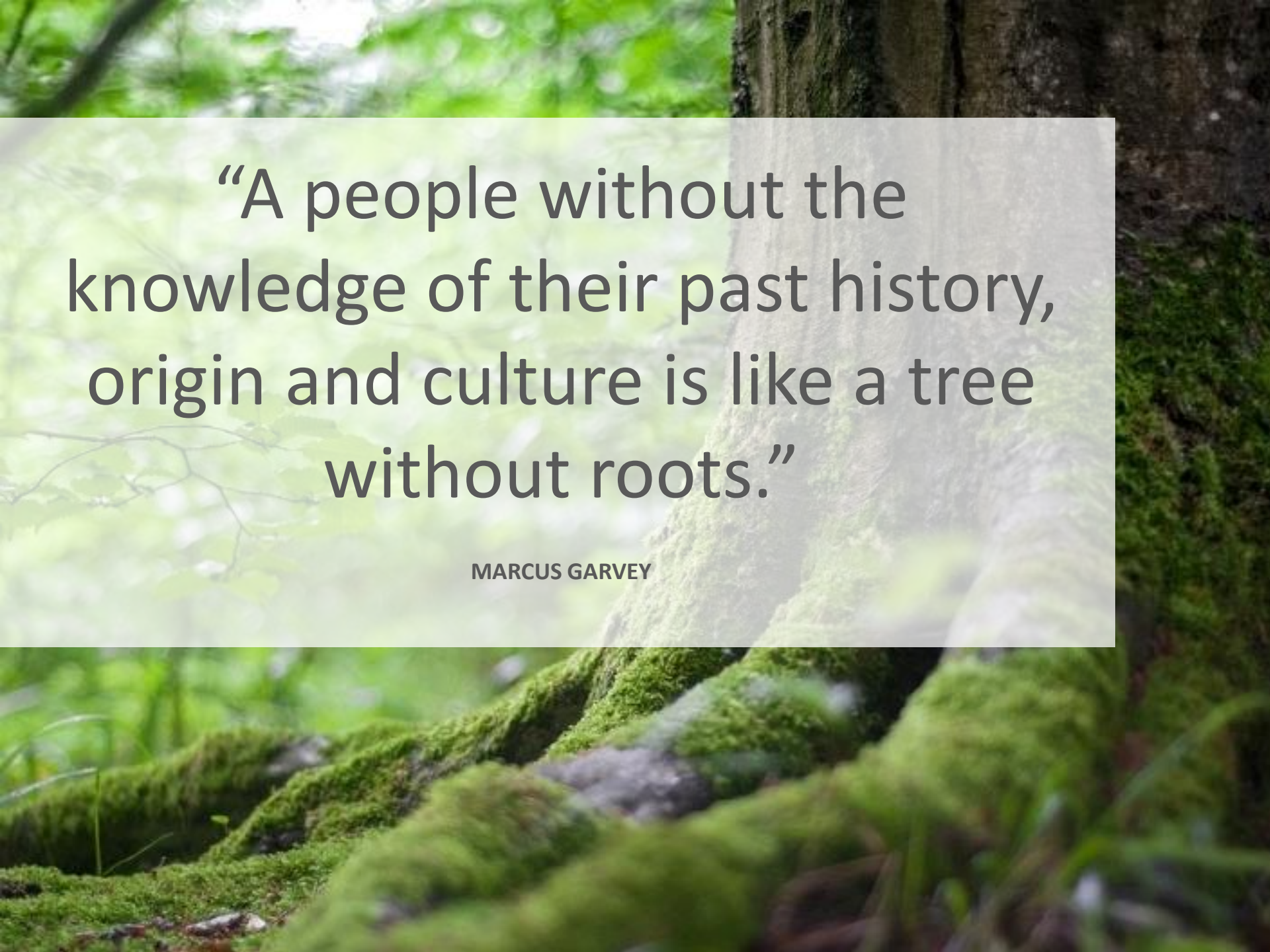


SOCIAL MEDIA WORKSHOP



THE CHANNELS



The background of the image is a lush forest scene. A tree trunk, partially covered in moss, runs vertically through the center. The ground is covered in a thick layer of green moss and fallen leaves. The background is filled with out-of-focus green foliage, creating a sense of depth and a natural, serene atmosphere.

“A people without the
knowledge of their past history,
origin and culture is like a tree
without roots.”

MARCUS GARVEY



[thefacebook]

[login](#) [register](#) [about](#)

Email:

Password:

[register](#)

[login](#)

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

[Register](#)

[Login](#)

[about](#) [contact](#) [faq](#) [terms](#) [privacy](#)
a Mark Zuckerberg production
Thefacebook © 2004



Seventh Generation

Like This Page · November 18, 2017

Today in Los Angeles's Pershing Square, nearly 100 people came together to celebrate the passing of SB 258—California's Cleaning Product Right to Know Act which requires companies to disclose the ingredients they use in everyday products. This history-making legislation isn't just a win for the state of California. It's a win for people's right to know everywhere.

