

Social

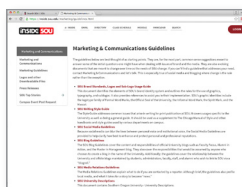
STRATEGY

TELLING THE SOU STORY
IN SOCIAL MEDIA

FEBRUARY 2020







SOU Social Identity

Maintaining a consistent brand identity across all pages and profiles is an important part of telling the SOU story. Use this booklet to help your decision making as you develop your department's online presence.



Online branding resources are available on the SOU Marketing Inside SOU site:

SOU Brand Standards:

<https://inside.sou.edu/marketing/guidelines.htm>

SOU Graphic Standards Booklet:

<https://inside.sou.edu/assets/marketing/docs/SOU-Brand-ID-Standards-Booklet-2016.pdf>

Social Media Guidelines

<https://inside.sou.edu/assets/marketing/docs/SOU-Social-Media-Guidelines-121412.pdf>

SOU's Social Tone of Voice

Our goal for communicating through social media is to sound professional, but warm. Depending on the nature of the message, language can be fun and casual—ALWAYS PG. Tone can be playful, clever, and empathetic where appropriate. Always consider the audience, and keep messaging customer service-oriented. What do your "listeners" want and need to know?



STRATEGIC SOCIAL



Community

Great Channel Management isn't just about posting content. It's about building great communities who actively engage with your page.

Great Communities:

- > Bring value to students, fans and followers
- > Build community around the University and your Department or Program
- > Balance priorities of community and company
- > Create opportunities for fans to engage with one another
- > Help people with challenges and issues
- > Promote the great things your community does
- > Enhance reach and positive exposure to the University, department/program
- > Incentivize positive word of mouth
- > Create evangelists

Only create communities that you can sustain—do not feel pressured to have a strong presence in every social space!

A Community-focused Approach

- > Friendly
- > Conversational
- > Authentic
- > Credible
- > Positive
- > Helpful

Use the SOU brand tone to build community, avoiding “corporate speak”

Let social tell the SOU story and allow students, fans, and followers to participate in the SOU narrative.

Creating and managing a social media channel is a lot of work. To create a new social media profile, staff and faculty need to request *New Social Profile Approval*. Refer to Section 3 of SOU's Social Media Guidelines on Inside.sou

Channel and Community Management Guidelines

Post a Community Governance Policy on the About Page of your Facebook page: *"SOU welcomes and encourages vigorous discourse, but in that discourse we strive to take care of each other. We reserve the right to delete spam, obscene or profane posts or comments from our social media pages. Egregious or repeat offenders may be banned."*

- > Listen to feedback
Teach students, fans & followers to participate on the page by responding to comments and questions
- > Be timely
Offer relevant, up-to-date information and related content to keep community actively engaged
- > Create programs to highlight community members
Bring attention to fans & followers who "like," comment, and share messages, encouraging others to participate more
- > Interweave Online and Offline
Encourage online/offline engagement with your Department/Program
Encourage community members to share and discover together both in the digital and physical life space

Daily

- > Check and respond to comments, questions and feedback from previous day's content.
- > Check newsfeed to ensure no emergencies. If there's an emergency, such as a national disaster, consider whether you need to hold any posts and make sure the content of the next posts are sensitive to the situation. Always use caution and contact Marketing if you are unsure.

Responding to comments

- > Stay even-toned and resolution oriented
- > Personalize messages
Don't reply to multiple people with the exact same words. People want to talk to people, not robots.

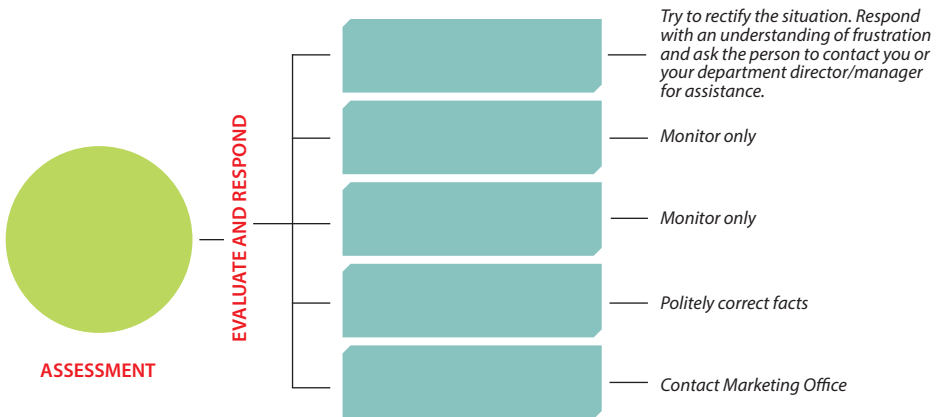
- > Understand frustration without insinuating blame or responsibility
le: "I'm sorry to hear you are frustrated! Let me see if we can help."
- > Don't promise anything on behalf of SOU unless you receive specific clearance from senior leadership (which may include General Counsel, CPS, etc.)
- > Remain consistent in moderation by saving frequently asked questions and answers in a document that is easily accessible
- > Don't forget to personalize each response!

