

# Promoting Programs on Social Media

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Joan C. Edwards School of Medicine

# Your Presenters



**Sheanna M. Spence, MS**

*Director of External Affairs*  
Marshall University Joan C.  
Edwards School of Medicine

*Manages Facebook,  
Instagram, Twitter and  
YouTube channels for SOM,  
Marshall Health*



**Tiffany Davis**

*Digital Marketing Manager*  
Marshall University – Office of  
University Communications

*Oversees Facebook, Instagram,  
Twitter and YouTube channels  
for Marshall University*



# Learning Objectives

- Incorporate brand elements appropriately into a group/program page or profile.
- Identify opportunities for content sharing and create a content calendar
- Understand the appropriate use of hashtags and tagging.
- Evaluate page analytics and use the data to drive content choices



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# Identifying your target audience

*Each #SoMe platform has a personality. Make a conscious decision about which you want to use.*

## Facebook

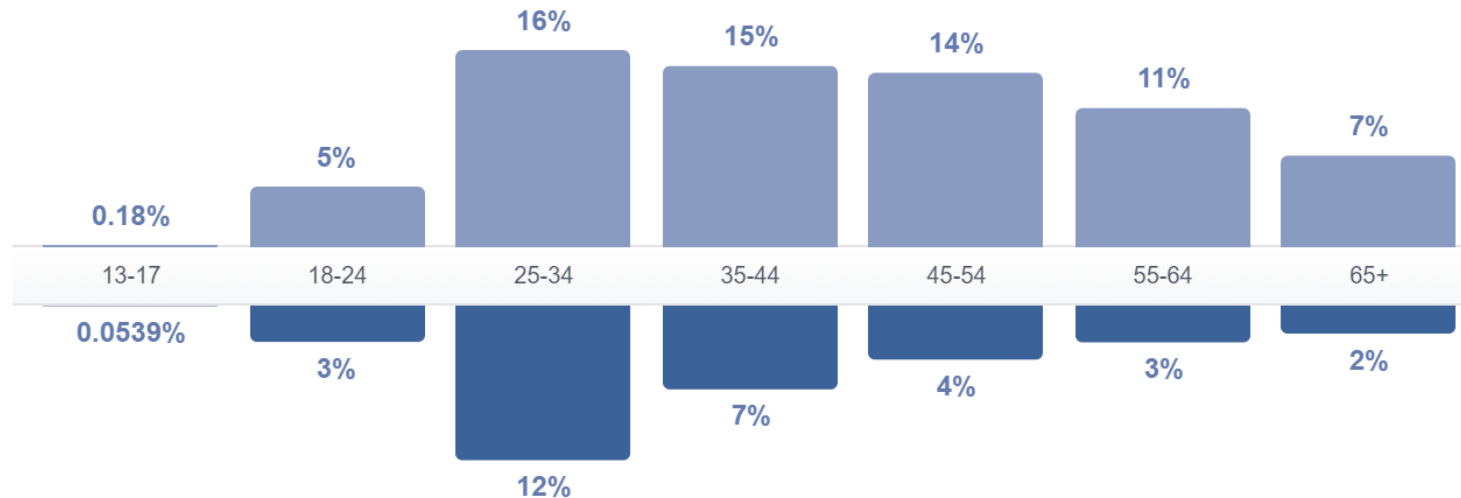
Target audience is primarily parents, alumni, supporters with some student engagement

Women

■ 68%  
Your Fans

Men

■ 32%  
Your Fans



### Pros

- + Link sharing
- + Editing capabilities
- + Easy photo/video share
- + Post scheduling

### Cons

- Relationship-based

# Identifying your target audience

*Each #SoMe platform has a personality. Make a conscious decision about which you want to use.*

## Twitter

Target audience is primarily faculty, community leaders, physicians, journals, supporters and like institutions with some student engagement



Twitter discontinued its audience analytics in January 2020.

