

Social Media Marketing Strategies

marketing.ca.uky.edu

LISTEN FIRST...

- and visit your “wall” or feed and begin to build a list of people you want to follow.
- and research who is talking about the organization, county, events, people.
- and discover what type of social media tool are others using with similar interests?

PICK THE BEST TOOL...

- by thinking about your potential audience
- based on where your audience is located.
- to deliver services you want to talk about? To Who?
- to market your message...is it facebook or YouTube?

FOLLOW...

- people you know and potential new people.
- the brand, products and issues related to the brand.
- industry leaders, interest groups, news/media.
- people interested in an event or attending an event.
- current people interested in similar things.

RESPOND...

- to every email on a daily basis.
- thank followers for their continued support.
- with helpful information, an interesting link or a supportive comment.

CREATE...

- a schedule for posting
- content that refers to real stories, interesting facts
- event information, updates, or behind the scenes scoop.
- links to website information, upcoming event page.
- helpful information resources.

ENGAGE...

- by jumping into conversations with valuable information.
- in shared conversations, answer and ask questions.

BUILD TRUST...

- by responding to emails, commenting, engaging the viewer with quality videos all build a trust.
- by providing good information from a reliable source which increases views, which increases trust.
- and share from one trusted source to another.

ANALYZE...

- Facebook, Twitter, and other tools have built in analytics to help you see hits to pages and locations of your followers.

BECOME A CLASSROOM ONLINE...

- and create instructional videos and share with community groups and your subscribers.
- and use the online photo and video editors to enhance the materials.
- and use social media tools to archive all your photos, videos, conversations from posts.

Marketing Strategies

- marketing.ca.uky.edu/twitter
- Glossary of terms: Twitter support page (<https://support.twitter.com>).

FOLLOW

- Wefollow: Twitter directory based on tags
- Write to a follower.
- Follow new members and entice them to follow you.
- Connect members to each other.
- Just follow and read if you don't tweet.

INTEGRATE

- Reach out to your followers.
- Ask for twitter addresses and start following.
- Engage in chats about the college.
- Make the chat positive, and better than it started.

HASHTAGS

- Use to identify and search for tweets that have a common topic.
- Add a hashtag simply by tweeting and adding #name of hashtag.
- Create your own hashtag based on a program event.

LISTEN

- Find out who is talking about you.
- Then find their friends.
- Then find who is talking the most, the leader.
- Search public lists for following options.

COLLABORATE

- Share interests with other members.
- Share links from one another.
- Connect by conversation.
- Send a link about a common interest.

RETWEETS (RT)

- Events are great to retweet to others.
- Retweeting creates more followers.
- Be conversational.
- Retweet interesting posts.

LINGO

- Reply@: Your name preceded by @ means the message is directed at you.
- DM (D): Direct message to you only.
- Retweet(RT): it's like forwarding an email to your followers.
- Hashtag(#): Creates categories by naming for easier searches
- Twitpic: Share photos with followers.
- Tweetdeck: automatically sends tweets.

BE A RELIABLE SOURCE

- What makes your program unique? Tweet it.
 - Link to the website information.
 - Timing tweets when people will read them.

CHATS

- 140 characters
- Chat about an event you are doing in real time.
- Know the lingo.
- Broadcast something, short and sweet
- TwitterFon: iPhone application

Marketing Strategies

- To start a Facebook account, please visit marketing.ca.uky.edu/facebook
- best practices guide, setting up an account/getting approval, marketing strategies and Facebook Infographic.

FANS/FOLLOWERS

- Ask your followers questions
- Find out what they are interested in
- Do they have content to share?
- Can they share your content?
- Set up a “special fan” feature post.
- Create a QR code with your facebook account url and print the final code on posters, flyers and other printed materials. One option: Search for google QR generator.

EVENTS

- Find out where your followers are and get involved
- Do they have content to share?
- Video the event and post
- Photograph the event and post.
- Link to a webinar.
- see infographic on marketing an event

SPECIALS

- Ask followers about common interests and have them share.
- Start a small photo of the week submission contest.
- Start a “My UKAG Pix” or a special video of someone’s farm or event.
- Photograph the event and post.

