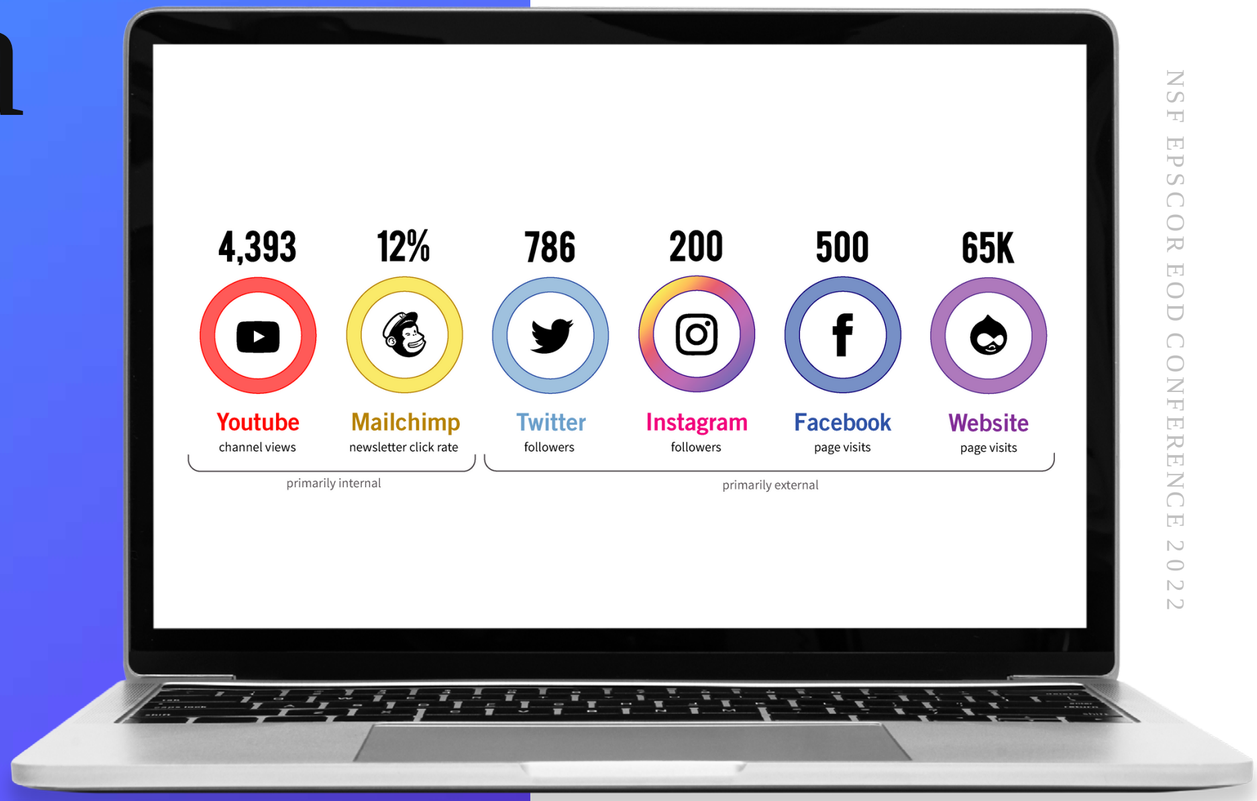
New Mexico EPSCoR

Brittney Van Der Werff, NM EPSCoR

Social Media Hacks

→ For jurisdictions without comms staff



NSF EPSCOR EOD CONFERENCE 2022

MY GOAL FOR THIS PRESENTATION

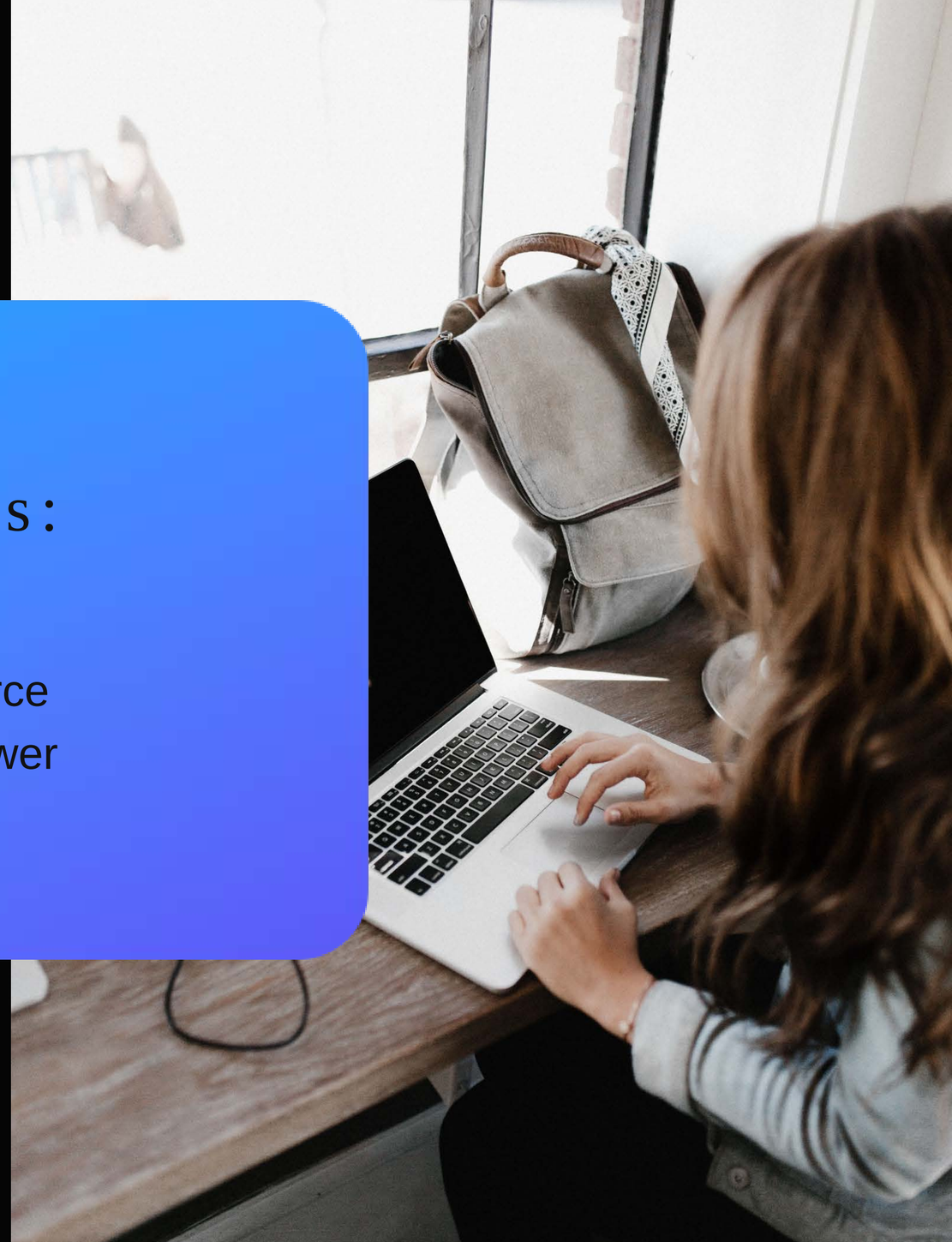
Inspire. Encourage. Motivate

Why did you come to this session?

