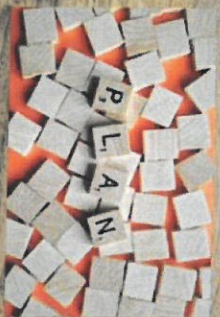


# FACEBOOK, INSTAGRAM, TWITTER,

# OH MY

April 26, 2018  
Sport Management School



# Objectives

- 1) Discuss the importance of Social Media in today's world.
- 2) Recall what Social Media tools we all are currently using.
- 3) Determine how effective our current Social Media tools are and develop understanding and knowledge of other potential social media options.

Definitions

Social  
Media  
Usage

Impact of  
Social  
Media on  
Marketing  
Budget

Proof

10 Hints

# Definitions

**Marketing** - the process or technique of promoting, selling, and distributing a product or service.

**Social Media** - forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

**Branding** - the promoting of a product or service by identifying it with a particular brand.

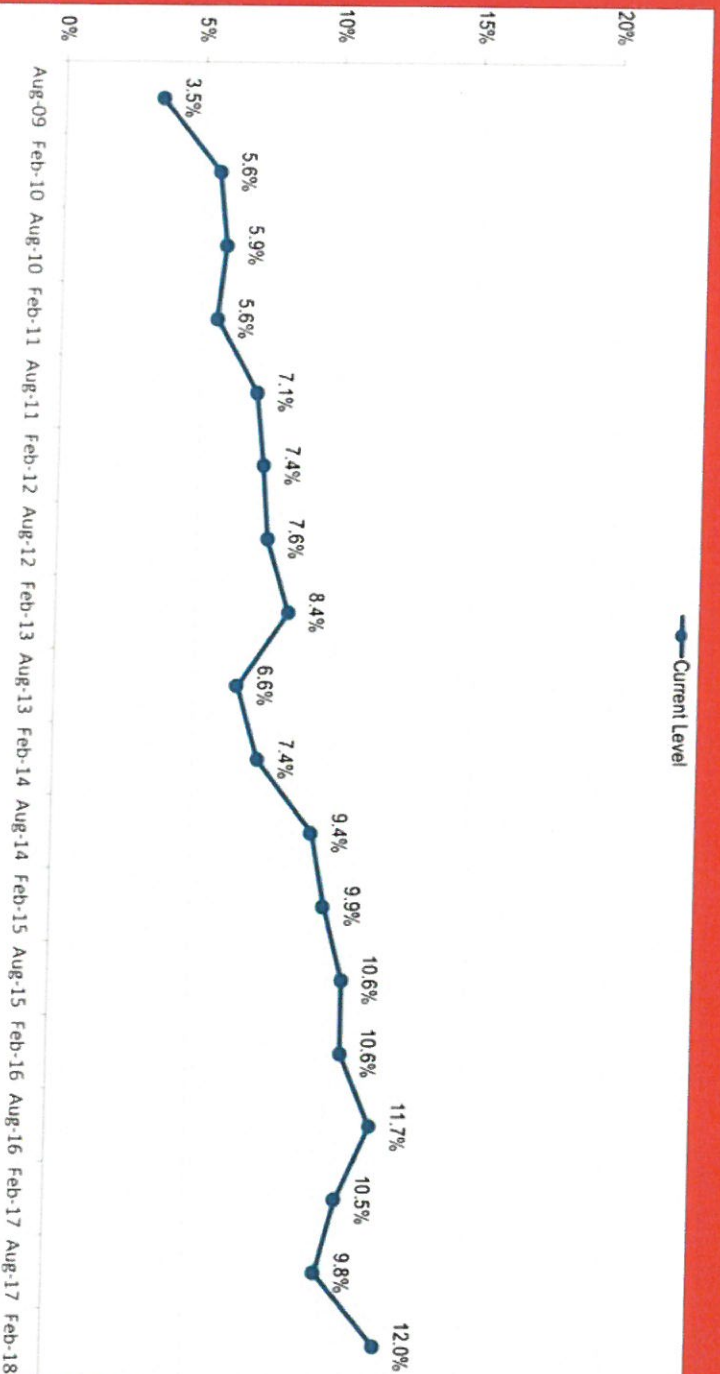
(Merriam - Webster Dictionary, 2018)

# What is social media being used for?



"When asked to rank the top three social media in terms of impact on company performance, the number one tool was social networking, for example Facebook and LinkedIn, followed by blogging, and video sharing." (Forbes, Moorman, 2018)