SHARE VIDEO

- Shoot an event and post it.
- Link to a webinar.
- See what followers are interested in and send YouTube links of interests.

COLLABORATION

- Follow other organizations and discuss valuable content with your followers.
- Numbered pubs of interest
- Promote seasonal publications and link to them.
- Add a “like” box to your page.

UPDATES

- Show your followers photos/ videos of past events of interest.
- Are there programs in the college that will interest followers?

BE A RELIABLE SOURCE

- Promote peer-review research.
- Promote extension services.
- Promote land-grant values.
- Promote the college.
- UKAg News Facebook: <http://www.facebook.com/pages/UKAgNews/280783608014>
- UK College of Agriculture Facebook: <https://www.facebook.com/UKAg1?sk=wall>

SHARE PHOTOS

- Instead of posting on facebook, use a flickr account.
 - Create albums.
 - Link to other flickr accounts.
 - Ask followers for photos of an events they are doing,
 - send them photos.

START A TOPIC

- Link to article, videos, podcasts about a topic that will interest followers.
- Ask questions about it and start a conversation.
- Ask if anyone knows anything about...
- Link to a webinar.
- Advertise online link

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marketing.ca.uky.edu for more social media information

ABOUT

- What is Pinterest?
<http://about.pinterest.com/>
- Visit the Pinterest site on Tips and Tricks <http://www.pinterest.com/kanter/pinterest-tips-and-tricks/>.

PLAN

- To be active in Pinterest, plan to post new content.
- A calendar with dates to post will prompt you to stay engaged.
- Create a folder on your computer for ideas, photos for future posts.
- Ask people associated with your office/dept. for ideas.

PINS/REPIN

- Use as a way to link to college site
- The Pin It button for Chrome lets you easily pin things you find on websites and blogs.
- YouTube videos can be pinned.
- Repin what followers are interested in.

BOARDS

- Use creative names, describe images.
- Install bookmark button, use to pin images you see.
- Use a board as a reference for others.
- Create a User-Generated Pinboard.

COLLABORATE

- View other pinboards to understand our public.
- Swap recipes, ideas with others.
- Promote your account on Facebook and twitter.
- Create a QR code with your account url and print the final code on posters, flyers and other printed materials. One option: Search for google QR generator.

CONTENT

- Showcase your program
- Share ideas, not self-promotion
- Use hashtag from other social media tools to tag Pinboard.
- Recipes are very popular so start your own followers!

COPYRIGHT!

- Watermark photos so they can be tracked back.
- Drive viewer to the college website and the photo library.
- Do not use images from the internet without permission for your use.

USING IMAGES

- Use #tags in descriptions.
- Create a video gallery – of speakers or talks.

- UK College of Agriculture
Twitter: <https://twitter.com/UKAgriculture>
- YouTube: <http://www.youtube.com/ukagriculture>
- UKAg News Twitter: <https://twitter.com/#!/UKAgNews>
- Flickr: <http://www.flickr.com/ukagriculture>
- Pinterest: <http://pinterest.com/ukcollegeofag/>

Marketing Strategies

marketing.ca.uky.edu/flickr

ABOUT

- Register for an account. Go to <http://www.Flickr.com>
- Flickr FAQs: <http://www.flickr.com/help/faq/>

RECORD OF EVENT

- Use a Flickr account to organize all your photos from an event. You can set up folders to sort, search and archive.

MOBILE

- Upload your photos to the flickr account by phone or computer email.
- Easy to share photos right away in real time.
- Join a Group and share.

EASY TO EDIT

- Flickr has a photo editing function so photos can be cropped, captions added etc.
- Save photos to a folder and link to another social media tool like facebook.

SHARE

- Photos and videos of your county, department or event
- Behind-the-scenes photos/video.
- Share your sets and send a link by email
- Add the link to other social media tools.

