Social Media:

Engaging your audience and delivering ROI
What you’ll hear today

1. ENGAGE. Social media is, well, social.
2. LISTEN. How to listen and learn about your audience.
3. INSPIRE. Get them ready to give through storytelling.
4. ASK. Give them a reason first, but it’s OK to solicit.
ENGAGE
Stop talking to your audience!
It’s a Two-way Street

The primary purpose of social media is to provide users the ability to create and share content and to participate in social networking.

Like any other “social” engagement, it requires a two-conversation. Way before the campaign begins, you have to invest in and build on the relationship with your online audience.
The Art of Conversation

Be sure to listen, as much as you talk.

- Use an authentic voice
- Define your online personality
- Answer all reasonable questions in a timely manner
Stay Engaged

Sharing your most engaging moments on social media is where all of the magic happens. Keep it short, informative, useful, amusing - and above all, keep it social.
Social Media Takeovers

Takeovers on social media help keep your content fresh and engaging. It can help you reach new audiences, increase engagement, build a stronger brand and drive web traffic. Take advantage of it.

- alumni
- students
- other influencers
LISTEN
NC State’s Social Media Hub
A Quick Synopsis of the Hub

• The Social Media Strategy Hub is a center of Social Media Excellence that is occupied by like-minded specialist with deep vertical expertise who are charged with elevating awareness and engagement of the brand through the lens of social media.
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<th>NC State Social Media Strategy Hub</th>
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EVER BEEN ON A BAD DATE?
WHAT MAKES FOR A GOOD OR A BAD DATE?

- CONVERSATION FLOWS
- DATE IS A GOOD LISTENER
- BORING
- BAD/FORCED CONVERSATION

SOURCE: E-HARMONY
Your brands image is not what we say, but the thoughts, feelings and behaviors that users experience when interacting with the brand. One way brands can influence their image is by creating relevant and resonating thought leadership content that creates a slow scroll experience in the digital space.
THE NEWSFEED IS COMPETITIVE
COMMON CHALLENGES

• Siloed in nature
• Social Media wasn’t fully integrated into content creation process
• Difficulty turning content around quickly
• Lack of faculty alignment
• Earned media prioritized
Brands commonly exist on Social Media for these fundamental reasons:
ALL GOOD RELATIONSHIPS INVOLVE LISTENING
Social Media Listening & Social Media Intelligence

• **Social Media Listening** is the process of identifying and assessing what is being said about a company, individual, product or brand on the Internet.

• **Social Media Intelligence** is the result of applying the right mix of technology, expertise, methodology and process to derive focused, and business relevant insight from digital and social media data.
WHAT IS BRANDWATCH

• Brandwatch is a Social Media Monitoring & Analytics tool that gathers, cleans, analyzes and presents data. The tool has capabilities that enable brands the ability to conduct marketing measurement, competitor benchmarking, influencer identification & outreach, marketing research and assist in reputation management.
HOW DOES BRANDWATCH WORK?

- The tool is dependent on a combination of Boolean Operators and keywords that can crawl more than 80M sources including blogs, social media sites, forums and news sites in an effort to identify brand mentions or topic mentions on the global, national, regional, state, city and county level.
WHY USE A SOCIAL LISTENING TOOL?

• We aim to understand what people are saying about NC State, who is mentioning NC State, where are we being mentioned, how often are we being mentioned and how the volume of mentions compares to competitors.

• We aim to identify highly discussed topics and match topics with internal thought leaders in an effort to elevate awareness of the brands intellectual capital on relevant subjects in the digital space.
WHAT ARE THE KEY METRICS TO KEEP AN EYE ON?

• Post or Topic Volume
• Share of Voice
• Sentiment
• Influencer Authority
Social Listening Drives Content Creation Process

1. **Area of Strength Identified**
2. **Keywords Developed**
3. **Query Created**
4. **Thought Leader Notified**
5. **Trend Spotted**
6. **Dashboard established**
7. **Channel Selected**
8. **Content Created Video/Audio/Article**
9. **Publish**
NC State University
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Have you seen the footage of mounds of fire ants floating together on flood waters as a result of recent hurricanes? NC State College of Sciences professor Adrian Smith explains how and why the ants "raft" until they can find dry land. #ThinkAndDo

55% lift in shares
65% lift in comments
FROM PUBLISHING TO SCALABILITY
Social Listening Drives Content Marketing Process

1. Competitors & Keywords Developed
2. Location identified
3. Query Developed
4. Thought Leader Notified
5. Trend Spotted
6. Dashboard established
7. Channel Selected
8. Content Created (Video/Audio/Article)
9. Target | Advertise & Publish
MAJOR TAKE AWAYS

• Create content that provides value
• Understand common terms and identify themes being leveraged in high volume conversations

• Learn mode is always ON
• Listening tools WILL NOT pick up EVERYTHING
Achieving Balance

The best social media plans offer content that connects with, inspires, and/or celebrates our students, prospects, donors and alumni. If the majority of the posts are promoting an event or asking for a donation, people lose interest. But, great social engagement is a big investment and we want a ROI. How do we give them what they want and get what we need?
INSPIRE
Case study: #CatamountsforLife
The Challenge: Re-engage broad donor base

- Preparing for first comprehensive campaign in a decade.
- Alumni participation was stagnant.
- Many alumni had lost connection with the university.
- Annual giving campaigns were typically solicitation-based.
- Goal = Remind people they love WCU!
The solution: Bring memories back to life

- Videos featuring graduates from each decade, beginning with the 1950s.
  - Week 1 = sponsored post on social
  - Week 2 = direct mail piece drops
  - Week 3 = TBT
  - Week 4 = Email solicitation
The 1950s
The Results: Views, Clicks, Funds Raised

- Small spend - less than $3,000
- 8% increase in page likes on alumni channel.
- Reached over 22,000 on social (of 60K total alumni).
- Over 3,200 watched the complete video on Facebook.
- Over 5,000 clicked through to the landing page.
- Over $50,000 new dollars raised as a direct result.
ENGAGE
Case study: Catamount Club
The Challenge: Build non-transactional donors

- Catamount Club (athletics arm of development) wanted to push donors to give for athletes, not tickets.
- Wanted to reach younger donors by adding online component to annual membership outreach.
The Solution: Engage, then ask

- Social campaign featuring student stories for 6 weeks prior to membership guide mailing.
- Included stories in the membership guide.
- Retargeting campaign to those who engaged with posts
In February, we shared Kasey Cooke's story. You watched, you shared, and hopefully you were inspired. It's through the generous support of our donors that student-athletes like Kasey become leaders on and off the field. Be A Champion, give $25 now to enhance the lives of our incredible student-athletes here at Western Carolina University.

Remember Kasey's Inspiring Story?
Make a $25 gift to support student athletes
WWW.WCU.EDU
Not affiliated with Facebook

Remember Tamilia's Inspiring Story?
Make a $25 gift to support student athletes
WWW.WCU.EDU
Not affiliated with Facebook

Remember Keion's Inspiring Story?
Make a $25 gift to support student athletes like Keion
WWW.WCU.EDU
Not affiliated with Facebook
The Results: Small investment, big impact

- $1,500 spend for sponsored posts: 62 cents per completed view.
- More than 11,000 people watched half of a video.
- 350 shares - huge organic reach beyond paid reach.
- Big spike in page likes!
We also made some new friends
Thank you.