Censoring

It is University policy to not delete comments or ban/block people without consulting with General Counsel and/or Marketing Office (best to email everyone)

- > Follow the Social Media Escalation Procedure.
Use best judgement for determining when a situation will escalate or de-escalate a problematic issue.
- > If you see people posting the same thing three or four times in quick succession, this is often a flag for an issue that requires escalation

Escalation Procedure



Content

Just as profiles need to be SOU brand consistent, so does posted content.

- > Ensure Consistent Brand Identity across all content by following brand standards
- > Follow Social Media Guidelines
- > Use SOU Tone of Voice
- > Use Social Media Graphic Template for Events & Announcements (NEW)
- > **No More Posting Flyers!** Upload to Inside SOU and Campus Events for call to action. Employ best practices with event postings

Create a Social Media Graphic Using Canva

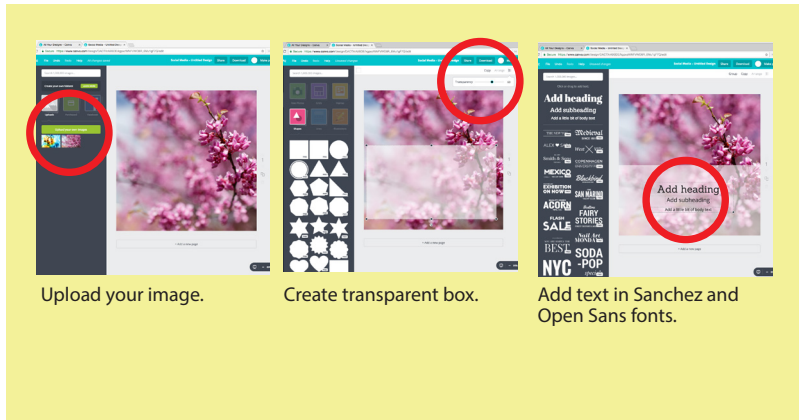
Canva is a useful resource for creating graphic effects without extensive training. By following these simple steps, you can promote every type of event at SOU while keeping your graphics clean, simple, and energetic.

- 1 Go to **Canva.com** to create your account.
- 2 Upload your image. Use an image that is simple in composition and conveys the spirit of your event.
- 3 Choose “elements” and select rectangle. Draw a rectangle over the half of your image. (Upper, lower, left, or right, depending on the image composition and nature of your text.) Do not center the rectangle.
- 4 Make the rectangle a solid color. When in doubt, white or black are the best bet to avoid unsightly color combinations.

You may have to try a few different colors until you find what works best with your image.

- 5 Use the transparency tool (see graphic on facing page) at the upper right and set the value between 50 and 75% depending on the image. Experiment until the box is clearly visible but not obscuring your image.
- 6 Create your text. Use the **Open Sans Web** and **Sanchez** fonts only. Headings should be in Sanchez, all other type in Open Sans. Depending on the nature of your image and color block, make the text either white or black. Do not use colors for your text. Center the text in the color box. Always center align the text in a single column. (If you need more than 1 column, you are using too much text.)

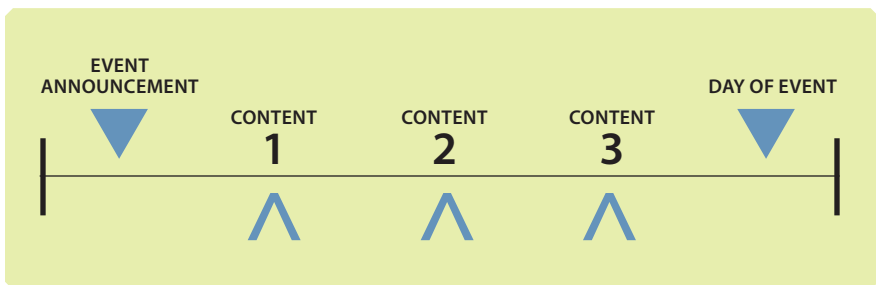
Sneak Preview of Canva Workspace



Marketing and Sales

Social Media can be a great promotional tool, but there are some tricks to the trade. For example, if you're going to promote an event, don't say the same things over and over. Make a calendar to sketch out how you will promote your event.