Determine your audience anecdotally by:

- Reviewing who follows you (or who follows like organizations)
- Who engages with you (likes, retweets and comments)

### Pros

- + Can share links
- + Easy photo/video share
- + Hashtags and tags drive followers
- + Only 280 characters
- + Post scheduling on TweetDeck

### Cons

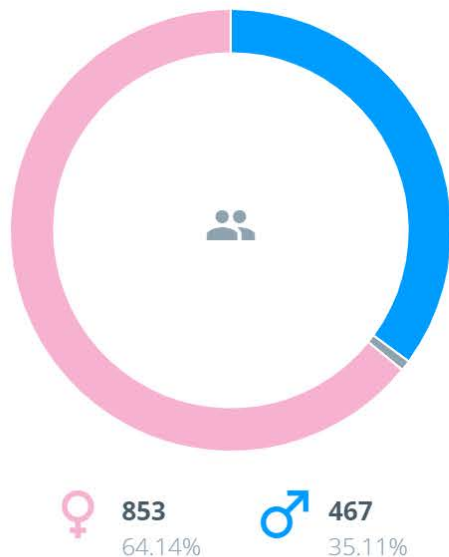
- No editing
- Only 280 characters

# Identifying your target audience

*Each #SoMe platform has a personality. Make a conscious decision about which you want to use.*

## Instagram

Target audience is primarily students and prospective students, some organizations, some alumni

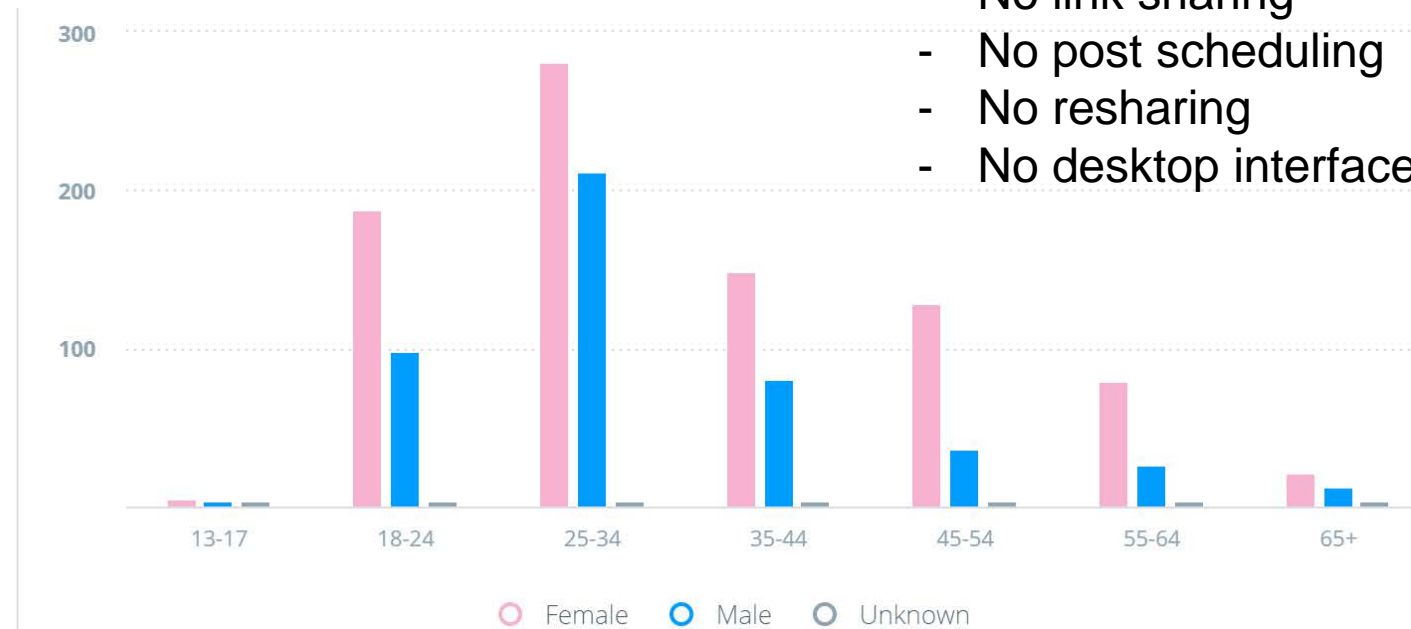


### Pros

- + Editing capabilities
- + More playful, informal

### Cons

- Relationship-based
- Image for every post
- Specific video guidelines
- No link sharing
- No post scheduling
- No resharing
- No desktop interface





# Setting goals for your page/profile

*The end goal is always more engagement. This is how your message reaches more people.*

## Sample Goals:

- Utilize the scheduling feature to schedule posts
- Share more authentic content to increase engagement
- Use page/profile data to increase engagement
- Improve organic engagement

## Sample Objectives:

- Reach 5,000 fans on Facebook; reach 1,000 followers on Twitter
- Post 2-3 times every weeks



# Outline your strategy

*More doesn't mean better. Generate content that appeals to your audience.*

Each social network is so different; your strategy should be different for each.