For years, companies like Seventh Generation, organizations like Breast Cancer Prevention Partners, Women's Voices for the Earth, and people like you have teamed up to drive the change we wish to see in the world. Thank you to all who helped make this victory possible. We couldn't have done it without you. #ComeClean

69K

1.9K Comments 9.3K Shares

Like Comment Share

Most Relevant

Jean Lawless I am a survivor from squamous cell cancer. I have the right side of my face made from front of my right thigh. I have a jaw built from lower left leg bone. I never smoked. The cancer became active in area where a wisdom tooth was cut out. I worked w... See More

Like Reply · 1y



Write a comment...



What is Twitter?

What?

Why?

How?



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

Please Sign In

username

☐ Remember me

Sign In »

Forgot password? [Click here.](#)

Already using Twitter by
SMS or IM? [Click here.](#)

jetBlue



JetBlue Airways  @JetBlue · Mar 8

Who run the runway? Women.
Who run the cockpit? Women.
Who run the airplane? Women.

We take pride in celebrating all the fly women who run JetBlue.

jetbluefoundation.org/flywomen #InternationalWomensDay

#WomensHistoryMonth 



 19

 59

 305

jetBlue



JetBlue Airways ✓ @JetBlue · Mar 10

Don't forget to spring forward (and upward!) today. [#DaylightSavingsTime](#)



12 11 71



JetBlue Airways ✓ @JetBlue · Mar 12

We're counting down (or up!) to Pi Day with infinitely awesome fares. Book by 3/14 for travel 3/20–6/13/19. Fare shown is from BOS to RSW. Mon–Thu travel. Blackout dates: 4/11–4/25 & 5/27/19. +Terms. goo.gl/Hpc3b6

Act Fast!

Constant state of wanderlust?

from

\$79

one-way

GIF

3.141592653	897	323	462
6	338	3279502884	1971693
99	751058209749445	923	
07	816	40	6
9	8	62	8
7	06	7982	1480
8	23	06	6
	8	4	4
5	0	5	82
3	5	9	4
2	8	4	8

4 6 21

FREE
DOWNLOAD



Instagram

Fast beautiful photo sharing for your iPhone.



Meet Instagram.

It's a **fast, beautiful and fun** way to share your life with friends through a series of pictures.

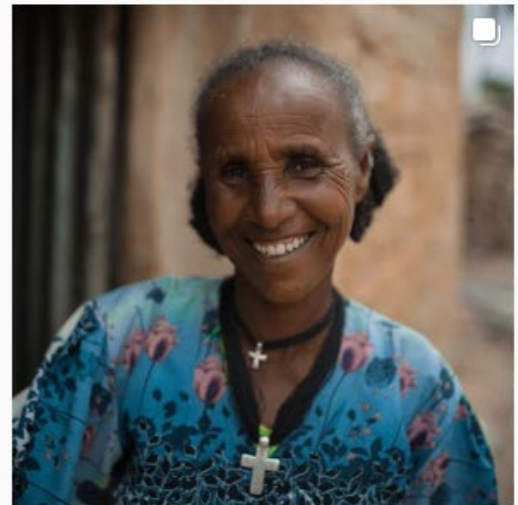
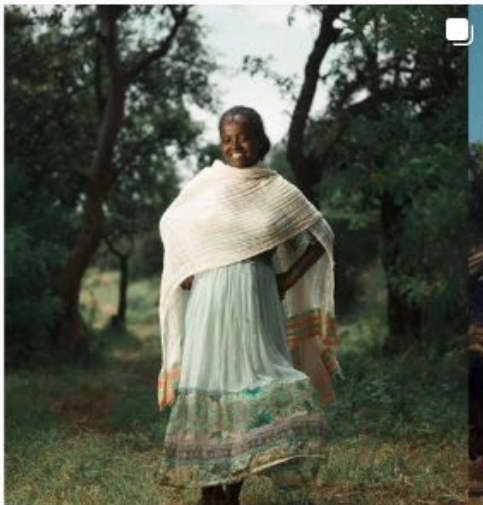
Snap a photo with your iPhone, choose a filter to transform the look and feel, send to Facebook, Twitter or Flickr – it's all as easy as pie. It's photo sharing, reinvented.

Oh yeah, did we mention it's free?



Available on the
App Store

charity: water



charitywater  • [Follow](#)

charitywater Nothing makes Almaz happier than seeing her children go to school! Thankfully, with no need to send them on long walks for dirty water anymore, she gets to see that happy sight all the time.

Photo: @jeremysnell

[View all 22 comments](#)

drtara05 Beautiful...

lightupaf Light up Africa Enlight The Children
infinite possibilities 🔥

debrajarmuszkamorgan 🙏🙏

c_the_dawn 🌟🙏🤝🦋🌻⚡️🎯🔥🖤🔥🎯
⚡️🌻🦋🤝🙏🌟




1,805 likes

MARCH 12

Log in to like or comment.



