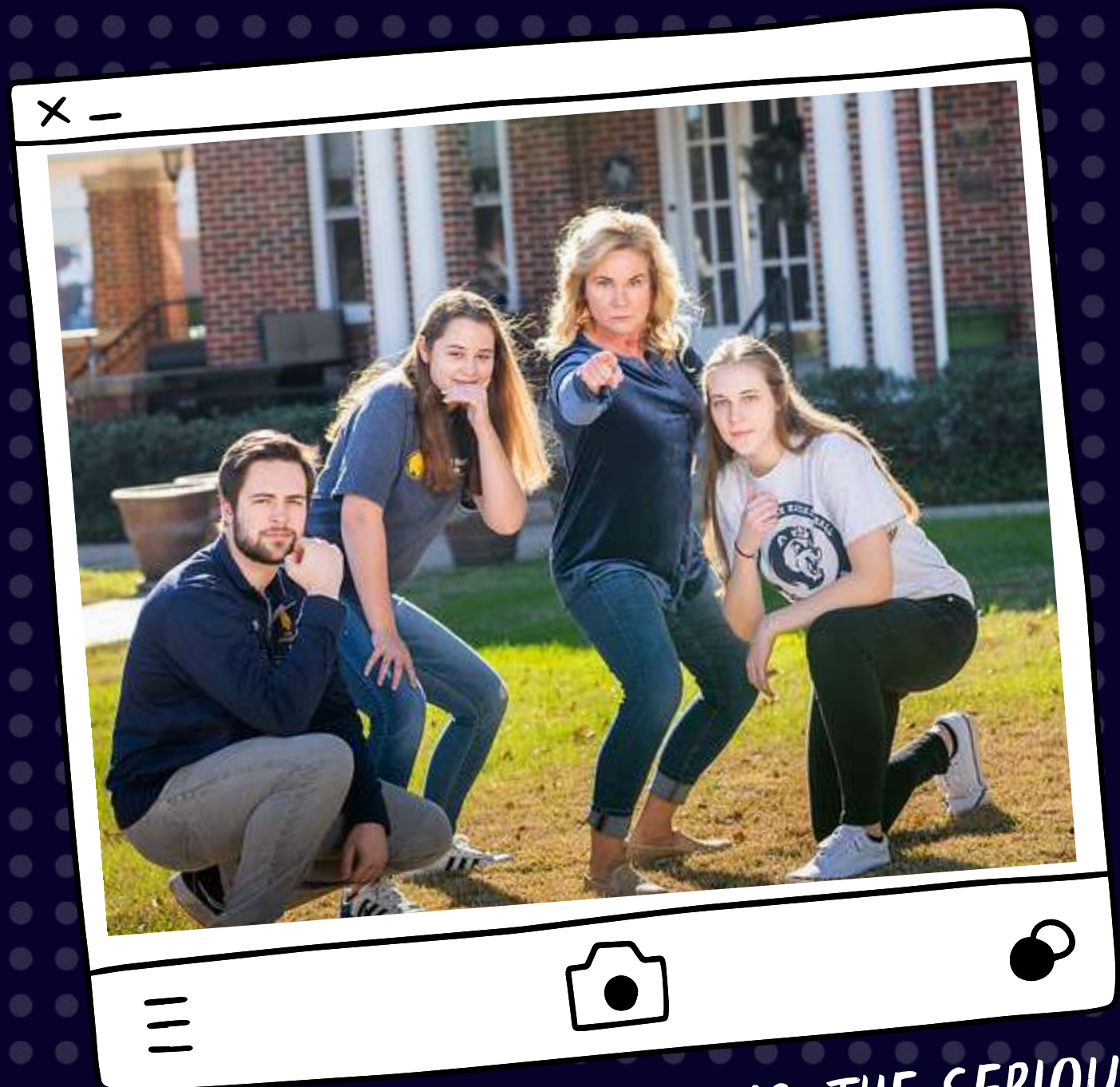
DIMENSION

Instagram, perfectly square photos with slight leway.

Twitter prefers more horizontal images. Facebook / LinkedIn are flexible and can accept many different photo sizes without cropping anything out of the thumbnail.