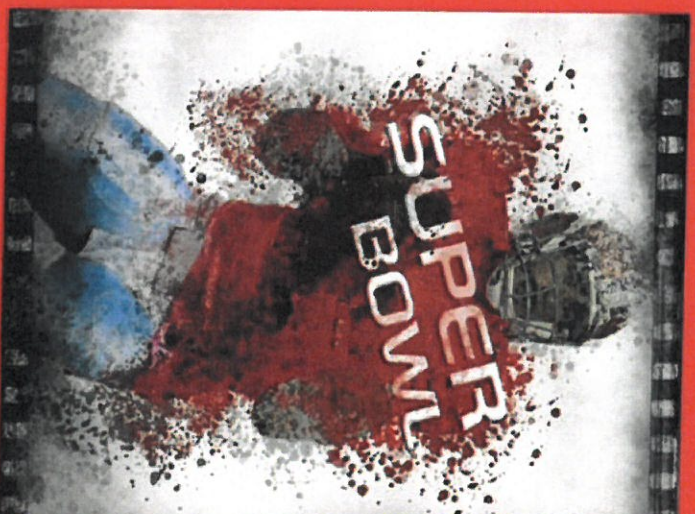
# Company Marketing Budget on Social Media



"This increase is expected to accelerate with social media spending predicted to reach 20.5% of marketing budgets in the next five years!" (Forbes, Moorman, 2018)

## Need More Proof

"In terms of the social nature of the big game, there were 170.7 million social media interactions across Facebook, Instagram and Twitter in the U.S. about Super Bowl LII on NBC on Feb. 4, 2018." (Nielsen, 2018)



# 10 Hints

- 1) Lead with objectives
- 2) Build your authority
- 3) Start a conversation
- 4) Show appreciation
- 5) Stand out
- 6) Have a clear goal
- 7) Dominate on one platform
- 8) Create calendar
- 9) Be visual
- 10) Don't try to do it yourself

Forbes, Detweiler, 2018

# Facebook

"Give people the power to build community and bring the world closer together."

Facebook

## BEST DAYS

S M T W T F S

32%

HIGHER ENGAGEMENT

18%

HIGHER ENGAGEMENT

18%

HIGHER ENGAGEMENT

32%

HIGHER ENGAGEMENT

## BEST TIMES

9AM

10AM

11AM

12PM

1PM

2PM

3PM



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.



Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

CoSchedule

According to the Experts

Time To Take Out Your Phone

Takeaways



# Aspects to Consider

**Active Users:** 216,700,000 on phones, laptops, etc.

**Researchers Best Times:** 1:00 PM, 3:00 PM, and 9:00 AM  
(increase shares and clickthroughs)

**More Activity:** 1:00 PM to 4:00 PM later in the week and on weekends

**Best Days:** Saturdays and Sundays between 12:00 PM – 1:00 PM, Thursdays and Fridays between 1:00 PM – 4:00 PM, and Wednesdays at 3:00 PM

(Ellering, 2018)

# Questions to Consider

- Videos are important but is sound that important? Should I use captions instead? What about Facebook Live?
- Use questions in the end of posts? Is this engaging?
- I can create my own frame? Swipe to the right, some features that could be unknown.
- Events a good or bad way to promote an event?
- I have posted 17 times today, should I post again?
- Lol - Laugh out Loud or Lots of Love? - Knowing your audience
- I have scheduled out my post for the next 3 months, now I do not have to look at it again...wrong! If you post it you stalk it.

# When I go back to work I will.....

- Check my organization's Facebook at least 1 time a day/post on the page 1 time a day
- Not make posts without a visual aid
- Be prompt in answering my users questions or replying to comments
- Research my past users and post to better accommodate them
- Promote my brand to my users
- Check out the insights on my own page

# Instagram

"To capture and share the world's moments"

Instagram

**BEST DAYS**

S M T W T F S

VIEW LOW ENGAGEMENT

**BEST TIMES**

2AM 4AM 6AM 8-9AM 11AM 1PM 3PM 5PM

**Quick Tip:**

The best time to post is between 8-9 am. Avoid posting at 3-4 pm.

Posting a video on Instagram at 9 pm gets 34% more interactions.

Post content more during off-work hours than during the work-day, aside from peak times.

