



# Social Media 101

MONEY SAVING SOCIAL MEDIA MARKETING TIPS

# Introduction

- ▶ Madeleine Russell
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- ▶ Bishop Turon
  - ▶ Sports Marketing Manager
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# What network makes the most impact?

- ▶ Social Media Per Organization
  - ▶ Facebook, Twitter, Instagram
    - ▶ Migrating from Snapchat to Instagram
    - ▶ YouTube and LinkedIn
- ▶ Social Media Per Event
  - ▶ Facebook
  - ▶ Twitter



# Facebook

- ▶ Interaction
  - ▶ Shares, Comments, Likes and Tags
- ▶ Brand Awareness
  - ▶ Contests, Giveaways, etc.
- ▶ Per Event
  - ▶ Updates, Event Story, Facebook Live (360), Uploading Photos
- ▶ Content
  - ▶ Photos, Links, Short & Sweet



The screenshot shows a Facebook post from the page "Experience Bryan College Station". The post is dated February 20 and was published by Madeleine Russell. The text of the post announces a photo contest where users are encouraged to share photos of Bryan College Station and vote on their favorites using the hashtag #BCSTX. The contest ends on March 6th. Below the text is a photograph of a colorful mural on a building wall. The mural is divided into several sections: the left side features abstract geometric shapes in various colors; the right side depicts a bald eagle with its wings spread, perched on a crown, with a portrait of a man in a tuxedo below it. The entire scene is set against a clear blue sky and green grass.

**Experience Bryan College Station**  
Published by Madeleine Russell [?] · February 20 · 🌐

Experience Bryan College Station is hosting a photo contest! We want to see through your eyes what makes BCS such a wonderful place to live in and visit. The Top 10 Photos will be chosen by a panel of judges, and hung throughout the Experience BCS office! (Contest ends March 6th)

Click on the link, spread the word and vote on your favorite photos in [#BCSTX](#).



**Experience BCS Photo Contest**  
[EXPERIENCEBCS.COM](http://EXPERIENCEBCS.COM)

# Twitter

- ▶ Have a Voice
  - ▶ Consistent Language, Hashtags and Posts
- ▶ Interaction
  - ▶ Retweeting, Quote Tweeting, GIF's, Meme's
- ▶ Results
  - ▶ Sprout

**Jen Copeland** @1jennyruth · 29 Dec 2017  
Replying to @BCSportsevents  
Was this the Clear CREEK vs College Station game?

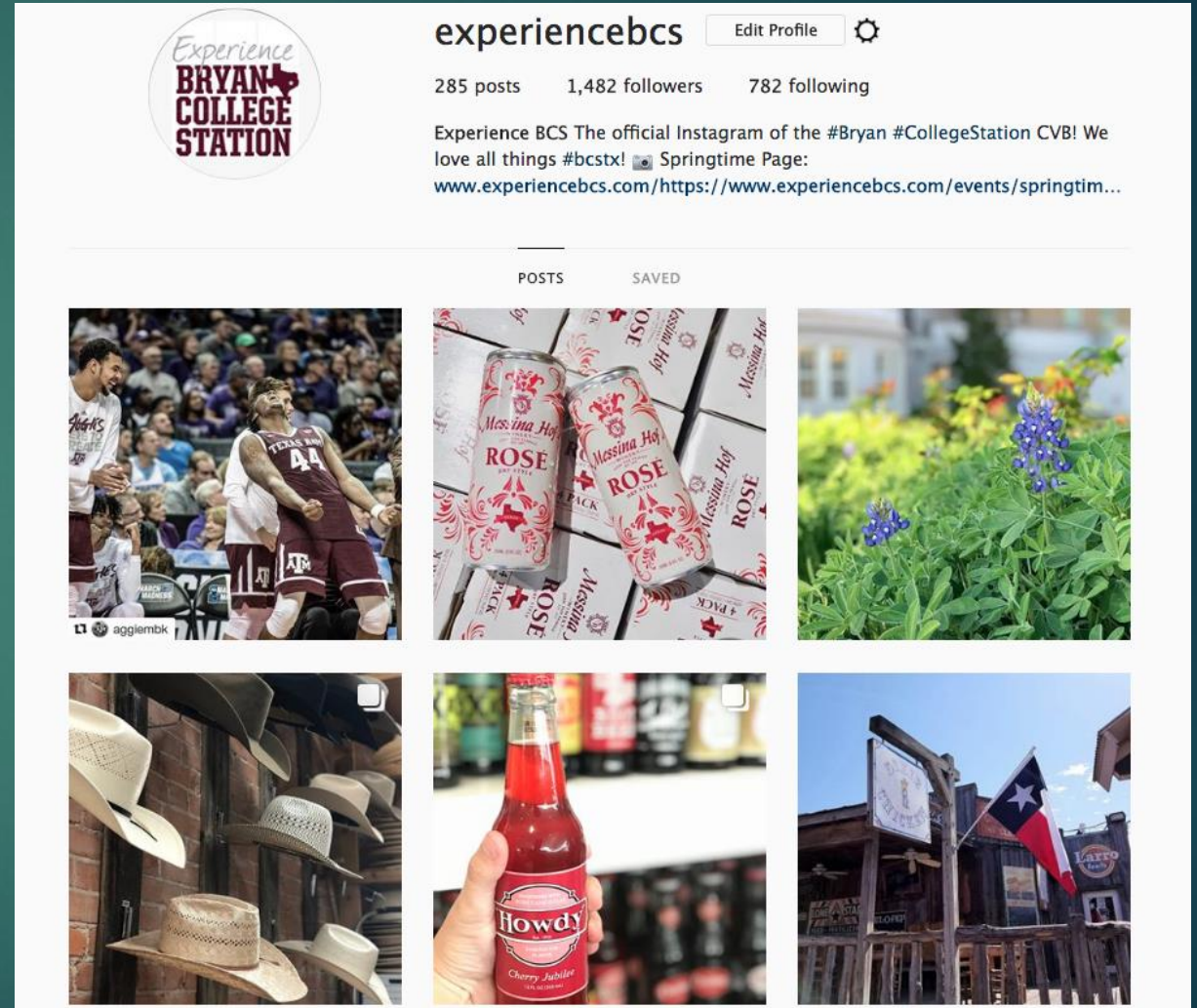
**BCS Sports + Events** @BCSportsevents  
Replying to @1jennyruth  
GREAT CATCH! 👍👍👍 Just updated our post to reflect the change. THANK YOU!  
#AI17 #BCSTX