TONE OF VOICE



TO ALL THE COOL MOMS, THE SERIOUS MOMS, AND ESPECIALLY THE LION MOMS, HAPPY MOTHER'S DAY FROM THE COLLEGE OF BUSINESS.

ON BEHALF OF THE COLLEGE OF BUSINESS WE WISH OUR GRADUATES SUCCESS IN THEIR FUTURE ENDEAVOURS. REMEMBER ONCE A LION, ALWAYS A LION.



BRANDING

BRAND ABOVE ALL

BRAND GUIDELINES

Following the university's brand guidelines.

tamuc.edu/brand

COMMUNITY FOR ALL

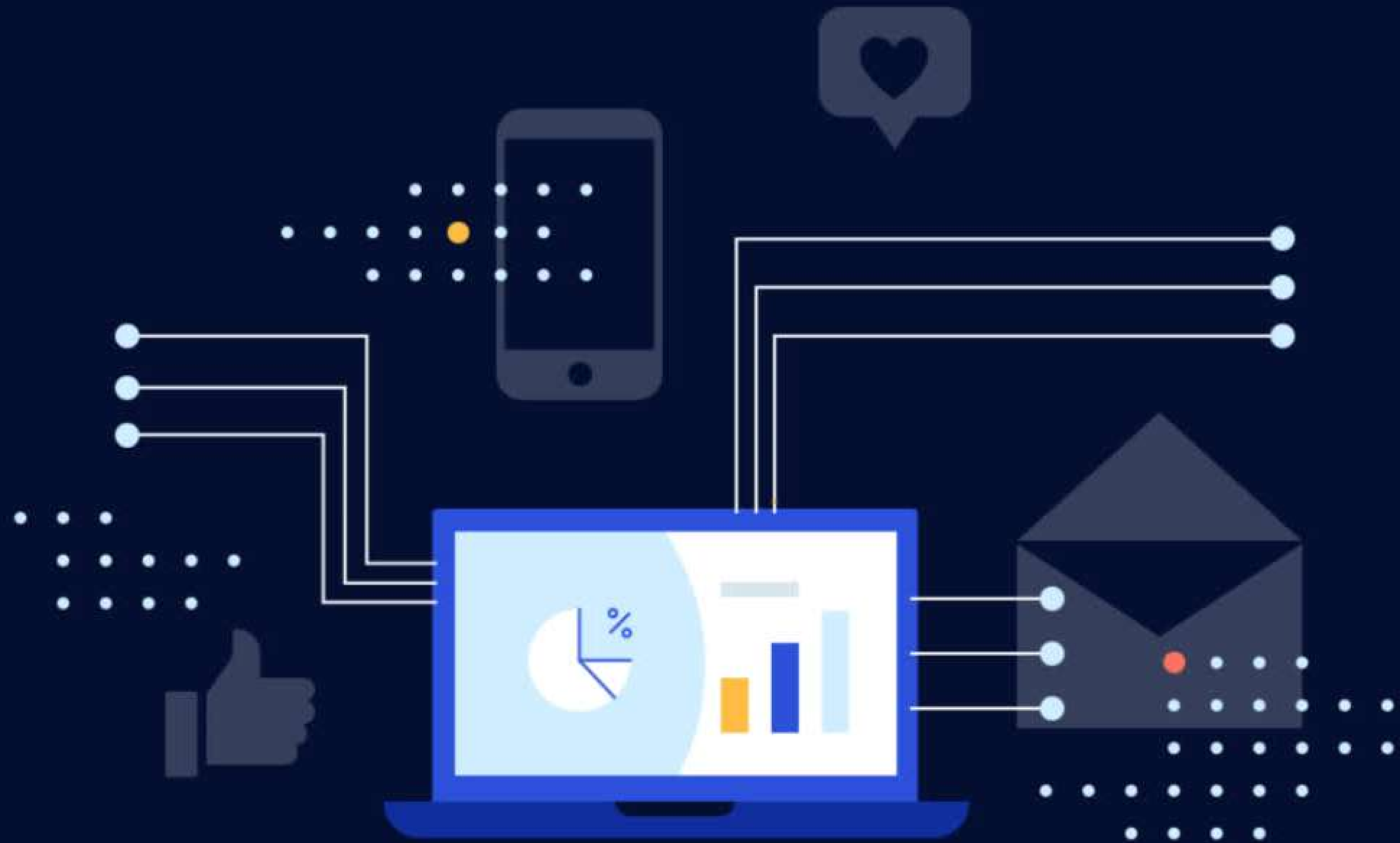
Stay clear of controversial topics, things that could incite arguments in the comments, or that could damage the reputation of the university.