Things to discuss

Key hacks:

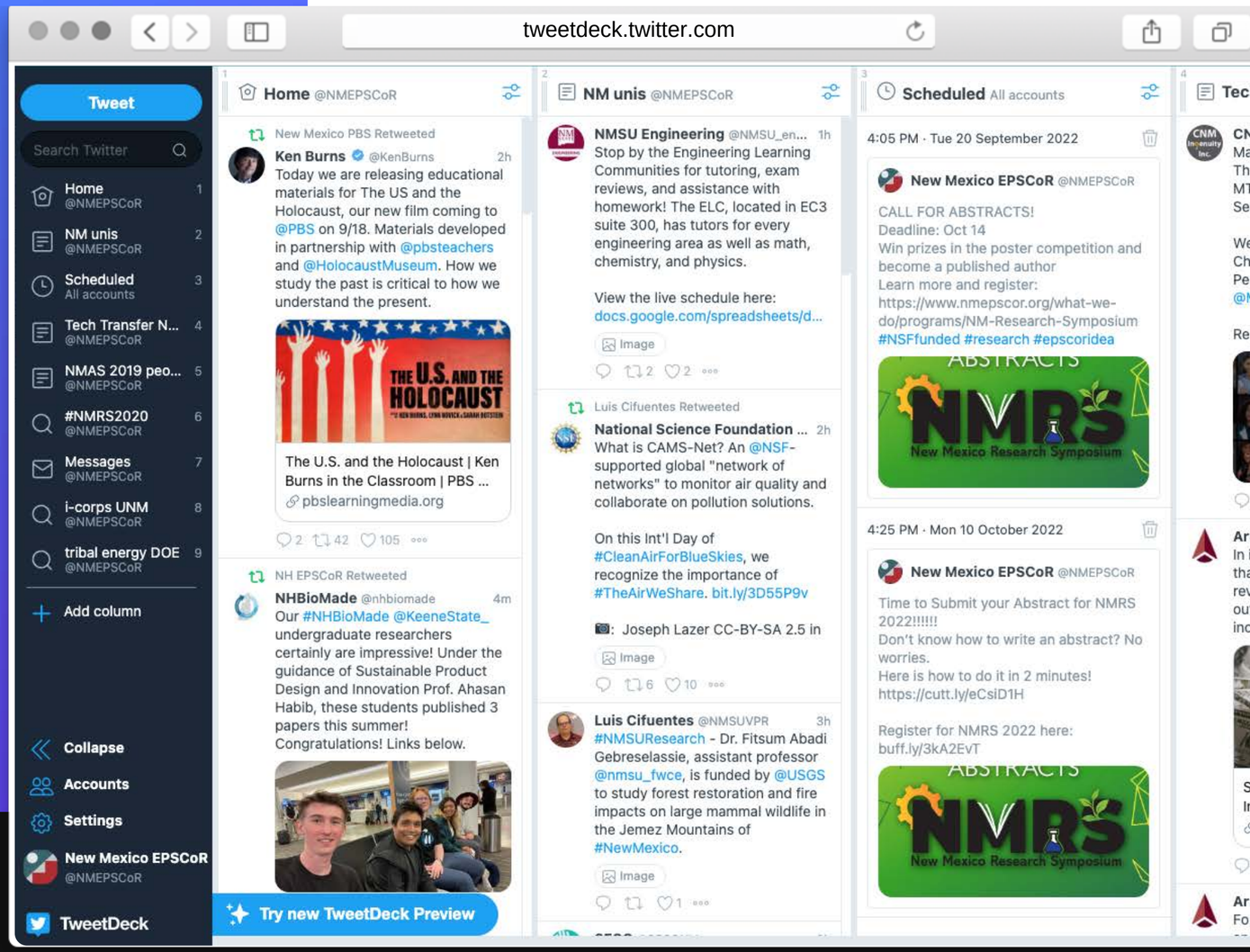
- Automate
- Crowdsource
- Data = Power



Hack 1

Automate

- Canva
- Tweetdeck
- Meta Business Suite
- Buffer



Canva

✓ Quick & Appealing Visuals

Robust free version

Epic educator version

✓ GREAT Integrations

Connects with FB, Insta, Twitter, and LinkedIn

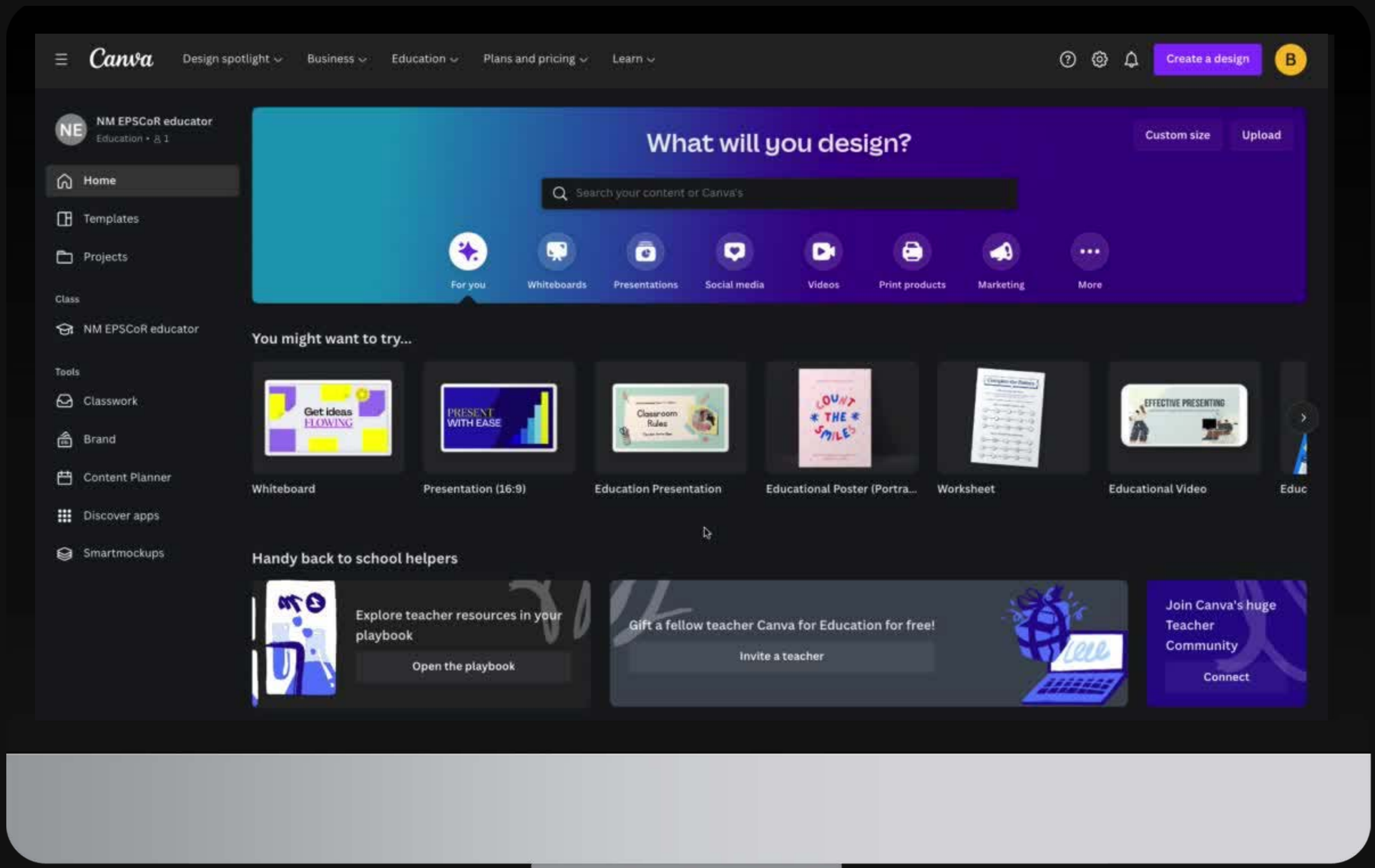
Presized templates for every platform

✓ Content Planner

Schedule posts directly in Canva

Plug and play design format

Canva



HACK 1: AUTOMATE

TweetDeck

✓ Schedule Tweets

Unlimited number