A woman with curly hair, wearing a white shirt and a beaded necklace, is looking down at a smartphone in her hand. The background is blurred, showing what appears to be a desk or table.

“How do we get found on search engines? How do we get people to talk about us on social? We better be interesting and helpful, and we better do that on a consistent basis.”

JOE PULIZZI

Founder of Content Marketing Institute

SOCIAL MEDIA PLATFORM STRATEGY

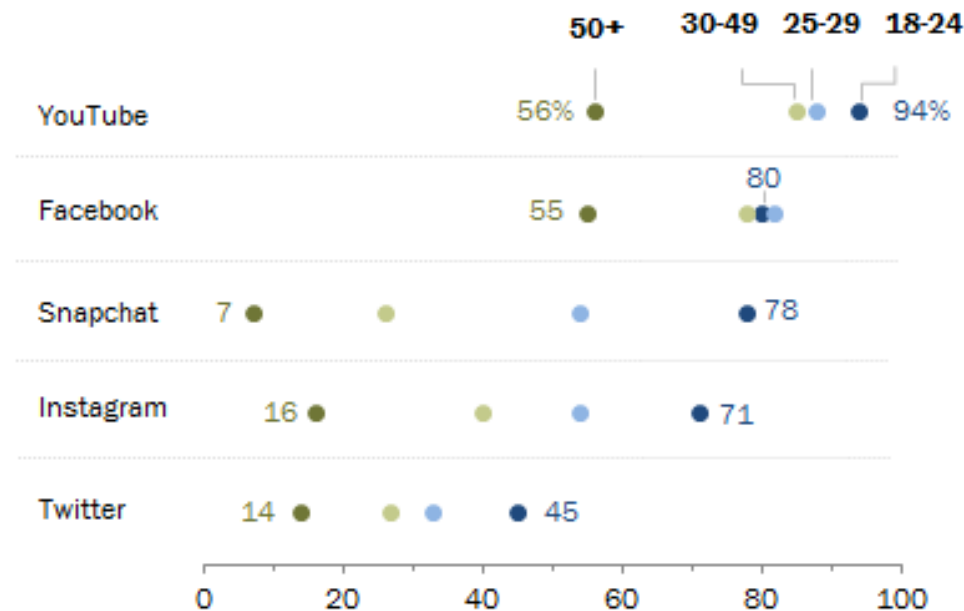


	Facebook	Twitter	Instagram	LinkedIn	Snapchat
Voice	Conversational, yet professional	Factual and Celebratory	Casual and Artistic	Inspirational Thought-Leader	Unique and Quick
Design-Style	Feature Magazine	News Briefs	Coffee Table Book	Professional Development Magazine	Personal Broadcast
Frequency	Daily	Real-time	Daily	2-3 Times Weekly	Event-based
Key Measurement Benchmark	Engagement, Subscribers, Calls to Action	Engagement (Retweets and Tags)	Engagement, Subscribers	Engagement	Followers

PEW RESEARCH

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

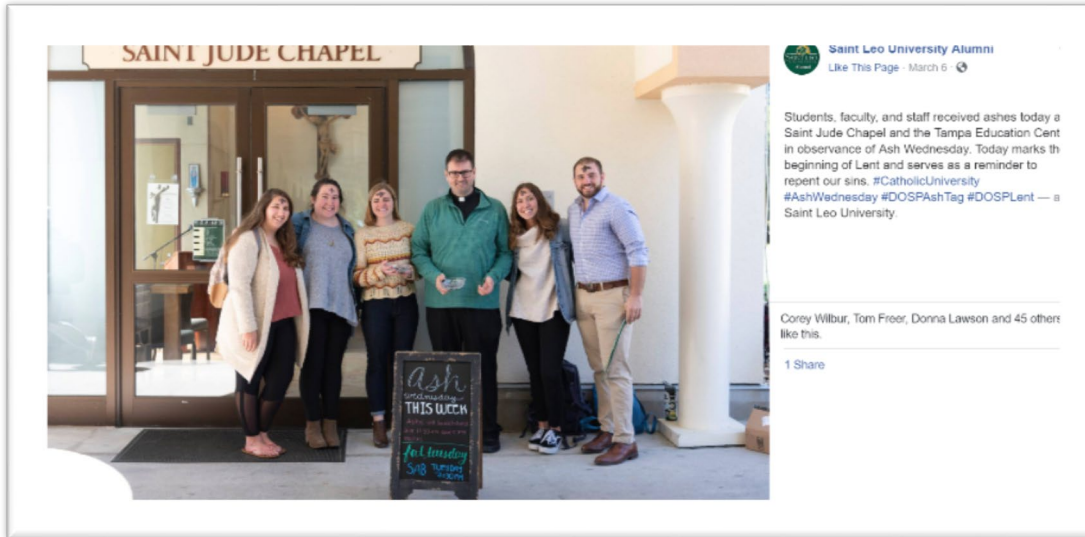
PEW RESEARCH

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6

CONTENT TWO WAYS





Saint Leo University Alumni

Published by Marie Thornsberry [?] · January 4 ·

Check out our new education center! Saint Leo is excited to introduce the new Atlanta Education Center, located in the heart of the Buckhead area. Read all about it on our website.