DO

- Texas A&M University-Commerce
- A&M-Commerce
- TAMUC
- If speaking verbally:
T-A-M-U-C

DON'T

- Texas A&M Commerce
- Texas A&M University Commerce
- Texas A&M-Commerce
- A&M Commerce
- TAMU-C
- Texas A & M Commerce
- Texas A & M University Commerce
- Texas A & M-Commerce
- A & M Commerce
- A&M at Commerce
- Texas A&M at Commerce



STAKEHOLDER MAPPING



STUDENTS



ALUMNI



COMMUNITY

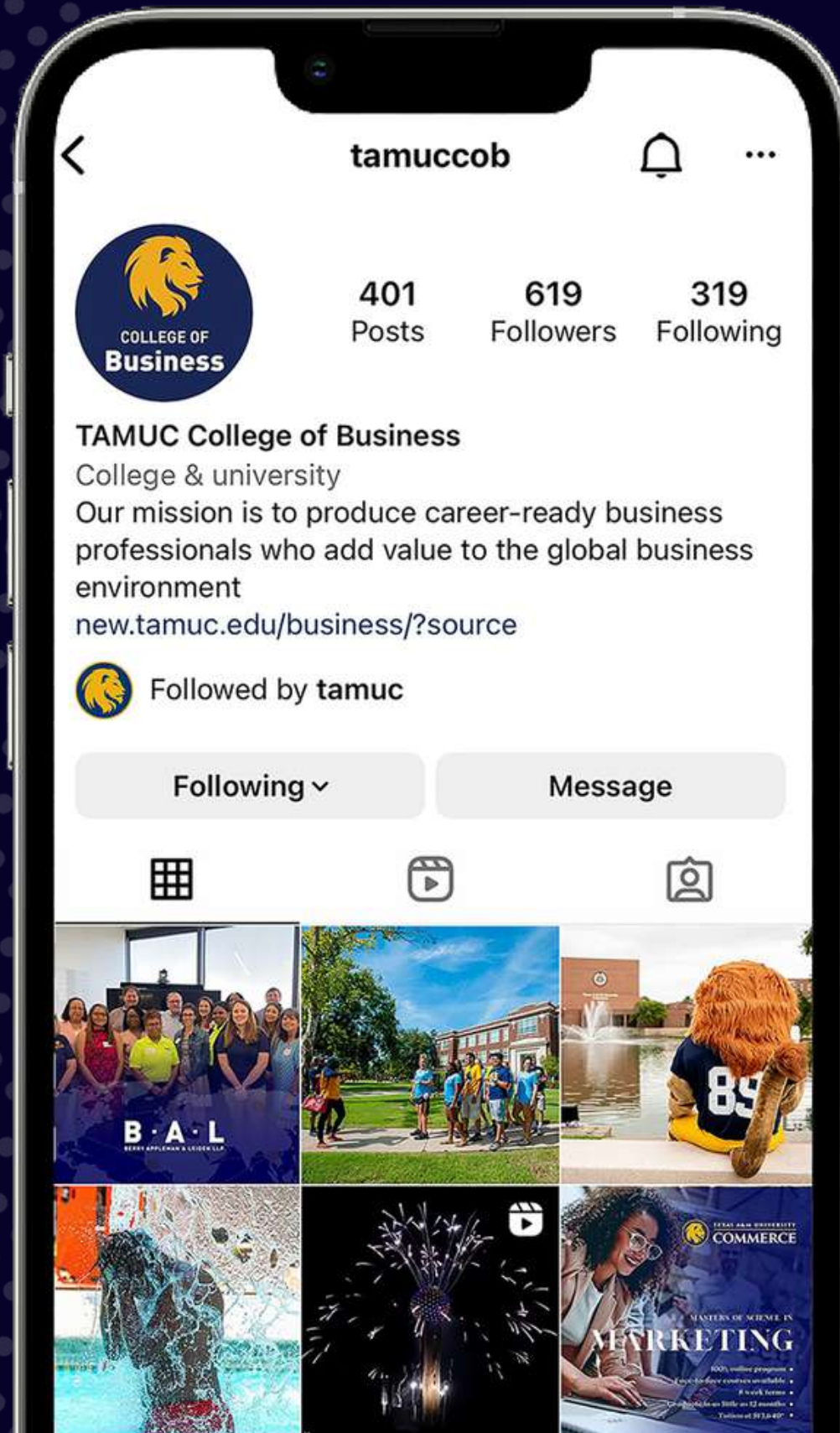


FACULTY & STAFF



ORGANIZATIONS

SOCIAL MEDIA CALENDAR



- **PROMOTING UNIVERSITY-LED EVENTS**

- Career days, networking events, guest speakers, etc.

- **PROMOTING STUDENT ORGANIZATIONS AND THEIR ACTIVITIES**