- > At the beginning, make an announcement
- > Use different, interesting pieces of content to promote different aspects of the event
- > Best not to use the boost button on ads! Use the Facebook advertising tool instead.



THE ULTIMATE FACEBOOK CHECKLIST

SETTING UP YOUR CHANNEL

Profile Images

"Recommendation: Use department logo. Change according to campaign/season as each Profile change makes a heavily-weighted status update. Profile Image: Upload as 180x180px (will appear as 170x170px) - 128x128 pixels on smartphones and 36x36 pixels on most feature phones. Will be cropped to fit a square. Advanced: Incorporate with cover photo (with latest update only works on mobile).

Make sure you include information about your company in the photo description & a link to your website or for mobile, a splash page with link to download your app."

Cover Image

"Recommendation: refresh image regularly. Images with text should always be uploaded in a .PNG format. Displays at 828 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones.

Doesn't display on feature phones. Must be at least 399 pixels wide and 150 pixels tall. Loads fastest as an sRGB JPG file that's 828 pixels wide, 312 pixels tall and less than 100 kilobytes. For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file. Include a company description & link to website. Remember, change strategically, a cover photo change is weighted heavily. Use this Facebook Cover Helper to ensure proper dimensions: <https://www.facebook.com/help/125379114252045> New Summer 2017 - you can now use a video cover image (20-90 seconds long, at least 820 x 312 pixels). "

About Section

The "About" section appears under the profile picture, under the Home tab. To update copy go to Click "About" and then click the pencil icon next to it, or hover over the section to surface the "edit" button. People see and click the About section when they first come to your page, ensure it is up to date and leaves the best impression. 255 characters max.

Page Info

WEB ADDRESS: Choose Facebook URL. Recommendation: Choose the same username as other networks for brand consistency. CATEGORY: You can only choose 1 category so choose the broader then the more narrow wisely. This can be edited later. FOUNDED IN: Day your company was founded. Can be approximate. (optional). ADDRESS: If applicable. Same applies to PHONE. IMPRESSUM: If applicable (optional). LONG DESCRIPTION: Copy & paste company bio here. If bio is extra lengthy (more than 5 paragraphs), consider a condensed version. MISSION: Insert the 1 -2 sentence purpose of your company. See social branding notes. FOUNDED, AWARDS, PRODUCTS: Optional and if applicable. PHONE/EMAIL: Use a general phone number and email. (Ex: info@yourcompany.com) PRIVACY POLICY: optional link to your website's privacy policy

Featured tabs

Facebook allows you to create customized tabs that are the most useful for your business, and change the order in which they are organized in the tab menu (as seen on the left of the new business pages). To customize the order of tabs, you can head to settings > Edit Page, and choose either a template which comes with a preset of tabs most relevant to your business type (non-profit, service based, etc.) or you can customize tabs offered by dragging and dropping. Add a Tab at the bottom.

Call to Action Button

Create custom CTA buttons that direct people to take action from your page (ie: visit site, booking services, signing up to your newsletter, call now, make a purchase or donation). Click +Add a button directly under cover photo, and select desired CTA option.

Preferred Page Audience

Facebook allows you to target your page's visibility to a specific audience set (you can use this to directly target your ideal client if you are in a fairly targeted niche). While anyone will be able to find your page, it will surface your page primarily to the audience you select.

"Liked By This Page"

"Page Likes" can be a featured module on Profiles. Page managers can choose Featured Likes to support Partners and show brand values. Settings>Featured>Edit Featured Likes. Up to five liked pages are shown at a time and can be customized by admin.

Enable Tagging in Photos

"Give people the ability to tag themselves in photos to get greater reach.

Note when using this feature for contests - 50 tags max are allowed

Click Settings at the top of your Page>From General>click Tagging Ability>Click to check the box next to Allow others to tag photos and video published by [Page name]

Click Save Changes. Only page roles set as "Admin" can change this setting."

Enable Tagging of Page

Give people the ability to tag your page so you know when people are talking about your company. Settings>General>Others tagging this page>Select "Allow people and other Pages to tag [page].

Page Moderation

You can input the worst words to curb language you deem offensive.

Private Messaging

Allow people to direct message your page - please respond to inquiries as you can or send them to the correct person internally if you suspect escalation is necessary.