#saintleoatlanta #welcomehome



SAINTLEO.EDU

Saint Leo University Opens New Atlanta Education Center

Saint Leo University started the new year with a new location as it opened ...

3,023

People Reached

311

Engagements

Boost Post

125

5 Comments 15 Shares



Saint Leo University Alumni is at Cannon Memorial Library.

Published by Jason Longo [?] · March 12 at 3:15 PM · Saint Leo, FL ·

Prior to his passing last summer, Dr. Douglas M. "Doug" Astolfi, professor emeritus of history, donated his personal collection of more than 900 books to the Daniel A. Cannon Memorial Library. Thanks to the work of Saint Leo's library faculty and staff, a majority of the collection is now on display for current and future students to read. More books will be added soon.



2,749

People Reached

533

Engagements

Boost Post

110

7 Comments 12 Shares



INSTAGRAM STYLE



saintleoalumni • Follow

saintleoalumni Just a humble brag.😁 The lion ranked as the seventh most popular Halloween costume for pets according to the Florida Retail Federation. <http://bit.ly/2q0zJoS> #saintleolions #mysaintleo



46 likes

OCTOBER 20, 2018

Log in to like or comment.



INSTAGRAM STYLE



saintleoalumni • Follow
Saint Leo University

saintleoalumni No, they're not calling birds. :) Just four sandhill cranes strolling across University Campus. #beautifuluniversity #mysaintleo #saintleouniversity #sandhillcrane

[View all 7 comments](#)

kelseyfileccia @allieward13 dinosaurs world n we're just livin in it!

tlc1795 @batesbeef 😊😊

batesbeef @tlc1795 this happen when you were there?

aj_18342 My fav



72 likes

DECEMBER 10, 2018

[Log in to like or comment.](#)



WHEN TO BOOST?


1. When you want to reach **more** people.
2. When you want to reach **new** people.
3. When you want to target **specific** people.

BOOSTING

Boost Post

OBJECTIVE

What results would you like from this post?

**Get more website visitors**[What's this?](#)[Change](#)

POST BUTTON (Optional)

Add a button to your post ⓘ

Learn More ▼

This button will lead to the link in your post.

AUDIENCE

☒ People you choose through targeting [Edit](#)


Location - Living In United States: Florida
Age 18 - 65+


☐ People who like your Page


☐ People who like your Page and their friends

Change Objective ✕

What results would you like from this post?

**Get more website visitors**
Show this post to people who are likely to visit your website ☒

**Get more engagement**
Show this post to people who are likely to react, comment, and share ☐

**Get more messages**
Show this post to people who are likely to send you a message ☐

[Cancel](#) [Save](#)

WHEN TO ADVERTISE?

1. When the content is not particularly engaging.
2. When there is a highly targeted audience.

“When we create something, we think, ‘Will our customers thank us for this?’ I think it’s important for all of us to be thinking about whatever marketing we’re creating; is it really useful to our customers?”

ANN HANDLEY



PLANNING IT ALL OUT

Proactive Planning Calendar

January 2019								
Date	Type	Post	BST\$	FB	LIVE	IN	STORY	TWTR
Tuesday, January 1	PC/H	New Year's Day		x		x		x
Thursday, January 3	F	Dr. Scott Hamilton post		x				x
Friday, January 4	N	New Atlanta Education Center		x				x
Monday, January 7	B	Class Notes Post		x				
Monday, January 7	N	Class notes for upcoming Spirit magazine		x				x
Tuesday, January 8	UE	Welcome Back		x			x	x
Wednesday, January 9	O	National Law Enforcement Appreciation Day		x				x
Friday, January 11	F	Frank Orlando on Jeopardy Show		x		x		x
Sunday, January 14	AE	Join the Men's Lacrosse Team		x				
Sunday, January 14	AE	Alumni lacrosse players visit		x		x		
Monday, January 15	N	University News Spot		x				x
Tuesday, January 16	AE	Celebrate Saint Patrick's Day with Saint Leo		x				
Thursday, January 17	N	President's Europe post		x				x
Thursday, January 17	B	Grotto post				x		
Friday, January 18	AS	Alumni and students cheer for Frank Orlando		x				
Monday, January 21	PC/UE	Martin Luther King Jr. Day		x		x		x
Tuesday, January 22	AE	Join the Tampa Bay Alumni Chapter – Tampa Bay Lightning		x				
Wednesday, January 23	UE	ROTC Ranzee Challenge		x		x		x

SCHEDULING TOOLS

agorapulse

Publish

+ Add a profile

Manage my profiles

Marie Thornsberry Settings

Saint Leo Univer...

Inbox
Listening
Publishing
Reports ▾

?