- NABA, MKTBA, Finance Society, and Management Club
- LinkedIn headshot days, guest speaker, company site visits, etc.

- **HIGHLIGHTING ALUMNI**

- Success stories, promotions, etc.

- **UNIVERSITY SPIRIT AND FILLER CONTENT**

- #BGWednesday, public holidays, exam schedule, and important announcements, etc.

- **COB NEWS**

- Programs, certificates, faculty & staff news and research. accreditation (AACSB, IMA, etc.)

- **STUDENT RESOURCES**

- Coaching, resume writing, headshots, the Lion Wardrobe, etc.

SOCIAL MEDIA CALENDAR

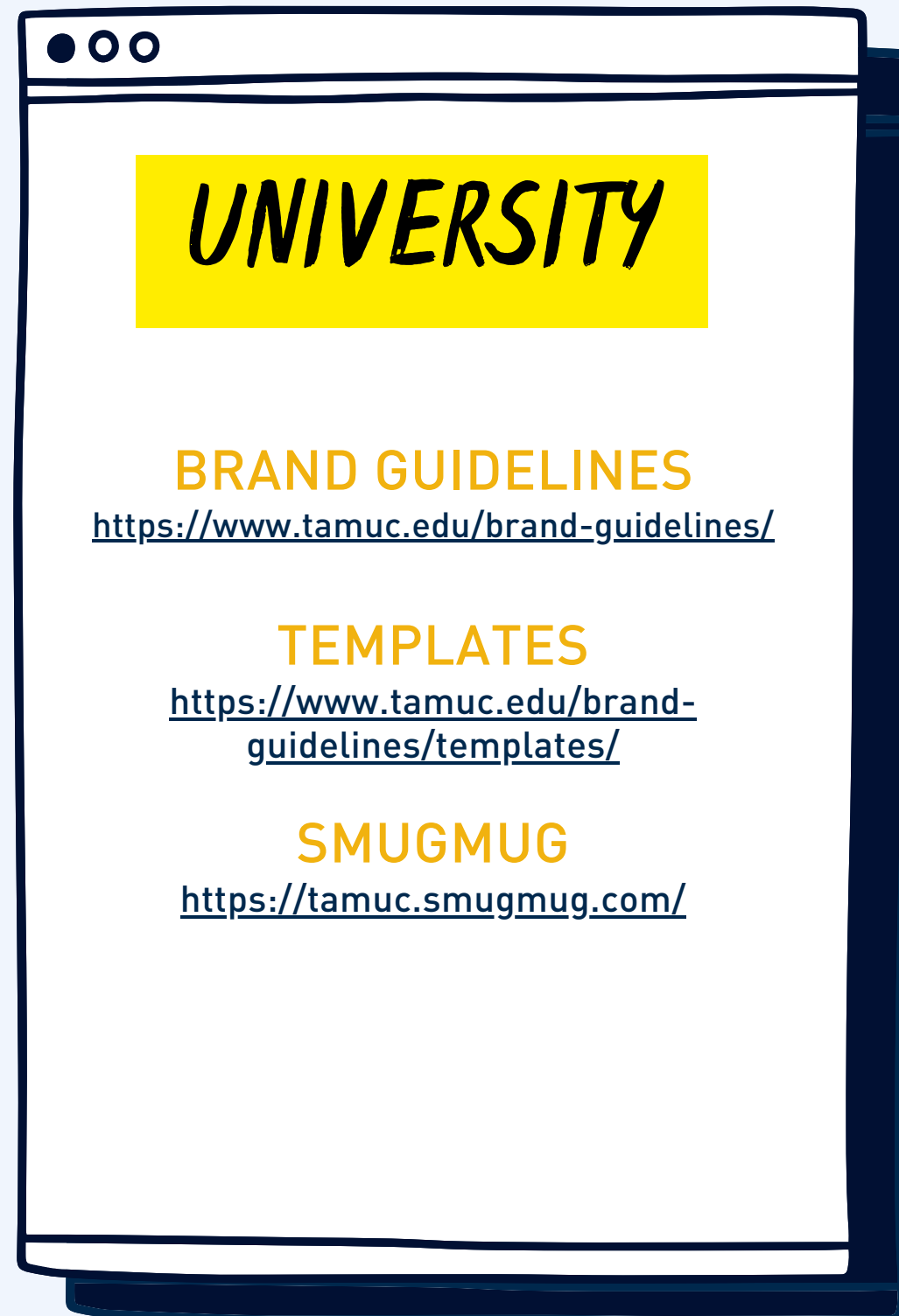
SUN	MON	TUE	WED	THU	FRI	SAT
					2	3
	5	6		8		10
11					16	17
18	19	20			23	
25			28		30	