✓ Custom Dashboard

Keep a pulse on relevant accounts or hashtags and find things to retweet quickly

✓ Direct Messages

Which is convenient

TweetDeck

Pro Tip:
Find and save commonly used handles in a list so you can copy/paste them into posts like I did here

Meta Business Suite

✓ Schedule Posts

Unlimited number
Instagram and Facebook

✓ Dashboard & ToDo

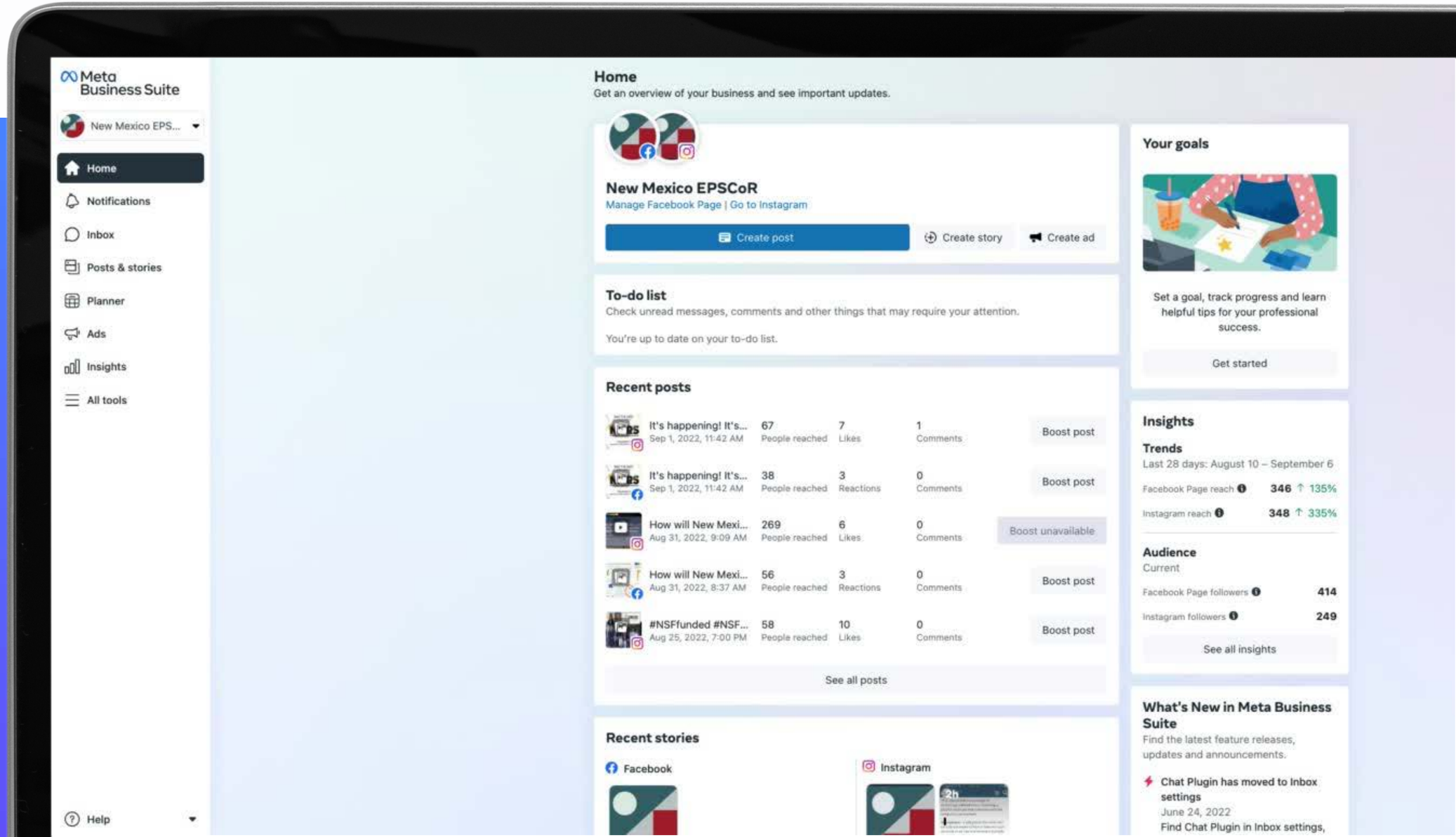
Provides content suggestions
To-do list applies to Insta and FB

✓ Analytics

See what is (and is not) working

Meta Business Suite

Pro Tip:
Use hashtag groups!