Calendar
Scheduled
Queued
To approve
Assigned to me
Published

March 2019 < >

VIEW

Monthly ▾

TIME ZONE

America/New_York ⚙️

FILTERS

- ☒ Scheduled
- ☒ Queued
- ☒ To approve
- ☒ Assigned to me
- ☒ Published
- ☒ Failed

SUN	MON	TUE	WED	THU	FRI	SAT
24	25	26	27	28	1	2
				04:33pm 📅 04:33pm 📅 04:33pm 📅 Congr...	11:16am 📅 This w...	10:00am 📅 March...
3	4	5	6	7	8	9
			04:31pm 📅 Stude...		11:28am 📅 #Flash...	
10	11	12	13	14	15	16
		03:15pm 📅 Prior t...	05:23pm 📅 Alumn...	10:01am 📅 Today...		08:44am 📅 Saint L... 03:26pm 📅 Check... +3 more
17	18	19	20	21	22	23
10:00am 📅 Happy...		01:42pm 📅 Tonig...	08:42am 📅 Goodb...	09:40am 📅 Saint...		
24	25	26	27	28	29	30

REOCCURRING CONTENT

Faculty
Quotes

Alumni
Spotlights

University
News

Pop Culture

Holiday

Observance

Behind the
Scenes

Live
Content

Alumni
Events

POP CULTURE



Saint Leo University Alumni

Like This Page · January 26 ·

...

THE "HOW HARD DID AGING HIT YOU" CHALLENGE!! Here's a picture of us from 1998 and one from 2018. How do we look? [#MySaintLeo](#) [#SaintLeoUniversity](#) — at Saint Leo University.

Reg Stanton, Alaina Plowdrey, Harvey Whitney and 205 others like this. [Most Relevant](#)

24 Shares

21 Comments



Emma Hutterli Wow! Great photos!

8w



Tricia Weirzbicki Kirbey It's gorgeous now but I'd never change what we "didn't have" in the 80's. We were Never inside. No technology !!

8w

POP CULTURE



OBSERVANCES



Saint Leo University Alumni

Published by Manager [?] · February 14 · 🌐



We hope your love for the green and gold never fades. Wishing our alumni a Happy Valentine's Day! #MySaintLeo #LeoLove #ValentinesDay



OBSERVANCES



Saint Leo University Alumni

Published by Jason Longo [?] · February 9 · 🌐



It's National Pizza Day! We're celebrating with a "Go, Saint Leo!" pizza. We topped ours with green and yellow peppers. To use pineapple would be _____. (Fill in the blank). #NationalPizzaDay #GoSaintLeo #Pizza

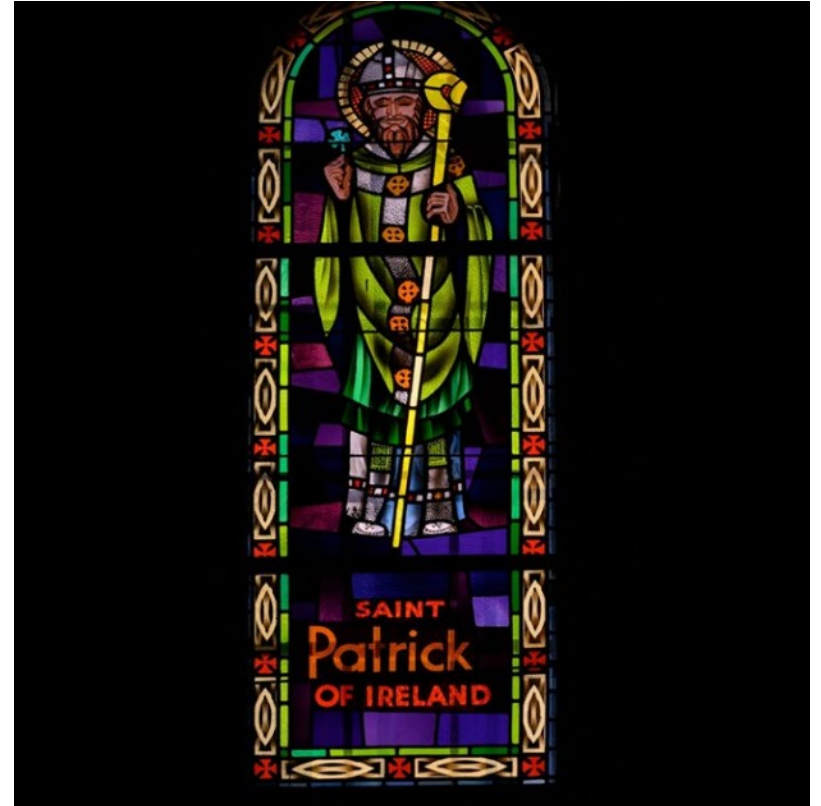


OBSERVANCES

Where to find observances:

- **HubSpot:** The Ultimate Social Media Holiday Calendar
- **TrackMaven:** National Days: The Ultimate

HOLIDAYS



ALUMNI SPOTLIGHTS



Saint Leo University Alumni

Published by Jason Longo [?] · February 8 · 🌐

Our congratulations to Julie Wade '09, who is second from left in this group photo from Columbia County (FL) schools. She is being honored here as Teacher of the Year by her (countywide) school district. Julie earned her bachelor's in elementary education from Saint Leo and now teaches fourth grade at Eastside Elementary School in Lake City. Way to go! #SaintLeo



1,238

People Reached

101

Engagements

Boost Post



Ashley Manning, Greg Lindberg and 55 others

1 Comment

ALUMNI SPOTLIGHTS



Saint Leo University Alumni

Published by Emma Hutterli [?] · December 13, 2018 · 🌐

...