LABOR DAY
 The university will be closed on
Monday, September 5th, 2022
 No classes will be held



SEPTEMBER EXAMPLE

USEFUL LINKS & RESOURCES



Google

Google Search

I'm Feeling Lucky

Q&A

TIME

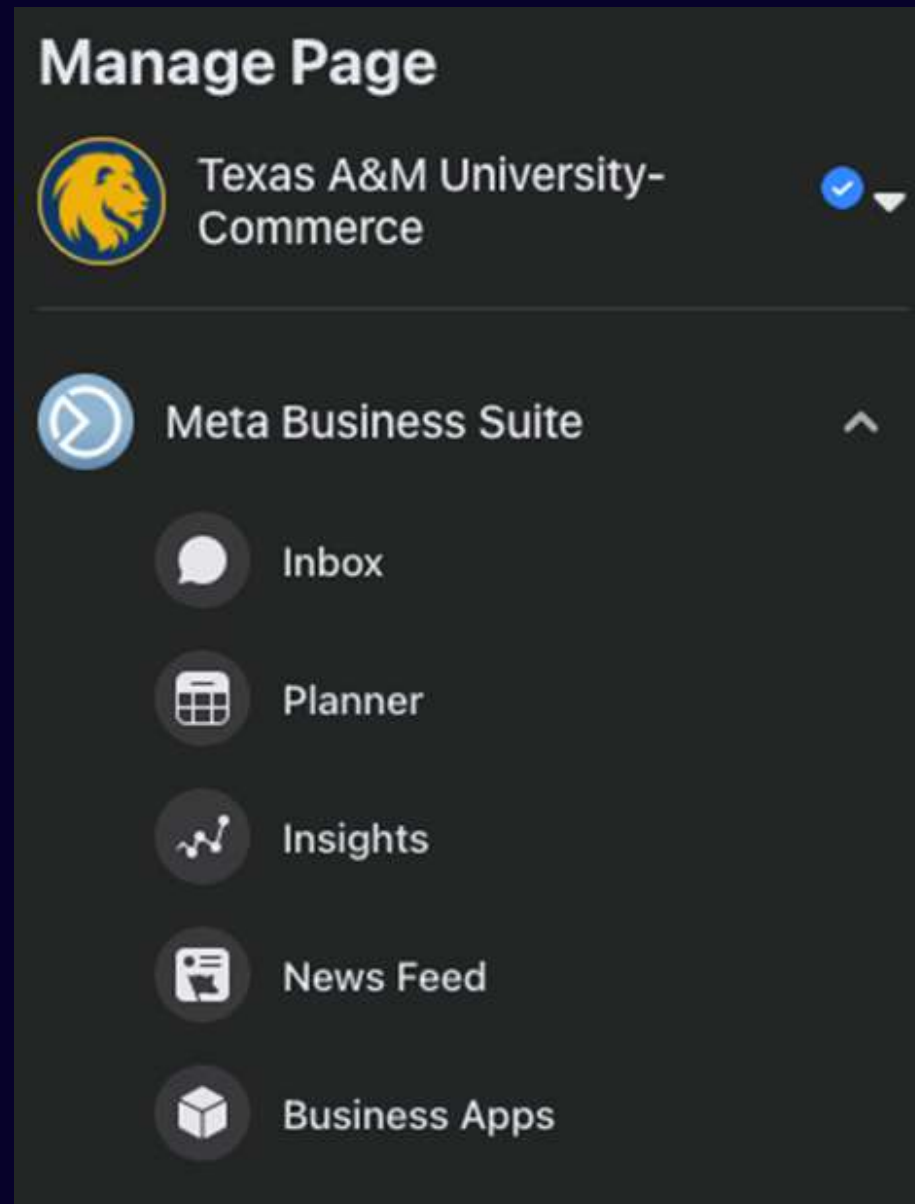


APPENDIX
HOW TO ACCESS
ANALYTICS

FACEBOOK

ON FACEBOOK, ACCESS YOUR ANALYTICS BY CLICKING THE “INSIGHTS” OPTION AT THE LEFT OF YOUR BROWSER.

IF USING A MOBILE DEVICE, FROM THE FACEBOOK APP, VISIT YOUR PAGE AND SCROLL THE OPTIONS UNDERNEATH YOUR PAGE’S NAME UNTIL YOU SEE THE “MORE” BUTTON. INSIGHTS ARE IN THAT MENU.



INSTAGRAM



 2,322 Posts 10.5K Followers 484 Following

Texas A&M University-Commerce
Education
Where leaders learn, since 1889. Welcome to the Pride. #TAMUC #GoLions
tap.bio/@tamuc
2200 Campbell Street, Commerce, Texas