© CalsonMedia

According to the Experts

Time to Take Out Your Phone

Takeaways

# Aspects to Consider

**Active Users:** 800,000,000 on their phones

**Researchers Best Times:** 8:00 AM to 9:00 AM, 2:00 AM, and 5:00 PM

**More Activity:** During the week, Mondays are considered a little more prime than other days

**Best Days:** Monday and Thursday at any time besides between 3:00 PM – 4:00 PM (Videos any day between 9:00 PM – 8:00 AM)

**Potential:** 2:00 AM, 5:00 PM, and Wednesdays at 7:00 PM

(Ellering, 2018)

# Questions to Consider

- Do I use too many hashtags? The art of hashtags  
#presentation #sportmanagementschool #hashtag  
#blessed
- What is this Snapchat-like filter on my Instagram?
  - I can follow hashtags?
- My flyers aren't as successful on Insta, why is that?  
Should I just use pretty pictures instead?
- All my accounts are connected, one button and I have  
posted on all of them, is this bad?
  - Should I boost my posts?
- Don't forget to Hyperlapse or Boomerang!

# When I go back to work I will.....

- Be careful what hashtag I am using, a hashtag may mean one thing to you but an entirely different thing to others
- Take a look at other similar organizations pages and see how I can improve mine
  - Be sure all my information is up-to-date on my page
  - Post at least one update to my instagram story
- Be sure I am gaining/taking photos that are up to the Instagram standards
  - Tag other organizations in my posts

# Twitter

"To give everyone the power to create and share ideas and information instantly, without barriers".

Twitter

## BEST DAYS

S M T W T F S



B2B performs 16% better during business hours.



B2C performs 17% better on weekends.

## BEST TIMES

12PM

1PM

2PM

3PM

4PM

5PM

6PM



Wednesday around noon and 5-6pm are peak moments during workers' breaks.



Twitter users are 181% more likely to be on Twitter during their commute.



Use Twitter Analytics and Followerwork to track data on your own followers to find the best times to tweet.

According to the Experts

Time to Take Out Your Phone

Takeaways



# Aspects to Consider

**Active Users:** 330,000,000 typically on phones

**Researchers Best Times:** 5:00 PM to 6:00 PM, Noon, and 3:00 PM (more retweets and clickthroughs)

**More Activity:** 12:00 PM – 3:00 PM, (best time at 5:00 PM)  
"During the workweek is the best, though some niches might have more active audiences on the weekend".

**Best Days:** Wednesdays at noon and between 5:00 PM to 6:00 PM, and Mondays through Fridays 12:00 PM to 3:00 PM and 5:00 PM

**Potential:** 2:00 AM – 3 AM, 6:00 AM – 7:00 AM, and 9:00 PM – 10:00 PM

(Ellering, 2018)

# Questions to Consider

- What is Twitter used for a lot of the time?
  - Again with the hashtags?
- Do I still use a picture or only text?
  - Direct messaging?
- Should I tag other pages in my post?
  - Sometimes less is really more!

# When I go back to work I will.....

- Begin posting more on my Twitter feed
- Follow the trends when utilizing the app
  - Respect the hashtag
- Retweet and like other pages in my organization/that are relevant to me
- Add photos, videos, GIFS, links (does take away from word count
- Use my word count wisely

# Snapchat

"We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate.

We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together."