Settings>General>Messages>Edit>Allow people to contact my page privately. To view messages, click on the messages tab at the top of your page.

Instant Replies

"Enable and add something similar to: Thank you for your message! We'll get back to you soon! ~Team [mto]

Settings>Messaging>Response Assistant "

POSTING

Plan editorial Calendar a minimum of 1 week in advance, 2 is recommended

Utilizing an Editorial Calendar template tool can help you keep content running consistently though your Facebook Page.

Timing

Facebook tells you when the best time to post is customized for your Page.

Insights>Posts>When Your Fans Are Online

Craft Engaging Copy

Depending on the nature of your page, short brief content (11 words or less) may work best. However, if you are an information based page (News, Opinion, Thought Leader), long form posts will likely work well. Consider taking long form copy into a video to display your message in an engaging way way. Always ask yourself, is there a relevant call to action?

Post on Facebook 1-2 times per day (most brands)

Facebook rewards pages that post rich content frequently with greater reach. If you have lots of rich content, post frequently. If you do not have a lot of rich content, post your best piece once a day. Repurposing, recycling and curating content is a great way to augment original content production.

Diversify Posts

Using videos uploaded to Facebook, links, photos, and shares from other pages are all necessary. As of Summer 2017, videos usually get the most reach. Photos without links come in second followed by links with eye catching photos. Vary these throughout each day and reach will go up. Also, pay attention to new features released by Facebook are always what will be prioritized in the Newsfeed next!

Live Video

In addition to static pre-created content, you can also use your Facebook page to share live video. Click publish > and choose the red “Live Video” to start filming. You’ll be prompted to enter a caption for your video, choose the front or rear facing camera (arrows in the top right) and click “Go Live”. After you stop the video (click finish), you’ll be prompted to save to camera roll (download arrow; useful for repurposing live content elsewhere), and to either post the video to your page wall or delete. Make sure to turn “HD Upload” on for highest quality. You can now film live video from your computer’s browser (doesn’t work for all browsers yet) rather than just your phone.

Facebook Stories

(Short-form picture and video content, similar to Snapchat and Instagram Stories) Not currently available for business pages. Stories are multiple photos and videos that appear together in a slideshow format: your story. You can also add text, drawing tools, and various thematic overlays. The photos and videos can be viewed twice, and will disappear after 24 hours. You’ll see stories from people you follow in a bar at the top of your feed. When there’s something new to see, their profile photo will have a colorful ring around it. To view someone’s story, just tap on their profile photo. To create a story, just click on the + icon with the circle around it at the top of your screen (‘your story’).

Facebook Direct

This feature allows you to send “Stories” to individual Facebook users both natively in Facebook and through Messenger. Photos disappear shortly after viewing. Not currently available for business pages.

Photo Posts vs Photo Albums

When posting multiple photos, you can choose to either upload a few to the Timeline or create a new album. If you choose to create an album and want the best ones featured in users feeds, make sure you test your upload order. We recommend creating an unpublished test account to practice posting in advance of posting on your brand page.

Customize Link Posts

Long links can be ugly and default descriptions automatically pulled in from links can take away from the message you want to highlight. Once you copy and paste a link into the publish window, the platform will pull in the article and you can delete the long link. Copy is editable once link is inserted into posting area. Select the link description to change. Note: Not available for YouTube links.

Scheduling Posts

This tool will help you save time throughout the week, however; it is very important that you understand the risks. Schedule only if necessary. To schedule, write out a post like you normally would and next to the Post button is a drop down menu > Schedule Post > Select date/time > Schedule. To view scheduled posts, select the Posts tab at the top of your profile (drafts can be viewed here as well). While you may schedule a week out, it's important to monitor for real-time events and engagement. For example, if there's a disaster, you don't want a cheery post going out about that location. Note that scheduling also has a slightly negative impact on your reach.

Tagging Posts

If you mention a brand or personality in the copy of your post, tag them. This creates greater reach on your post. If it does not make sense to tag within the copy, you can try to tag that page in your photo depending on the other page's settings.

Editing Posts

Select the Pin on the top right corner of your post on your profile and select Edit. Change what you need but know that the edit history is viewable to everyone on Facebook. If you need to edit sensitive information, often time, it is better to just add a comment at the top of the original post that clearly states: Updated: and then explain exactly what needs to change. (You may also see this as "ETA:" or 'edited to add')

Pinning Posts

You can Pin posts to the top of the brand page for up to 7 days. Recommendation: Pin important posts with clear CTA's - announcements, promotions, events, etc.