Edit Profile

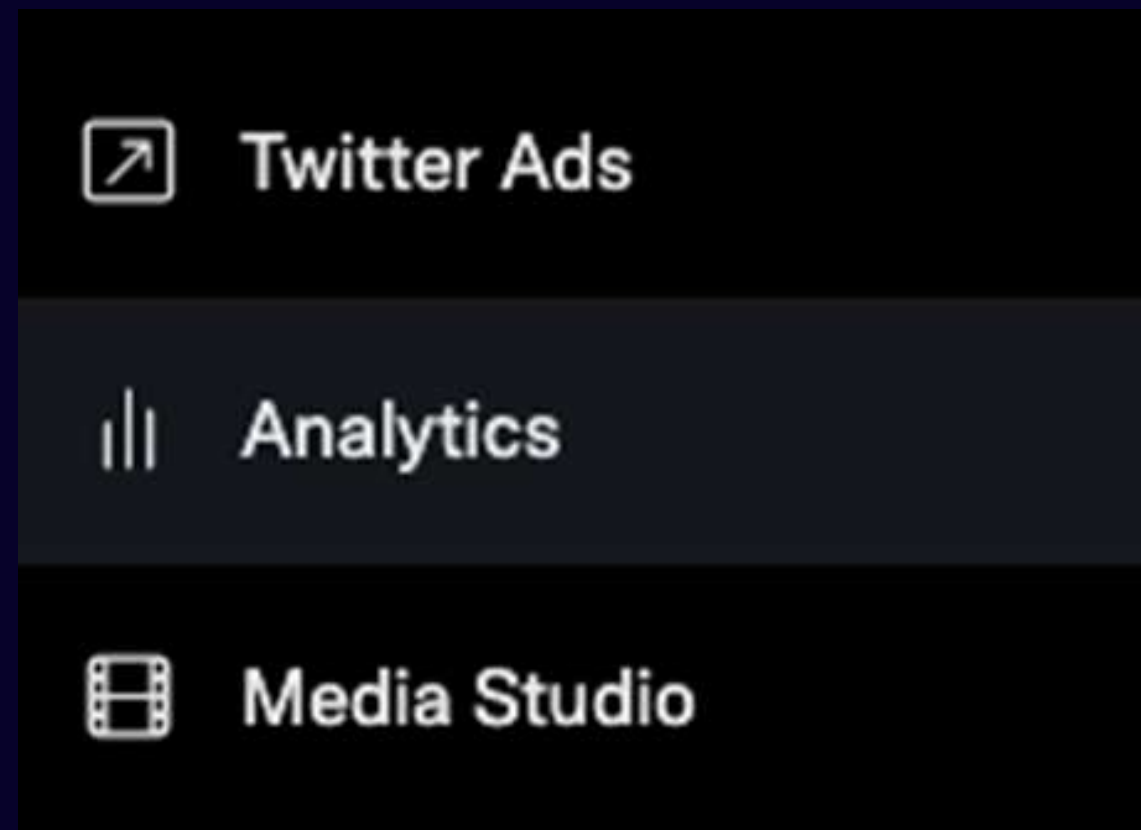
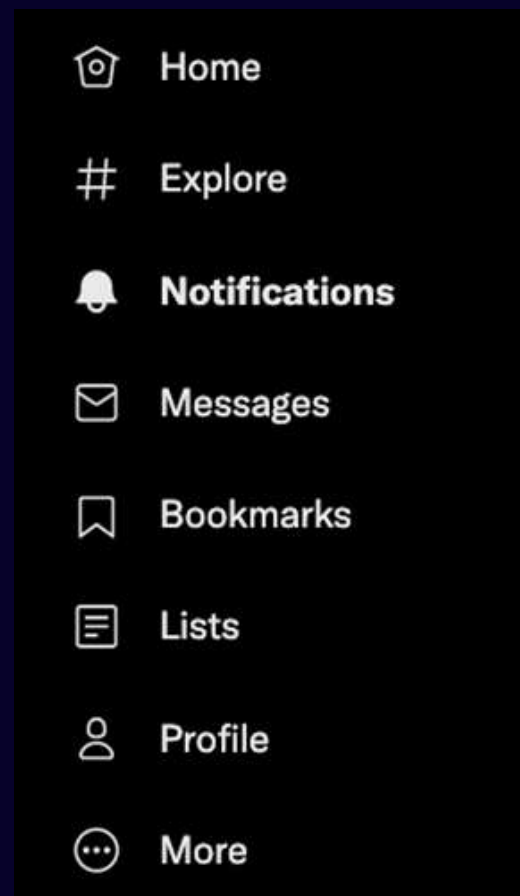
Ad tools Insights Call

ON INSTAGRAM, VIEWING YOUR ANALYTICS ON A MOBILE DEVICE IS AS EASY AS VISITING YOUR PROFILE AND PRESSING THE “INSIGHTS” OPTION.

YOU CAN ALSO VIEW INSTAGRAM INSIGHTS THROUGH A DESKTOP IF YOUR FACEBOOK AND INSTAGRAM PAGES ARE LINKED. CHOOSE THE “CREATOR STUDIO” OPTION IN THE SAME LEFT-HAND MENU TO VIEW INSIGHTS FOR BOTH FACEBOOK AND INSTAGRAM.

YOUR INSTAGRAM PAGE MUST BE A “BUSINESS ACCOUNT” TO VIEW INSIGHTS.

TWITTER



*ON TWITTER, WHILE USING DESKTOP,
CLICK THE “MORE” BUTTON AND THEN
“ANALYTICS.”*

*LOG IN TO ANALYTICS.TWITTER.COM WITH
YOUR TWITTER USERNAME AND PASSWORD
TO TURN ANALYTICS ON FOR YOUR
ACCOUNT.*