TAG IT, FIND IT

- Use short identifiers (TAGS) to categorize the photos for searches.
- Create “sets” by the categories.
- Tag with the name of the location, event, description or theme.
- Combine sets into collections, name them for an event or theme.

LICENSING

- You can license your photos through Creative Commons (search for videos) and when someone uses your photo, it will have license restrictions.
- Be responsible. Credit a photo with the proper information.

QR CODES

- Create a QR code with your account url and print the final code on posters, flyers and other printed materials.
One option: Search for google QR generator.

- UK College of Agriculture
Twitter: <https://twitter.com/UKAgriculture>
- YouTube: <http://www.youtube.com/ukagriculture>
- UKAg News Twitter: <https://twitter.com/#!/UKAgNews>
- Flickr: <http://www.flickr.com/ukagriculture>

Marketing Strategies

marketing.ca.uky.edu/youtube

- <http://www.youtube.com/user/UKAgriculture>.
- <http://www.youtube.com>
- marketing.ca.uky.edu/video_production.

ABOUT

- The College has its own channel that you can use. Want your own channel? Go to YouTube and select "Create Account" from the upper right, or click here.
- Choose a user name that reflects your brand for your channel URL.
- Use the college logo or display the college information in every video including name, URL, address.

SHARE INFORMATION

- Create short 1 minute how-to videos.
- Promote videos by sharing links on facebook and twitter.
- Go to other Channels you follow and if you see a video, copy the link and share it.

BE A POPULAR SOURCE

- Use your iPad or mobile phone to capture interviews or an event.
- Use this informal footage to share you're your viewers.
- Behind-the-scenes look at an event.
- Video your participation at an event in real time.

THINK COMMUNITY

- Watch other channels of the same topics, link to videos you like and share.
- Ask other owners of channels to link to your channel.
- Use the college branding and promote the institution.
- People share videos which in turn broadcasts our service.

WHO IS WATCHING?

- Look at the YouTube Analytics.
- See what videos are watched, where the viewers are watching from and adjust your content to gain more viewers.
- Analyze comments so you can learn from them and create better videos.

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MARKETING

- View the Marketing our college presentation
- Also review the social media page for posting details:
- <http://marketing.ca.uky.edu/youtube>

BE CREATIVE

- Create a video at an event
- Create a short 2-minute "how-to" and post it. Watch and see how many views it will get.

- YouTube: <http://www.youtube.com/ukagriculture>

Marketing Strategies

Visit the Marketing Resources Web site at marketing.ca.uky.edu

ABOUT

- You can download the Instagram app for your iPhone/iPad in the App Store or get it for your Android device in Google Play.
- How-to help: <http://help.instagram.com/>

BE A PHOTO JOURNALIST

- Record of an event, special occasion, a memory or reminder of something that happened.
- Use to broadcast to the world.
- Receive support from viewers.

EXPRESS YOURSELF

- More people like photos than they like to comment.
- People can exchange. Engage. State an opinion.
- Use to create something fun, relaxing.

VIDEO

- Take a short video (3-15 seconds) and post in real time.
- Behind-the scenes or a quick snippet of someone talking are quick and effective.

MOBILE

- Share photos by posting through facebook and Twitter
- Protect your photos within the privacy settings so you know who will see your photos and videos.

WHY SHARE?

- Enjoy something together with others.
- Common Interests.
- Self-Improvement.
- Take a photo for yourself and for others
- Practice taking photos and enjoy it as a hobby.

COLLABORATE

- Host a contest that helps viewers interact with each other and an agent.
- Share “behind the scenes” photos of the county office, department or event.
- Feature photos of the week from different people doing a project.

PHOTO EDITING

- Use one of the free photo editing softwares available online to crop, add text and special effects to a photo. Software like Pixlr, GIMP, and Picassa are just a few available to anyone.

LICENSING

- You can license your photos through Creative Commons (search for videos) and when someone uses your photo, it will have license restrictions.
- Be responsible. Credit a photo with the proper information.