Meet alumnus Jason Korsiak '12. He's addicted to Christmas and has written a book about it. That's right! Every holiday season, we talk about keeping the Christmas spirit all year long. Well, Jason actually did just that and then wrote about his experience in his book Christmas Addict. Congratulations, Jason!

Jason is the author of seven books and serves as the youth pastor at Joining Hands Mission United Methodist Church in New Port Richey, FL. Learn more about Jason at korsiak.net. #alumninews #saintleoalumni



CAMPAIGNS



CAMPAIGNS



Fandango ✓

May 2, 2018 · 🌐

Caption this [Overboard](#) image in the comments below for the chance to win a pair of movie tickets!



CAPTION THIS!

👍 🤔 🤪 94

120 Comments 4 Shares

CAMPAIGNS



#SHARE YOUR EARS

The logo features the text "#SHARE YOUR EARS" in a playful, hand-drawn style. The word "SHARE" is in black, "YOUR" is in red, and "EARS" is in black. The hashtag symbol is red. The word "YOUR" is stylized to look like a pair of eyes, with two black circles above it containing the numbers "9" and "0". The text is surrounded by several stars: a red star and a black star above "SHARE", a black star above "YOUR", a red star above "EARS", a red star and a black star below "SHARE", and two black stars below "EARS".

TIPS FOR GOOD PHOTOGRAPHY

- 1. Good lighting is a must.** If you have the option, take photos outside instead of indoors.
- 2. Compose your photos well.** Use the rule of thirds to create visual interest.
- 3. Keep your photos simple.** Too much clutter in the photo will distract from your subject.
- 4. Crop instead of zooming.** It will produce higher quality images.

RULE OF THIRDS



BENEFITS OF VIDEO

As of 2018, videos on Facebook have 135 percent more organic reach on users' news feeds than the average photo.

BENEFITS OF GOING LIVE

1. It's a **cost-effective** way to produce video content.
2. You can directly **connect with your audience** in real-time.
3. Live video will drive **more traffic** to your page.

A LIVE EXAMPLE



 **Saint Leo University Alumni** was live · ...
Like This Page · August 16, 2018 · 🌐

Welcome to move-in day! We're live with Juliette Stratis, a senior here at Saint Leo University, as she interviews Carol '88 and Richard Liebchen '87, and their daughter Brooke, who just finished moving into Henderson Hall. Let's welcome them to Saint Leo today! — at Saint Leo University.

2,892 Views

Josephine Perales, Douglas Allen, Slu Peter Marian and 125 others like this.

16 Shares 30 Comments

 **Ralph White** · 2:32 Graduated in 1967 ! I also met my bride of 52 years there!
31w

 **Lori Bilello** · 0:30 Hi Brooke!!! And Ricky

A LIVE EXAMPLE



Saint Leo University Alumni was live. ...

[Like This Page](#) · November 27, 2018 · Edited ·

Lighting of the manger on University Campus

675 Views

Katrina Weicht, Carol Scarborough, Kathy Grega Fish and 74 others like this.

[Realtime Comments](#) ▾

2 Shares

7 Comments



Ellen McGuinness Pagliaro · 0:34 Love Saint Leo!! ❤️🥰🥰🥰

16w



Peter James Smith · 0:33 Go Saint Leo!

16w



Marilyn Shafer · 0:21 Beautiful!