Buffer

✓ Schedule Posts

For 3 different accounts

Schedule 10 posts per channel simultaneously - no monthly limits

✓ Solid Integration

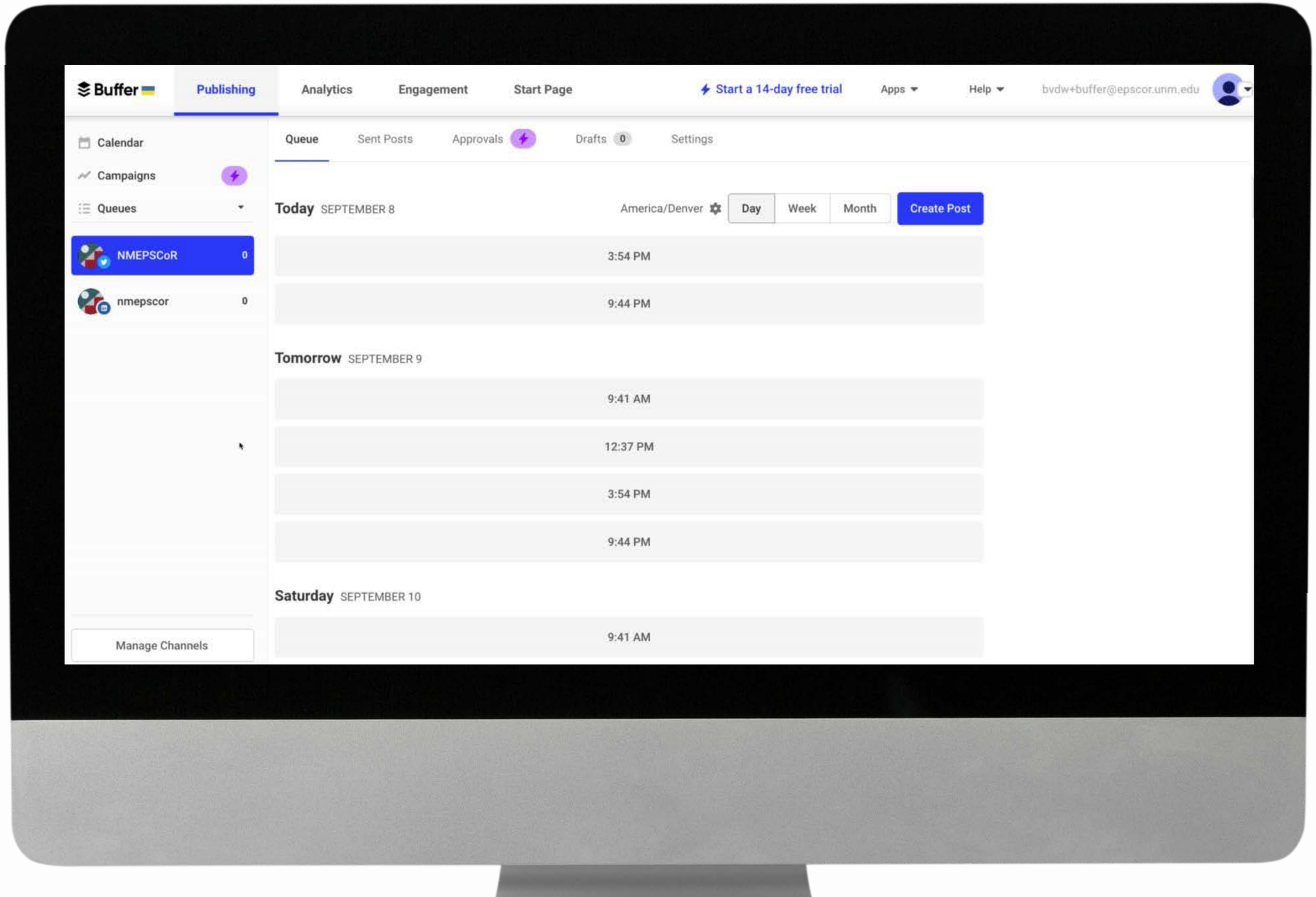
With Canva

Sometimes glitchy with Insta

✓ Good backup

In case you don't like Meta or want to schedule on other platforms like LinkedIn or Twitter