Targeting Posts

Select the Globe next to Post to target posts on your profile page to specific demographics. Select the Compass icon to target posts in the News Feed (These posts will show to all on your profile)

Milestones

Recommendation: Big events, grand openings, launches, etc.

Original Content

Creating great, valuable and well-tailored original video, photo, and link content will give your target audience a reason to Like the page, engage with the page and not hide posts.

Curated Content

Sharing content from sources that fit your brand is a great way to bring value to your. See Social Identity worksheet; characters tab.

Notifications

The Notifications tab provides a list of interactions with your page sorted by day.

Engage with

Each post should also include engagements from the brand. Responding to People comments, "liking" their feedback, asking questions and engaging in real conversation will encourage more engagements and increase the reach of the post. Recommendation: Aim for 2-5 engagements per post. Turn on Reply feature. Settings>General>Replies>Allow Replies

ALLOW REPLIES Option is no longer available. It will be there no matter what

Page Likes

Has your page liked similar & friendly brands (Check your Company Values document in your Social Identity Worksheet to ensure brand you engage with reflect the Company's values? Do it if you haven't & be sure to feature your most prominent partners.

Top Photos

For business owners, leverage your personal facebook top 5 photos to highlight your role in your business. Use the description area and link to your business and tag your business facebook page.

Using Facebook As Page

"Engaging on Facebook as the company page is an effective way to join conversations.

1. Go to your Facebook Business Page
2. Scroll down and in the right sidebar look for 'See Page Feed'
3. Facebook directs you to your Page's news feed. From here, you can comment on, share, and interact with the posts of pages you follow. You can also use the new drop down box to 'like' other pages as your page.

You will view the newsfeed and it will include posts from pages you have liked as your page. When you like and comment in this way, you are increasing the visibility of your brand, building relationships, and creating opportunities for more people to like your brand page. Some people have found success commenting on posts that are trending, make sure you are participating in conversations that are relevant and don't post links spamming people."

Creating Events

This feature allows you to create events to share with your audience – useful for in person events, virtual events, or product launches.

Selling directly from Facebook (Shop Tab)

If you sell a product or service, you can now sell directly from Facebook including with a Paypal or stripe payment integration.

Create a Custom Facebook Frame

Facebook launched Frame Studio and AR studio in the summer of 2017: <https://www.facebook.com/fbcameraeffects/home>. To create your Frame image, you can upload (one or multiple) PNG files using a composer window where you'll see a preview of your image. Once the artwork is submitted, you'll name your frame and add details to make it easier for people to discover. Once you're finished, Facebook will review the frame to ensure it adheres to terms and policies (look at those in the link above before creating your frame!). Once approved, the frame will appear in Facebook Camera for public use.

BEFORE YOU CLICK "PUBLISH"

Review Copy

Is your copy on brand? Does it fall in line with your company messaging? Does it make sense to the person who will see the post? Is everything spelled correctly?

Approvals

Has your post been approved by all necessary higher ups?

Tagging

Have you tagged all brands and personalities mentioned in the post? If they don't fit into the copy, tag them in the photo if you can. You can also tag them in the comments if you don't want the content to show up on their page.

Double check the link

Does it work? Is it to the right page? Do you need to edit the copy in the preview to make it better?

Double check your image

Is it the right image for the post? If it has text on it, is it a .png file? Is it the best image to grab someone's attention?

Remove Extras

Remove the link in the copy once FB has shown a preview of it -- unless you are using a tracked link. That bottom part will function as the link and there is no need to keep the rest in the copy.

Timing

Is this the best time to post for your page? When did you last post something? If it's not the optimal time, perhaps schedule the post for when it is.

Send!

Send away and congratulate yourself on a well-formed, on brand, fine, fine post.

Share!

"Look for other opportunities to share your post

Your personal page

Groups you are in (remember to use Facebook search to find relevant groups)

Messenger to key people who you think might be interested.

"Comment

Comment and @tag relevant people and pages who might be interested in your content

DAILY MANAGEMENT

Customer Service Issues

There should be someone dedicated to "listening" to all Customer Service issues whether posted on your page, left as a comment or sent as a message. Follow all Community Management Processes and Escalation Procedures in your Social Playbook.

Post Comments

Every comment is an opportunity to start a conversation. Follow-up comments left with questions, bring other people into the conversation where relevant. The more conversation happens on your page, the more your content will be seen. Example: Department Name.