## 2019-20 Facebook Strategy

- Continue to target parents, alumni and supporters
- Continue to cut back on scheduled graphics
- Continue to share campus news and announcements
- Post more authentic content
- Expand content and engagement within Facebook groups





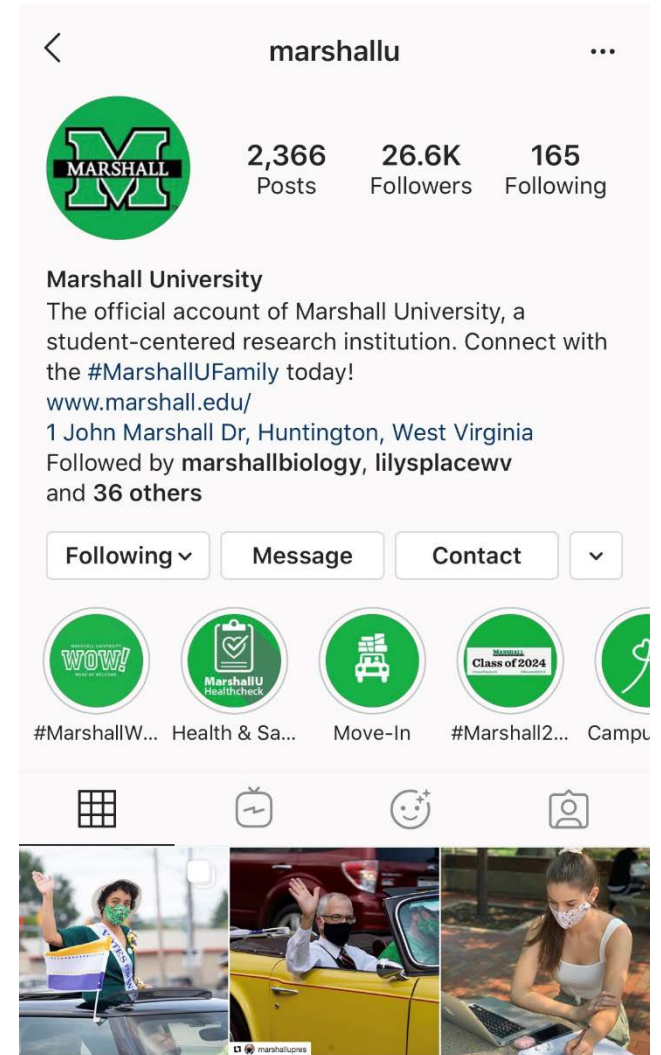
# Outline your strategy

*More doesn't mean better. Generate content that appeals to your audience.*

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## 2019-20 Instagram Strategy

- Continue to target current and perspective students
- Increase daily feed posts to showcase campus life
- Continue to increase use of stories
  - Live stories from campus events & activities
  - Curated stories for news, pre-event promotions & campus services
- Produce at least one Instagram TV video per month to showcase campus life



# Outline your strategy

*More doesn't mean better. Generate content that appeals to your audience.*

Each social network is so different; your strategy should be different for each.

## 2019-20 Twitter Strategy

- Target current students, alumni, faculty and staff
- Schedule and share campus news
- Schedule and share posts promoting events
- Focus on customer service
  - Collaborate with campus departments to quickly and efficiently respond to issues and complaints
  - Track response times



# Build your profile

*Creating a profile others want to follow*

1. Follow to be followed.
  - Medical schools
  - Students
  - Similar or feeder programs
  - #MedTwitter leaders - AAMC or other professional colleagues
  - Other medical schools or organizations you're interested in
  - Other physicians, researchers or labs
  - Community groups and leaders
2. Build out your entire profile.
3. Adhere to brand standards to build out your profile.