Buffer

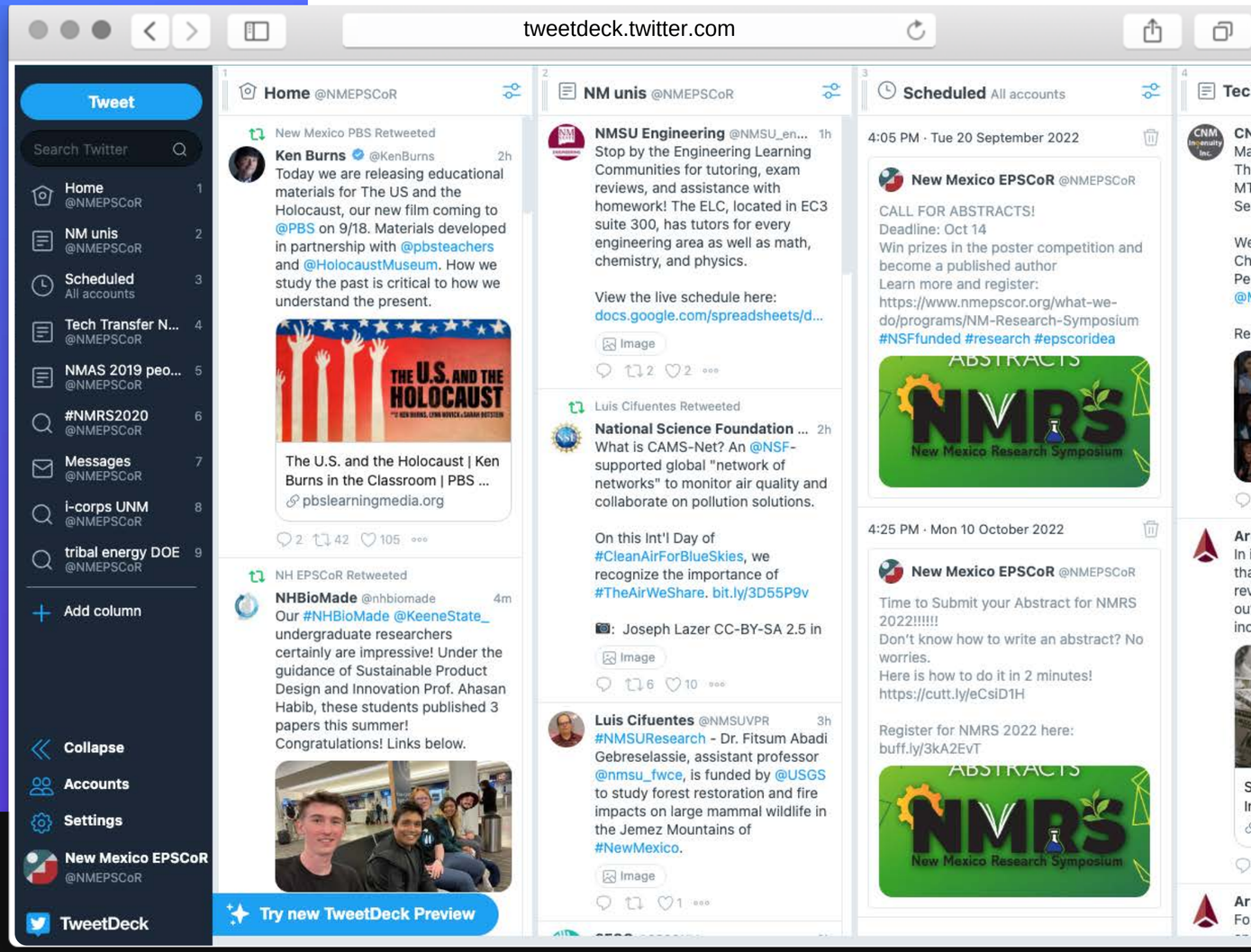


HACK 1: AUTOMATE

Hack 2

Crowdsource

- Other EPSCoR staff
- Other EPSCoR jurisdictions
- Give your students/faculty control
- Follow hashtags



Hack 3

Data = Power

- Databox
- Twitter Analytics
- Youtube Studio
- Excel tracking

- Who are you trying to reach?
- Why are you using SM for this?

databox

Free for three SM platforms

I use it for Facebook, Insta, and Youtube. Meta biz suite doesn't make it easy to get a important KPIs*

Completely automated after setup

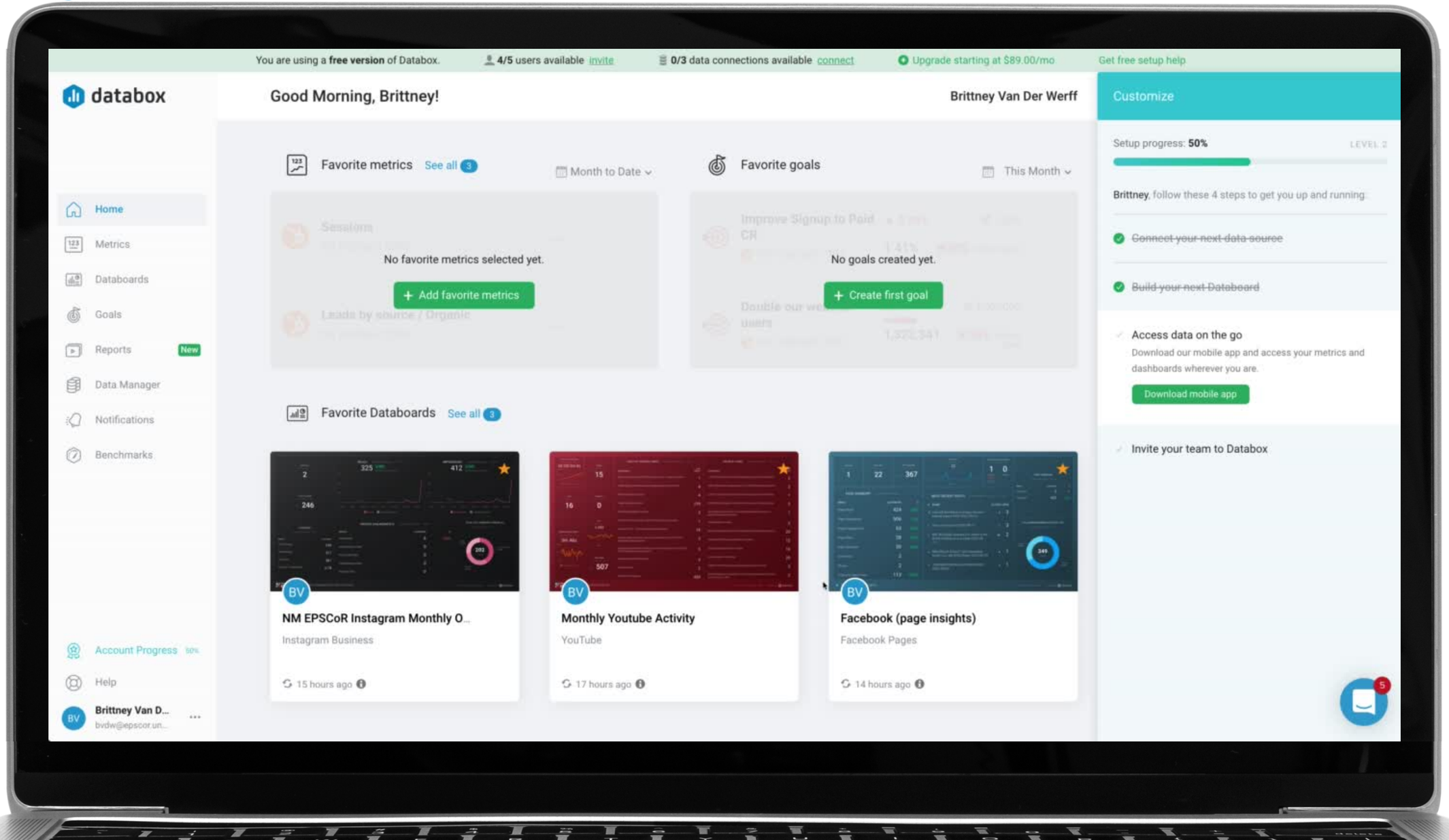
Worth the initial time investment, but you must log-in once a month to keep it running.