Notifications

When people have liked your post, you can click on those names and are given a prompt to "Invite" to like your page. This can be a very powerful tool.

Engage with pages

Choose a few different relevant news publications, Influencers and other pages where your target audience spends time and engage with the content posted by those pages as your brand page.

Invite people to "like"

Click on the number of 'reactions' for each post and if the person who responded hasn't liked the page previously, click "invite".

ROUTINE MAINTENANCE

Organize Photo Albums

Ensure that photo albums are navigatable by using meaningful titles (name of product, retailer, etc.) to create a more engaging People experience. To move photos to different albums, select edit on the photo you wish to move > move to other album > choose album. To choose a different album cover, select the dropdown menu from photo you want it to be in the album, and choose "make album cover".

Organize Videos

Make sure titles are added to videos, choose an eye catching thumbnail.

Questions to ask yourself

Are my post varied enough? Have I responded to comments today? Did I use all of my content categories this week? What posts could have been better this week and why?

ANALYTICS

Utilize trackable bit.ly for links

Recommendation: Limit to only one per post. Use tracked links that track from clicks all the way through to the sale (Examples: Adjust, Adobe's Omniture and Google Analytics)

Track bit.ly links

Utilize "http://bit.ly/xyz+ (add "+" sign) to quickly see how many users are clicking though to your bit.ly links

Facebook Insights

Post Reach & People Engaged are your most important metrics. You want the people you are reaching to be engaged with your content which is what will lead to greater reach.

Insights: Pages You Watch

This tool is useful to see how your posts are performing compared to others in your industry and to find out what content is performing well with your target market. Insights>Posts>Top Posts from Pages You Watch>Add Pages. **Start saving examples of great content you are seeing that works with your audience in a folder called "Content Ideas" so you will have some things to inspire you when we get to the Content Strategy module.

Advanced Analytics

Depending on the needs of your business, there are a variety of analytics tools that allow for more insights than Facebook provide, we recommend using the free ones until you have outgrown their use and have actual requirements for what you need to see that you are not able to see in the free tool in order to find the tool that does exactly what you need it to do.

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THE ULTIMATE INSTAGRAM CHECKLIST

Profile Photo

Recommendation: Use department logo in PNG format. Change according to campaign/season. Profile Image: Upload as 400 X 400px. Remember, photo appears in a circle on IG - make sure important and recognizable information is in the center.

Profile Picture: 110 x 110 pixels.

Photo Size: 640 x 640 pixels.

Photo Thumbnails: 161 x 161 pixels."

Link

Recommendation: Link to your website or for mobile, a splash page with a link to download your app. To edit: View Profile > Edit Your Profile > Insert link

Bio

The Bio appears directly below the profile picture. To edit: Edit Profile > Insert a short brand bio up to 150 characters.

Options

(From mobile) To share a photo - select Options Icon in upper right corner (three dots) > Share > Connect IG account with Facebook page & Tumblr if applicable. Do not directly share with other platforms from Instagram as the content will not display correctly and will look sloppy. Notifications > Depending on how often you check, select Everyone for all.

Password

Make sure to set up a secure password, and if possible 2-factor authentication.

Multiple Account Log-in

Instagram now supports the ability to be logged into multiple accounts (5) and toggle between them. Settings wheel > scroll down to the bottom "add account". To switch between account, long press on either the profile icon in the bottom right corner of your app, or in the top bar click the down arrow next to the username.

Converting to a Business Account

While the longterm implications of converting to a business account are unknown (IG will likely shift to a pay-to-play), a business account is free and offers more features, including ability to connect to a brand facebook page, create Instagram ads, see greater insights, and allow users to contact you directly from your profile. To convert to a business account, select in your options > account.

Plan editorial Calendar 1 week in advance

Utilizing an Editorial Calendar template tool can help you keep content running consistently on your Instagram account.

Timing

Instagram's timing stays consistent throughout the week with a spikes on Monday evening.

Post 1-3 Times Per Day

Keep your feed active and interesting. Post different types of photos & videos from created graphics to photography.

Create Engaging Copy

Create copy that best represents the photo or video you are uploading.

Tagging Posts

If you mention a brand or personality in the copy of your post, tag them within the copy. If it does not make sense to tag within the copy, tag the user in the photo. After choosing photo, filter, and copy, select Tag People and click on the area of the photo you want to tag that brand in, hit done. This can also be done after posting by editing the post and tagging in the copy or in the photo. (Note; tagging a brand in a photo may be better than a mention, because the post will show up under the brand's tagged photos on their page. (Note: a brand or individual can un-tag themselves).