16w



Jean Cauley · 0:17 Pretty

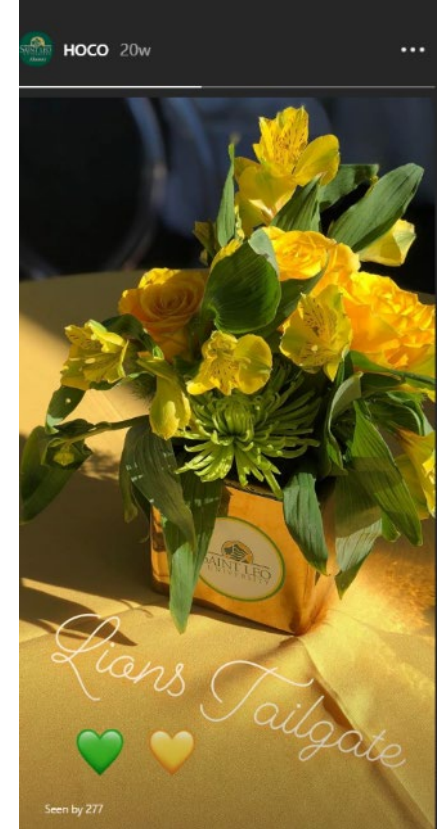
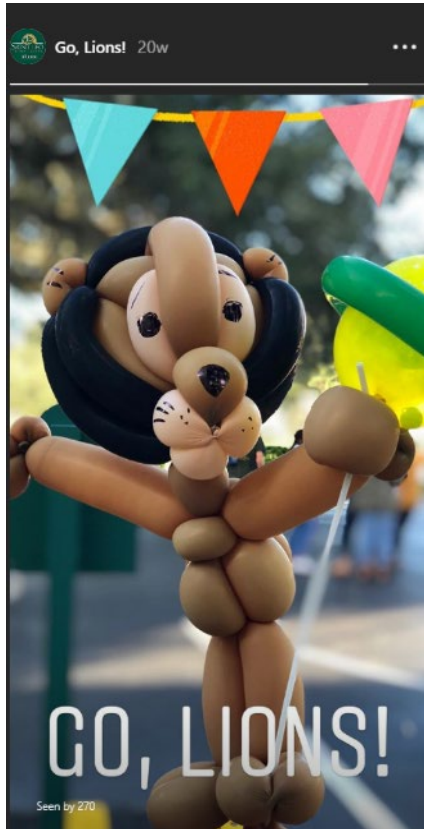
16w



Kathy Greene · 0:16 Lovely

17w

INSTAGRAM STORIES





“Give value. Give value, give value. And then ask for business.”

GARY VAYNERCHUCK

GOALS vs. STRATEGIES

Goals are measurable things you want to accomplish in your business.

Strategies are the unique ways in which you plan to achieve your goals.

ALGORITHMS

Today it is harder for brands to get their content in front of their followers.

The new algorithms reward brands who create engaging conversation, showing the content to more people.

WHAT TO MEASURE

Brand
Awareness

Subscriber
Growth

Reach

Competitors

Engagement

Average
Engagement

Mentions

Conversion

AWARENESS

Looking at shares and mentions, you can calculate how much attention your brand is getting. Compare year-over-year or during a span of time.

You may also consider comparing your awareness with competitors.

GROWTH

How many subscribers did you gain in a period of time, and what is the rate in which they grew?

How to calculate:

- Add up number of subscribers
- Divide by number of new followers and multiply by 100 to get your average percentage.

TIP

On Facebook, you can increase your subscribers by inviting people who interact with your content to like the page.

REACH

How many people were able
to see your content?

ENGAGEMENT

How many people interacted with your content through likes, comments, or shares.

How to calculate:

- Add up engagement over period of time
- Divide by your total number of followers and multiply by 100.

AVERAGE ENGAGEMENT

How much engagement per post did you receive?

How to calculate:

- Add up engagement
- Divide by your total number of followers and multiply by 100 to get your average engagement rate percentage.

MENTIONS

Use social media monitoring tools to measure how many people are talking about you outside of your social efforts.

CONVERSION RATES

Use trackable links to see how many people take action based on your post.


Also take notice if you see increases in registrations, purchases, or website traffic.