Fancy reports like this emailed monthly

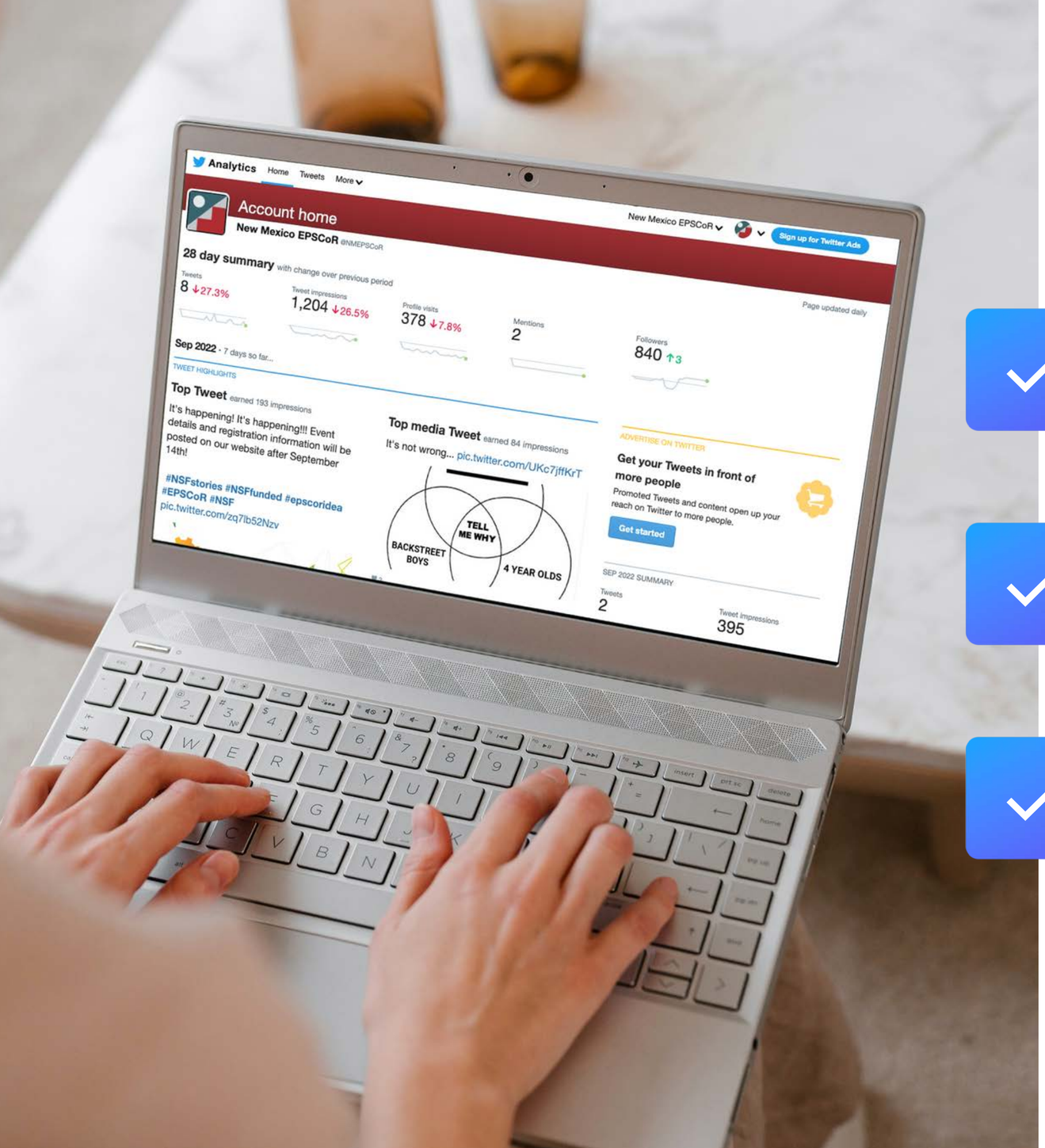
They are mix and match and easy to make

*Key Performance Indicators

databox



HACK 3:
DATA=POWER



Analytics

Shows key stats

Like impressions, profile visits, and engagement

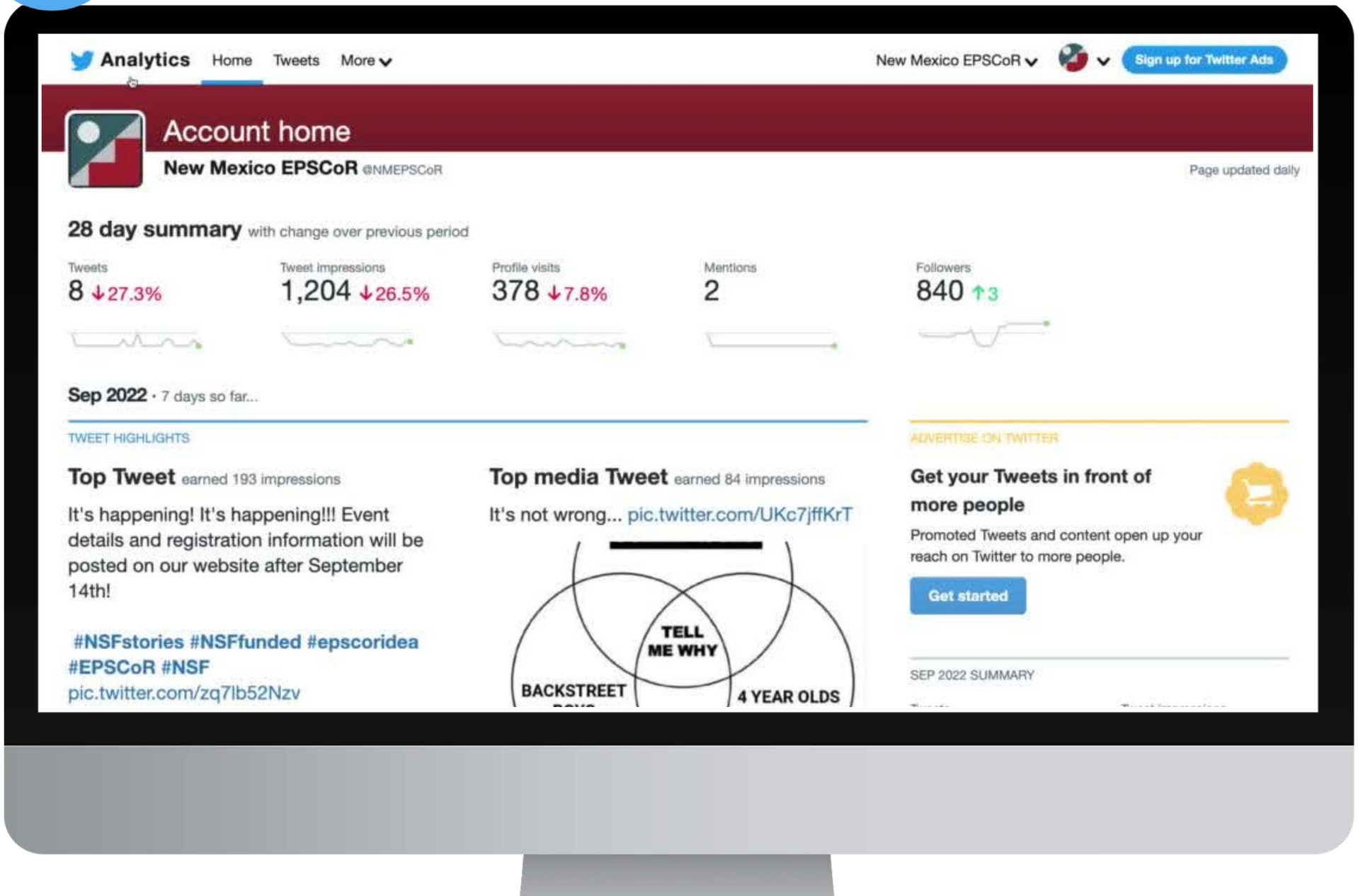
Allows data export but…

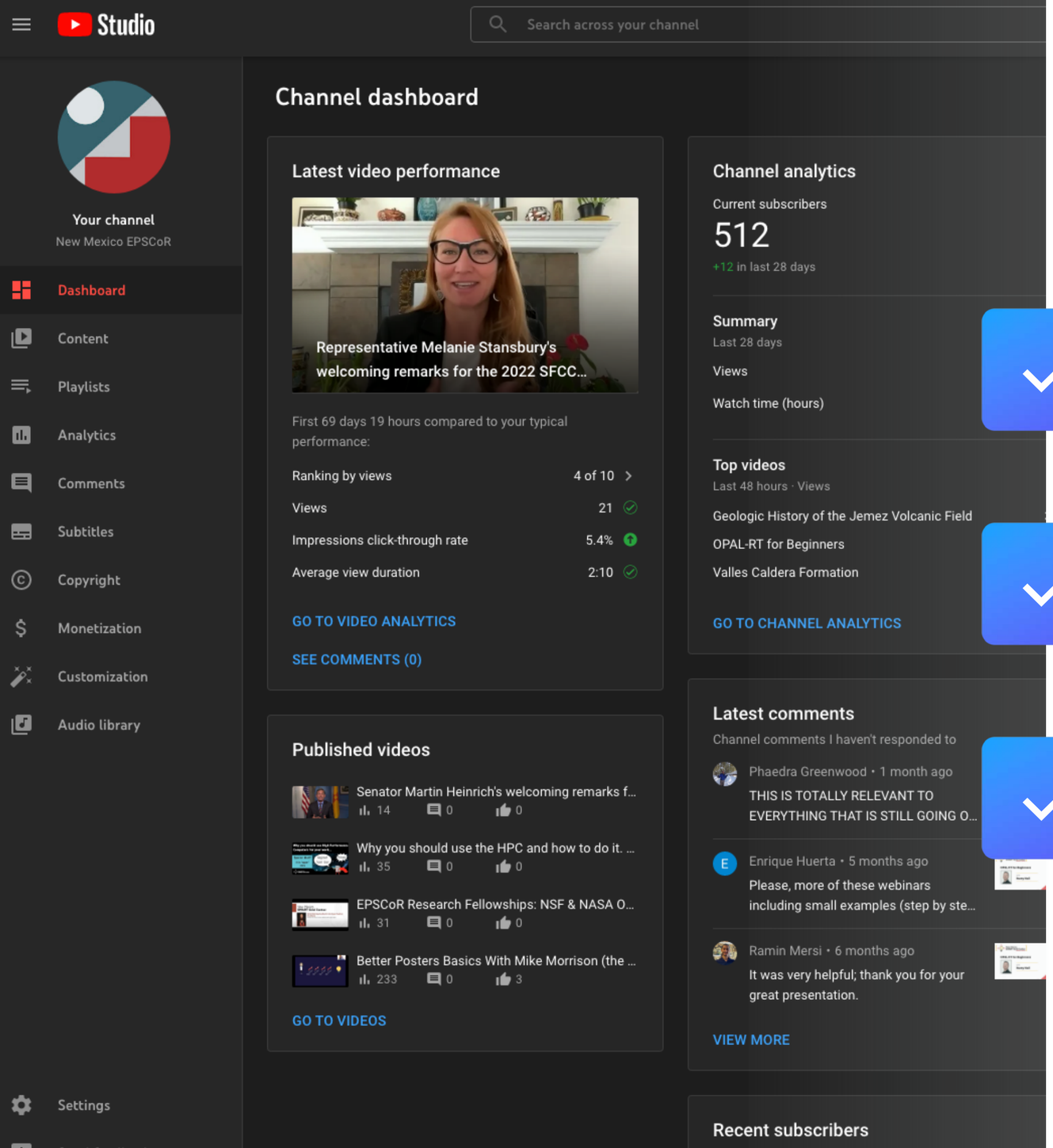
It is extremely granular. Only offers by tweet or by day

Shows top performers

Like top tweets, top follower, top mention, and top media tweet for a month

Analytics


Analytics
Home
Tweets
More
New Mexico EPSCoR
Sign up for Twitter Ads
Account home
New Mexico EPSCoR @NMEPSCoR
Page updated daily
28 day summary with change over previous period
Tweets
8 ↓27.3%
Tweet impressions
1,204 ↓26.5%
Profile visits
378 ↓7.8%
Mentions
2
Followers
840 ↑3
Sep 2022 · 7 days so far...
TWEET HIGHLIGHTS
Top Tweet earned 193 impressions
It's happening! It's happening!!! Event details and registration information will be posted on our website after September 14th!
#NSFstories #NSFfunded #epscoridea #EPSCoR #NSF
pic.twitter.com/zq7lb52Nzv
Top media Tweet earned 84 impressions
It's not wrong... pic.twitter.com/UKc7jffKrT
TELL ME WHY
BACKSTREET
4 YEAR OLDS
ADVERTISE ON TWITTER
Get your Tweets in front of more people
Promoted Tweets and content open up your reach on Twitter to more people.
Get started
SEP 2022 SUMMARY