Hashtags

Instagram runs on Hashtags. It is important to use them tastefully, however. If the hashtag does not fit into your copy, include it in the first comment below, ideally immediately after posting. Statistically, 11 or more hashtags get the most engagement with the max you can have at 30. There are number of tools that help you identify the best hashtags to use, this is a good list: <http://sproutsocial.com/insights/twitter-hashtags>.

Diversify Posts

Keep your feed interesting by posting different types of content using your full range of content categories. Posting the exact same content over and over will result in lower engagement.

Posting Photos

In the app, select the middle button on the bottom. Here, you can take a photo or choose one from your library. After choosing or taking a photo, select a filter and edit (if necessary), hit next, enter copy, tags, location (if actually at the location being posted, if not do not add to map or include URL in the location). Images will appear 640x640px.

Posting Videos

From the middle button, select the video camera to the right. Here you can take a video or choose one from your library. Videos can be up to 60 seconds. To record, press and hold the shutter button. Videos can be either a long hold that lasts a minute, or a composite of several short press and releases. After recording or selecting the video, choose a filter, select the scissors to choose the 1:00 minute (or less) that you want to feature, and select the frame square next scissors, to select the thumbnail that shows in the feed. Select Next > add copy, tags, location as necessary. Videos will appear 640x640px.

Creating Stories

"Stories are multiple photos and videos that appear together in a slideshow format: your story. You can also add text and drawing tools. The photos and videos will disappear after 24 hours and won't appear on your profile grid or in feed. You'll see stories from people you follow in a bar at the top of your feed. When there's something new to see, their profile photo will have a colorful ring around it. To view someone's story, just tap on their profile photo. To create a story, just click on the + icon with the circle around it at the top of your screen.

You can add any photo you've shot (or Boomerang or Hyperlapse you've made) in the last 24 hours to your Story. To upload, swipe down on the screen and choose your videos or photos.

You can also add filters to the video you are shooting by swiping left!"

Linking to your site

Select accounts can now add links to their stories (this is a feature being tested); when you add a link to your story, people will see See More at the bottom of the screen, and can tap to view the link inside the app.

Engage with Fans

Reply to comments fans leave on photos; like/comment on photos of people you follow; click on hashtags you have used to find what other users are posting and liking/commenting, and use the explore tab to engage your fans and find new ones.

Customer Service Issues

There should be someone dedicated to “listening” to all Customer Service issues left as a comment. Follow all Community Management Processes and Escalation Procedures in your Social Playbook.

Tips

Do not bother posting links in the copy area for photos/videos - they do not work and look sloppy. Use emojis in copy if they are on brand. Always use high quality images/video. Before You Hit Send

Approvals

Has your post been approved by all necessary higher ups?

Review Copy

Is your copy on brand? Does it fall in line with your company messaging? Does it make sense to the person who will see the post? Is everything spelled correctly?

Tagging

Have you tagged all brands and personalities mentioned in the post? If they don't fit into the copy, tag them in the photo if you can. You can also tag them in the comments if you don't want the content to show up on their page.

Double check your image/Video

Is it the right image for the post? If it has text on it, is it a .png file? Is this the image that will grab someone's attention? Is this the right section of video you want to feature? Did you choose a thumbnail?

Timing

Is this the best time to post for your page? When did you last post something? If it's not the optimal time, perhaps schedule the post for when it is.

Send!

Send away and congratulate yourself on a well-formed, on brand, fine, fine post.

ROUTINE MAINTENANCE

Changing URL

Changing the URL on your IG account is a good tactic for marketing. It allows you to create new calls to action with different campaigns. Simply add a call to action to find the link in the bio.

Questions to ask yourself

Are my posts varied? Did I engage with users as much as I could have? Did I use all of my content categories? What posts could have been better this week and why? Is my profile photo current with brand imagery?

Instagram Stories

Stories are a great way to get in front of your audience on an otherwise noisy platform. They are photos and videos that only last for 24 hours and won't appear on your profile grid or feed, but will appear in Instagram's highly promoted "Stories" section in a bar at the top of your feed. You can add text and drawing tools, animated gifs, and more.

When there's something new to see, their profile photo will have a colorful ring around it. To view someone's story (including your own!), just tap on their profile photo.

You may also choose who you want to view each individual story before you publish it, with the option to select individual friends/followers or group chats you want to send it to, or of course, you can publish it to your public feed.