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# Content development

*More doesn't mean better. Generate content that appeals to your audience.*

## Examples of Content:

- Faculty or student profiles
- Published or presented research
- Innovative techniques or new services
- Milestones
- Upcoming events or activities
- News (ex. achievements)
- Blogs or news articles
- How you're adapting to COVID
- Community outreach
- Faculty or student experiences (dining in downtown Huntington, hiking a trail, whitewater rafting)



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# Content development

*More doesn't mean better. Generate content that appeals to your audience.*

1. Resize photos before posting, as necessary.
2. Use language representative of the whole – *we/our/or third person*
3. Check hashtags before you use them. They may not mean what you think they mean.
4. Use URL shorteners like **bit.ly** to reduce length of post and track clicks.
5. Keep posts to the point. Meaningful content doesn't need a lot of flowery language to be engaging.



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# Content development

*More doesn't mean better. Generate content that appeals to your audience.*

## MarshallU Weekly Posts

**Monday:** #MarshallUMonday

**Tuesday:** Student testimonials

**Wednesday:** Campus/student life; department/service  
Instagram story

**Thursday:** #MarshallUTBT

**Friday:** #HerdGreenFriday

*Month-in Review Stories on Instagram on the first Friday of each month.*





# Driving engagement

*The end goal is always more engagement. This is how your message reaches more people.*

Actually post or tweet. 😊

Collaborate on big themes or events (#Match2021, #MarshallUFamily)

Use hashtags and tagging appropriately

- Identify active pages/handles
- Identify your go-to list of hashtags

People respond to posts with:

- People they know
- Engaging photos, videos
- Interesting stories, news

## **Marshall University**

#MarshallUFamily

#SonsAndDaughtersOfMarshall

#OneOfTheHerd

## **Recovery Month**

#RecoveryIsPossible

#FacesofRecovery

#RecoveryMonthWV

#RecoveryIsReal

#RecoveryHappens

# Tweeting for Research

*Creating a profile others want to follow*

1. Help people understand the “why”
2. Draw a clear connection for followers between the significance and relevance to medicine and/or mainstream health topics
3. Use visuals to draw attention to your tweets that represent your research  
Examples: Candida in the lab, models, visual abstracts  
Last resorts: Headshots or graphs
4. Tag handles for publications, presentations
5. Don't be afraid to direct message publishers or journals to ask questions. Some respond better on Twitter than via email!



SfN Journals @SfNJournals · Aug 3

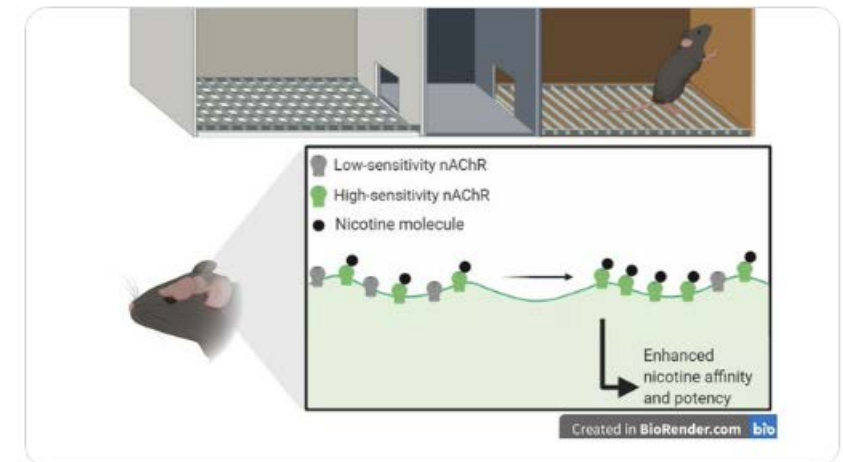
A common **green** apple vape flavor enhances nicotine reward and is also rewarding itself, according to new [#eNeuro](#) research in mice from [@MUSOMWV](#).

How vape **flavorant** farnesene may exacerbate the effects of [#nicotine](#): [eneuro.org/lookup/DOI/10....](http://eneuro.org/lookup/DOI/10....)