Active Users: 255,000,000

Best Times to Post: Approximately  
10:00 PM to 1:00 AM/Late Night



Time to  
Take Out  
Your  
Phone

Takeaways

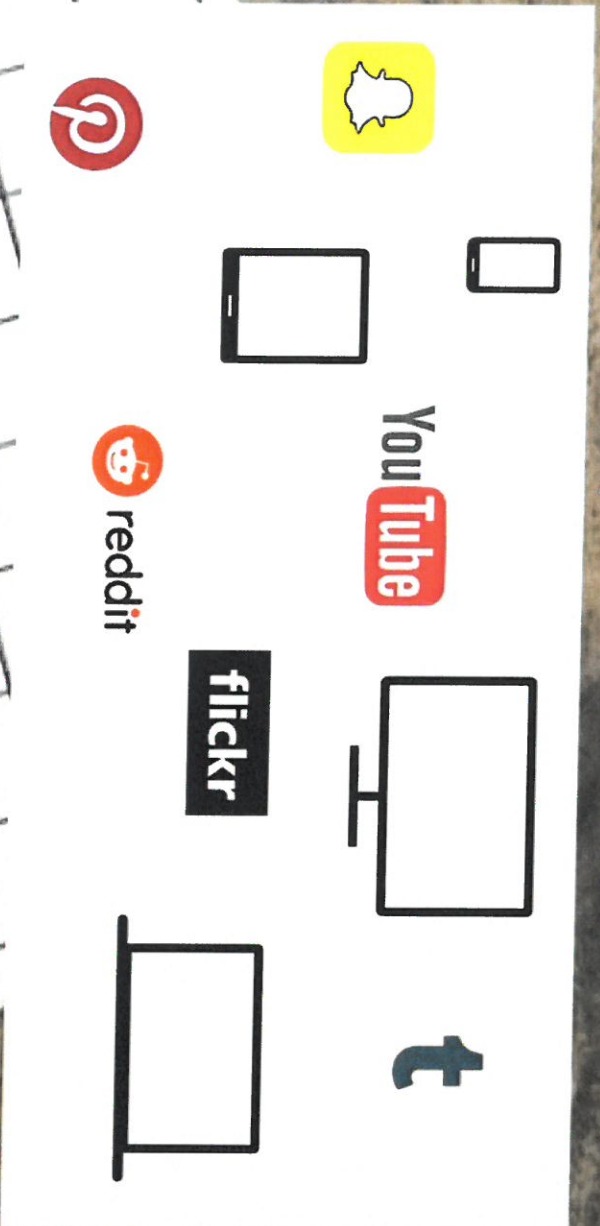
# Questions to Consider

- What is a Bitmoji?
- Can my organization have Snapchat?
- How do I create a filter for my event?
- How do I find the "cool" places on snapchat?

# When I go back to work I will....

- Check and see if my organization can have a Snapchat
- Highlight different people's tasks in my organization (day in the life of)
- Encourage more individuals to follow me
- Create a Snapchat Filter for my next event, game, etc.

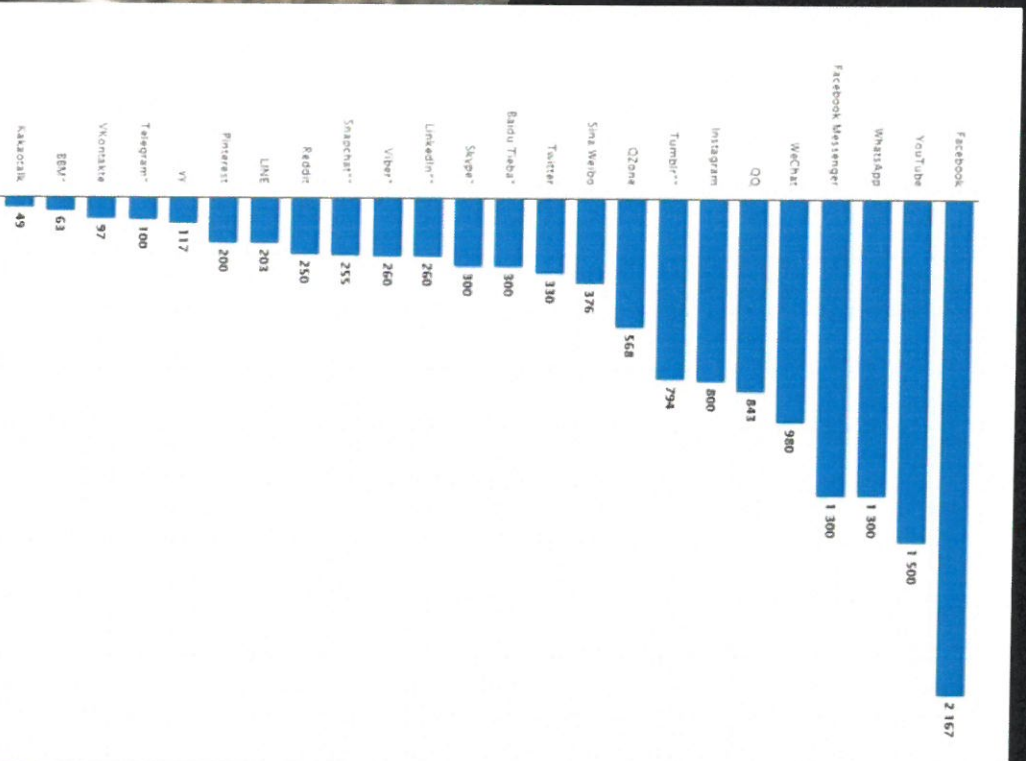
# Group Discussion



Active Social  
Media Users

Final Thoughts

# As of January 2018, most famous social media sites, ranked by active users



\*in millions  
Statista, 2018



# The End

- Tell your organization's story
  - Promote your brand
  - Have brand ambassadors
- Video Assistance - Wevideo, Magisto, Ripl, Storyblocks, iMovie
- Design Assistance - Canva, befuncky, postermywall