Studio

Easily accessible stats

As little or as much as you desire

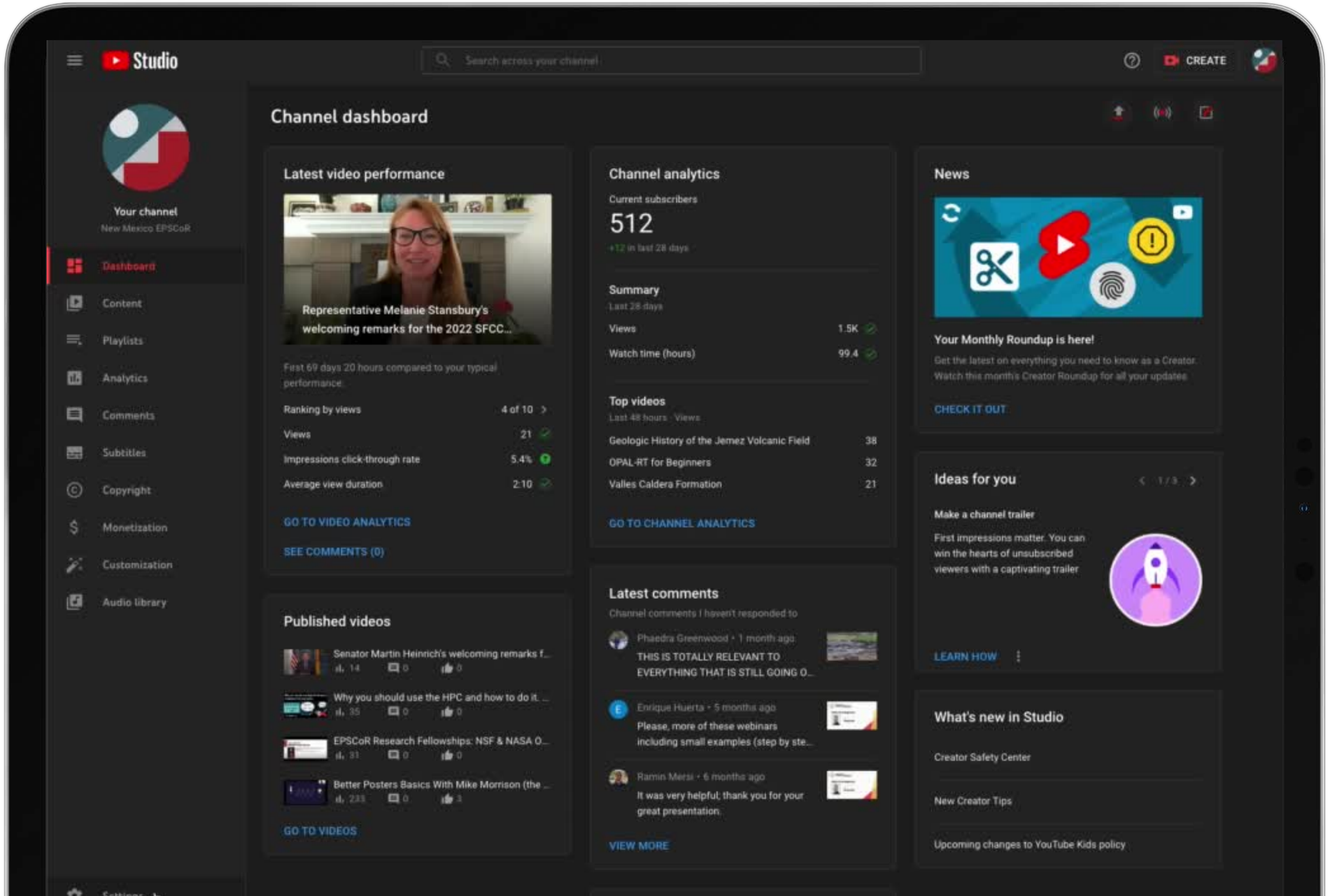
User authorization is a tad annoying

If you are trying to give other team members access to youtube studio

Robust info about viewers

You can see viewer location, how they found the video, how long they spent watching it, & age and gender

Studio



HACK 3 : DATA=POWER

Excel

A necessary evil

Until I find something better

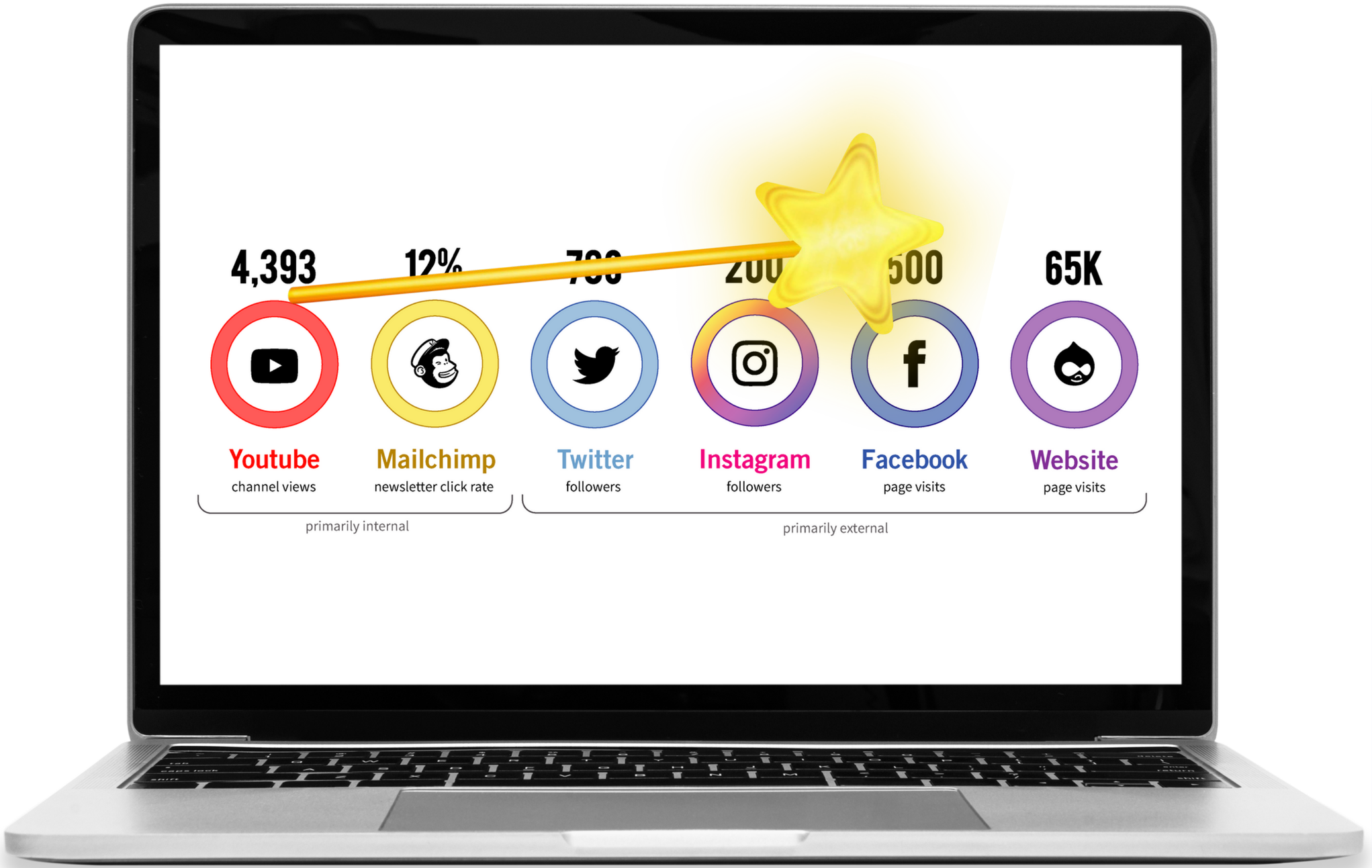
Good for compiling your Databox info

Use a premade KPI tracking template

The source of your power

Social media takes a lot of time. This data lets you justify your decision to (or not to) use your limited work time doing social media

TAKE BASELINE DATA


4,393
12%
200
500
65K
Youtube
channel views
Mailchimp
newsletter click rate
Twitter
followers
Instagram
followers
Facebook
page visits
Website
page visits
primarily internal
primarily external

New Mexico EPSCoR

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