Marshall School of Medicine @MUSOMWV · Aug 18

A common green apple vape flavor enhances nicotine reward, which could heighten reward and drug-seeking behavior, according to [@marshallu](#) researchers [@Sky\\_Coop](#) [@Dr\\_BHenderson](#) [fal.cn/39NMQ](http://fal.cn/39NMQ)



# II: Push Pause

*Do you really need a profile/page? This is long-term commitment.*

## Ask Yourself:

1. Can I commit to this profile/page long term? (not 5 months, but 5 years from now)
2. Do I have something different to offer that doesn't already exist?
3. Can I generate meaningful content on a regular (weekly) basis?
4. How much time, energy, resources can I commit to growing my page/profile's reach?
5. What is my continuity plan?

# Using Analytics to Adapt

*Use robust data to drive content choices*

- [Facebook Insights](#)
- [Twitter Analytics](#)



# Other Best Practices

*Creating a profile others want to follow*

1. Stay positive. Avoid temptations to engage in controversy. Never get into an argument on Twitter.
2. Make sure you have permission. Adhere to copyright and HIPAA standards before posting.
3. Not everything is appropriate for social media.
4. Adopt a plan to respond to messages (and/or reviews) in a timely manner.



## The 12-Word Social Media Policy

*Don't Lie, Don't Pry*

*Don't Cheat, Can't Delete*

*Don't Steal, Don't Reveal*



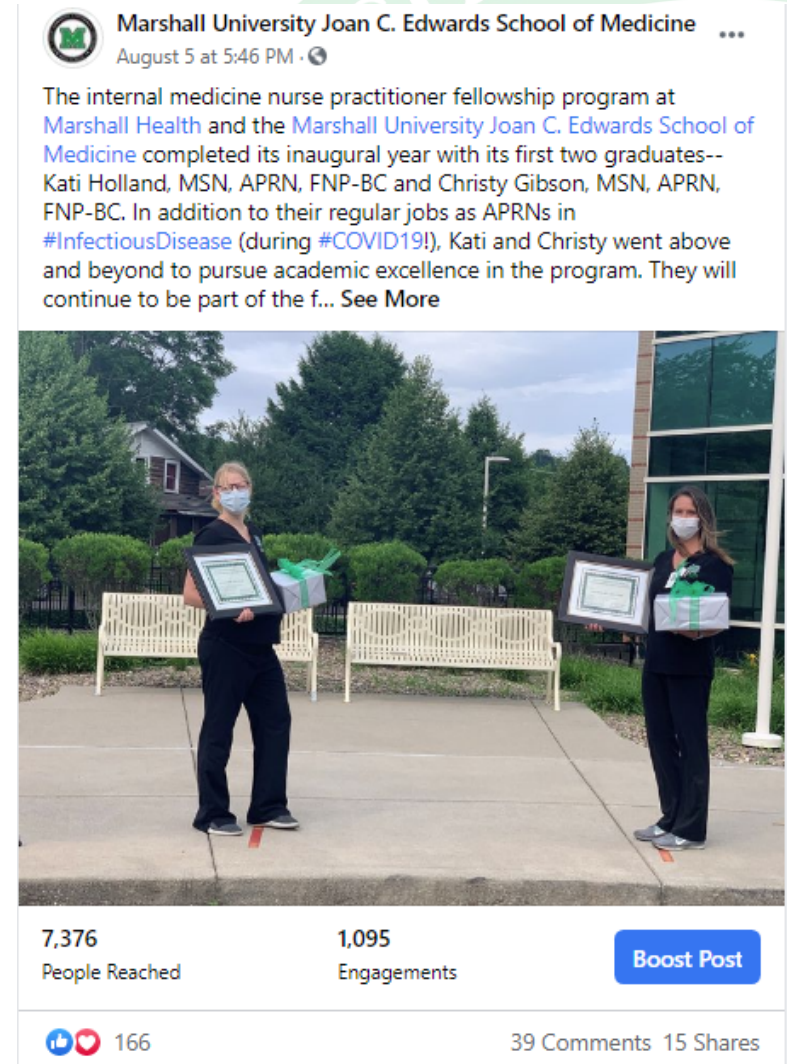
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# Social Media during COVID-19

## *The new COVID-19 norms*

1. Images must represent appropriate social distancing and mask wearing.
2. Follow current news and events as guidelines change.
3. Be prepared to adapt as needed.
4. Use the opportunity to present your content in a unique way. Show how you're adapting, responding.





*Are you following us?*



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Cabell Huntington Hospital

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Cancer Research Center



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