

# Social Media Tips and Tricks



Graphic Credit: Avalaunch Media  
<http://avalaunchmedia.com/infographics/social-medogia-explained>

## Audience

Each community is different, but past experience and recent research suggests using the following social media venues for your audiences:

- **Students:** Twitter and Instagram
- **Parents:** Facebook
- **Educators:** Facebook and Pinterest
- **Community Members:** Twitter and Facebook

Remember, test what works for you and in your community to make the best choice about where to invest your social media efforts.

## Social Media Accounts to Follow

### Facebook

- CollegeforTN
- Federal Student Aid
- Tennessee Student Assistance Corporation
- Tennessee's Community Colleges

### Twitter

- @CollegeforTN
- @FAFSA
- @TNHigherEd
- @TNFinancialAid
- @TNCommColleges
- @usedgov

## Don't Forget - Media Releases

- Check that you have a media release for students before posting pictures or names on social media. (Link to sample media release is on 101.)
- Check with your district to see what their policies are; they may already have media releases on file.
- Have your students sign a media release, then file it and mark it in Compass (or keep a spreadsheet to track releases).

## GEAR UP TN on Social Media

### Facebook

- GEAR UP TN Claiborne
- Haywood County GEAR UP TN
- GEAR UP TN- Johnson County Chapter

### Twitter

- @GEARUPClaiborne
- @GEARUPHCTN
- @GEARUPMNPS
- @GearUpWC

# Social Media Tips and Tricks

## Content Tips

- Have some personality! People like to follow a person, rather than just an organization.
- Make your posts very relevant to your audience. Talk about topics that relate directly to them.
- Recruit students and other educators for content ideas or to take pictures of what they're doing.
- To make posting pictures easier, have your students sign a media release file and mark it in Compass (or keep a spreadsheet to track releases).
- Ask questions that call for answers back (even brief ones).
- Use a contest, giveaway, or trivia questions with a prize.

## Social Media Workout\*

### Daily

- Scroll through your social media feeds- what are people talking about?
- Respond to others who have interacted with you or talked about your work.
- Schedule posts with relevant content.

### Weekly

- Bookmark potential articles to post.
- Reach out to your students/colleagues about upcoming events or happenings that should be mentioned on social media.

### Monthly

- Measure your success by looking at analytics on Facebook, Twitter, and other social media sites. What posts were most popular? What got the most likes/favorites? What was shared or retweeted most?
- Based on your measurement insights, develop post ideas for the upcoming month.

\*Adapted from Fenton Communications

## A Quick & Easy Guide to ROCKING SOCIAL MEDIA



When it comes to social media, it's the little things that matter. Here's the inside scoop on how to improve your social media ROI.

### FACEBOOK

#### TEXT

- ✓ Posts very short or very long have a higher percentage of "likes."
- ✓ Posts between 400 and 500 characters receive the most shares.
- ✓ Posts that show your personality (using words like "I" and "me") tend to receive more "likes."
- ✓ While photos receive a lot of comments, text updates receive slightly more.

#### IMAGES

- ✓ Photos receive the most likes and shares.
- IDEAL IMAGE SIZES:  
Cover Photo: 851 x 315 px  
Profile Picture: 180 x 180 px  
Application Tabs: 111 x 74 px  
Uploaded Images: 403 x 403 px  
Milestone Images: 843 x 403 px  
Highlighted Images: 843 x 403 px  
Albums/Slideshows: 960 x 720 px

### TWITTER

#### TEXT

- ✓ Tweets between 120 - 130 characters receive the most click-throughs.
- ✓ Tweets with more action verbs, and less nouns, receive more clicks.
- ✓ Tweets using words like "via," "@," "RT," "please," and "check" have higher click-through rates.
- ✓ To receive the best click-through rate possible, place links 25% of the way into your tweet.

#### IMAGES

- IDEAL IMAGE SIZES:  
Profile Photo: 128 x 128 px
- Background Image (visible space between left side and content):  
90% see 71 px  
65% see 199 px  
40% see 242 px  
20% see 279 px

### PINTEREST

#### TEXT

- ✓ Descriptions that are approximately 200 characters long are repinned the most.
- ✓ Content that includes words like "quotes," "products," "DIY," "inspiration," "books," and "ideas" is repinned the most.
- ✓ Content that's liked gets repinned more often than content with a lot of comments.

#### IMAGES

- ✓ Taller images receive more repins.
- IDEAL IMAGE SIZES:  
Profile Picture: 160 x 160 px (resized to 49 x 49 px)  
Pinned Images: 600 x Unlimited px

### SOURCES

<http://www.hubspot.com>  
<http://www.dreamgrow.com>  
<http://www.lunametrics.com>

INFOGRAPHIC  
COURTESY OF



**social caffeine™**  
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