COOL TOOLS





























































PLANNING TOOL


 Saint Leo Alumni Social Media


Modifier   

< November 2018 >   < Today > November 2018 ▾

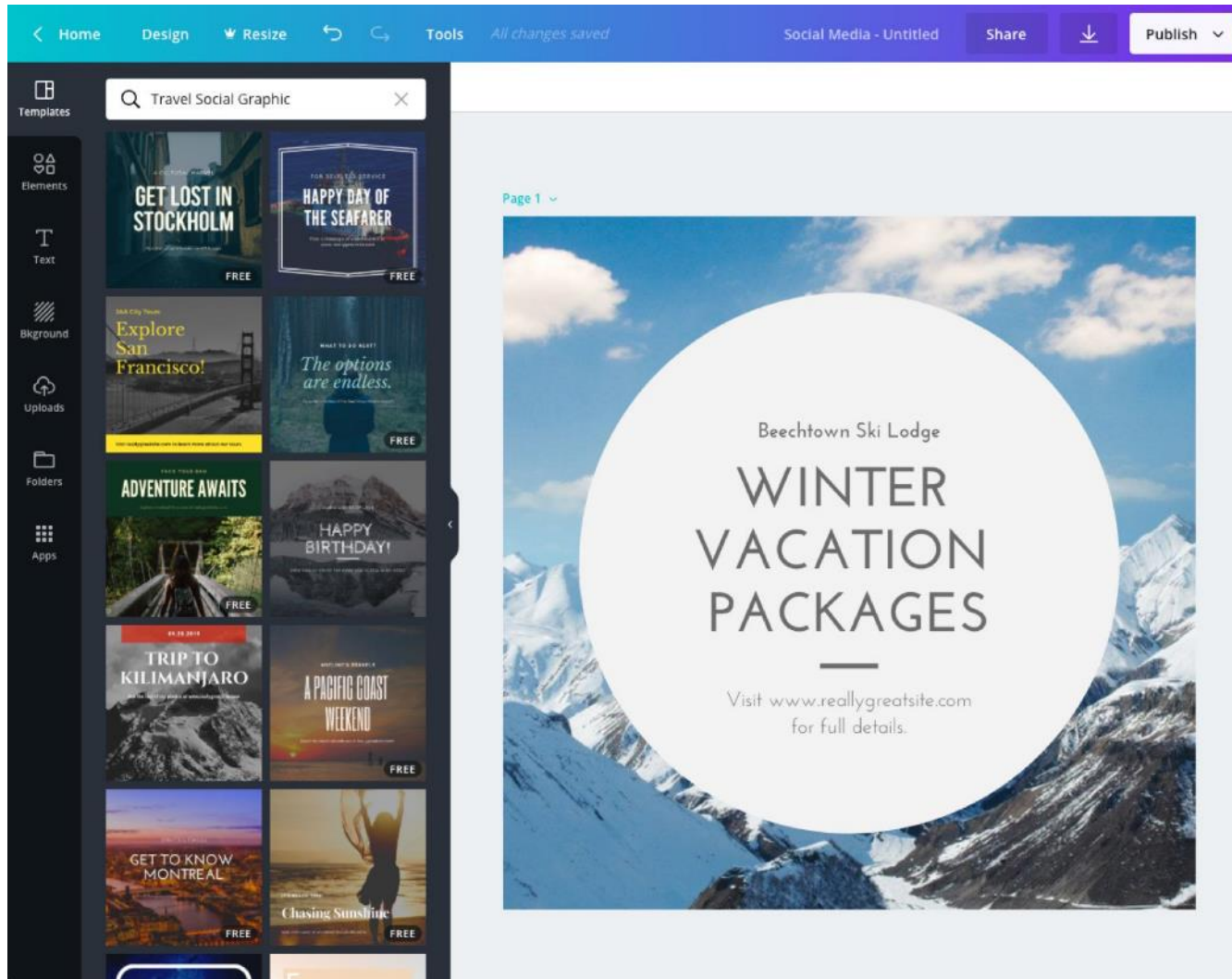
Scheduler Day 3 Days Week 4 Weeks Month Year Agenda List 

S	M	T	W	T	F	S	Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3	Oct 28, 2018	29	30	31	Nov 1	2	3
4	5	6	7	8	9	10	 Post about Women in D	 A Day for Saint Leo - Prom Live Broadcast for A Day fo	 A Day for Saint Leo Tha	 Halloween (Pumpkin Ma	 HC2018 - Hall of Fame In	 A Day for Saint Leo FB Alb	 HC2018 - Concert Live S
11	12	13	14	15	16	17		 National Cat Day		 HC2018 - Countdown Cl	 Homecoming		
18	19	20	21	22	23	24		 Tweet for DFSL during the		 HC2018 - Getting Ready		 7pm HC2018 - 50th Anni	 10:30am HC2018 - Dr. Se
25	26	27	28	29	30	1		 A Day for Saint Leo		 Halloween			 10:30am HC2018 - Presid
2	3	4	5	6	7	8							 1:30pm HC2018 - Feeding C
All Calendars ^							45	4	5	6	7	8	9
 Facebook (Daily)							 Homecoming	 HC2018 - Thank HC Sp	 Admissions Open House	 HC2018 - Photo Collage	 Feast of Saint Leo (FB)	 Hampton VA Event	 HC2018 - One Off Thank
 Instagram (Daily)								 National Donut Day (Ne	 Spirit Feature - Finding a		 Feast of Saint Leo		 Marine Corps Anniversa
 LinkedIn (3/4 Weekly)								 National Doughnut Day					 Marine Corps Anniversa
 Need to Task							46	11	12	13	14	15	16
 Snapchat							 Veterans Day Post - Wre	 Veterans Day Giving	 Alumni Success Story -	 Teacher of the Year	 Livestream with Keith Jone	 Spirit Feature - #WorkFa	 Alumni Success Story
 Special Days							 Veteran's Day					 Native American Pots	
 Twitter (Daily)							47	18	19	20	21	22	23
 University Happenings								 Spirit Feature - Saint Le	 Fall Scene on Campus	 Alumni Engagement - Fa	 Happy Thanksgiving Me	 Black Friday	 Spirit Feature - The Hist
Filter ▾							48	25	26	27	28	29	30
About ^								 Amazon Smiles	 National Day of Giving M	 Spirit Feature - Kidney D	 Christmas Play Post - U		Dec 1
To access this calendar on your phone, install the iOS App or Android App.								 Tree and Manger Livestr	 Snow Tubing				

 Eastern Time US & Ca

Powered by  teamup

CANVA



MEVO