10:40 AM - 29 Dec 2017

**Jen Copeland** @1jennyruth · 29 Dec 2017  
Replying to @BCSportsevents  
Haha! No worries- I can't imagine trying to keep up with that many teams/games/scores! Thanks for all of the updates!

# Instagram

- ▶ Great Photos
  - ▶ Highlighting Uniqueness of BCS
  - ▶ Repost – Look at Location, Hashtags, Instagram Stories
- ▶ Partnership with Facebook
  - ▶ Campaigns Run with Both



The screenshot shows the Instagram profile for 'experiencebcs'. The profile picture is a circular logo with the text 'Experience BRYAN COLLEGE STATION'. The bio reads: 'Experience BCS The official Instagram of the #Bryan #CollegeStation CVB! We love all things #bcstx! 📸 Springtime Page: [www.experiencebcs.com/https://www.experiencebcs.com/events/springtim...](http://www.experiencebcs.com/https://www.experiencebcs.com/events/springtim...)'

The post grid includes:

- A photo of a basketball player in a maroon jersey with 'TEXAS STATE 44' on it, standing on a court.
- A photo of several cans of 'Messina Hof ROSE' beer.
- A photo of blue flowers in a field.
- A photo of cowboy hats hanging on a wall.
- A photo of a hand holding a bottle of 'Howdy Cherry Jubilee' beer.
- A photo of a wooden signpost with a Texas state flag and a 'LARGO' sign.

# Understanding Paid Posts

## ▶ Who is your target?

- ▶ Budget
- ▶ Demographic
- ▶ Interests
- ▶ Analytics

## ▶ What is the purpose?

- ▶ Like Page, Visit Website, Brand Awareness, etc.
- ▶ Call to Action

The screenshot shows the Facebook Ads Manager interface for the account 'Bishop Turon (368300799938278)'. The main content is a table displaying campaign performance metrics. The table has columns for Campaign Name, Delivery, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, and People Taking Action. There are three individual campaign rows and a summary row for 'Results from 3 campaigns'.

Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	People Taking Action
Post: "6th Annual Texas State Championships - 5 GG -..."	Completed	163 Post Engagements	4,674	6,993	\$0.61 Per Post Engagement	\$100.00	03/19/2018	155
Post: "ATTENTION #BCSTX!"	Completed	166 Post Engagements	2,803	4,356	\$0.24 Per Post Engagement	\$40.00	02/26/2018	124
Post: "SUPER BOWL CONTEST ALERT! #BCSTX Predict the..."	Completed	50 Post Engagements	928	1,479	\$0.40 Per Post Engagement	\$20.00	02/04/2018	37
Results from 3 campaigns		379 Post Engagements	8,014 People	12,828 Total	\$0.42 Per Post Engagement	\$160.00 Total Spent		308 People

# Group Discussion

- ▶ What works best for you?
- ▶ What are some new ideas that you've seen success with?
- ▶ What do you wish you could achieve with your current resources?