Posting Images & Video to Stories

To add a story or series of stories, simply hit the camera icon in the top left corner of the app to open the story publisher. You will see the option to upload pre-made images and video from your Camera Roll, or take a live photo or video within the app. A photo will appear on a viewer's screen for 7 seconds, whereas a video can be any length up to 15 seconds.

Posting Photos

In the app, select the middle circle button on the bottom and press and release to snap a photo. To add a filter, you will need to choose before taking the photo by clicking on the Smiley Face to the right of the photo circle and selecting the filter or lens you want to feature. If necessary, you can then add a caption and/or tag people, add stickers and animated gifs, and even draw on the image. As a mobile-only app, images will appear in the full-size of the user's mobile screen and will adapt to the unique size of each user's phone screen. To add it to your public story for all of your followers to see, hit the square with the plus sign at the bottom left of the screen. To share as a private message for specific individuals or groups, hit the blue arrow at the bottom right, and choose the friends or groups you want to send to directly.

Archiving Stories

Stories you create and share on Instagram are automatically saved in your Stories Archive. You can turn off Stories Archive at any time in Settings > Story Controls. All stories should be archived in order to access them for the Instagram Highlights feature.



Example of Instagram filter

ANALYTICS & INSIGHTS

Instagram now gives users the capability to collect analytics on Story posts, though these analytics are only available during and for a brief time after the 24-hour lifespan of each story. You can see how many people viewed your story, who viewed it, how many watched it again, how many watched the next story in your Stories feed, how many skipped on to your next story, and how many exited the Stories feature while viewing your post.

To view these analytics, open the story by tapping on your profile picture, and you will see a number of views shared at the bottom left-hand corner. If you tap on this number, the Insights page will expand to show you further information.

Instagram Highlights

For stories that you want to share for longer than 24 hours but don't want to get buried in your regular feed grid, the Highlights feature is a great solution. Instagram allows users to create Story highlights in designated group/slideshows that will appear at the top of your profile when they visit your page. To add Highlights to your profile, go to your profile and click on the plus symbol. Your Stories Archive will appear and you can scroll through to select which images and videos you'd like to group together in a Highlight.

Instagram Insights

Instagram now offers basic analytics for your posts and followers if you are a business account. Insights allows you to track impressions, post activity, follower insights (including gender, age range, and top locations)

<http://www.gabstats.com/>

Great free basic statistics about IG including followers gained & lost, likes, comments, and engagement rates.

Hashtracking

Inexpensive tool to track campaign hashtags.

Union Metrics

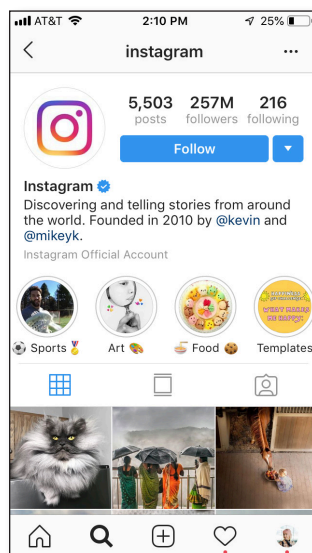
Paid analytics (\$99/month base). Provides optimal post time for your account, top fans, which of your hashtags gets the most engagement, and engagement overview.

Totems

Paid analytics (\$150/month base). Provides in depth look at accounts, hashtags, competitors, and influencers in your network.

Deep Analytics

For Deep Analytics and Optimization, we recommend creating a custom Analytics Tool that allows for tracking of every detail important to your business.



THE ULTIMATE SNAPCHAT CHECKLIST

Password

Make sure to set up a secure password, and if possible 2-factor authentication.

Profile Photo

Recommendation: Use department logo in PNG format. Change according to campaign/season.

Unlike other social apps, your profile photo must fit inside of the Snapchat Ghost logo. The image should be 1080 x 1920, and you'll want to keep the image as simple as possible, with your face or logo/text centered in the image the ensure proper fit within the ghost shape.



Link/Snapcodes

Recommendation: Link to your website or for mobile, a splash page with a link to download your app. To edit: Profile > Settings > Snapcodes > Create Snapcode.

Once you've created your snapcode, save the image to your camera roll and click "Email Snapcode Package."

When you create a Snapcode, you will be given the option to add a picture to it, as well (see example below).

Note: You can create multiple Snapcodes, depending on purpose, making them ideal for group or event sign-ups.

Plan Editorial Calendar 1 Week in Advance

Utilizing an Editorial Calendar template tool can help you keep content running consistently on your Snapchat account. If posting highlights from special events or gatherings, consider posting an announcement to your stories beforehand to notify your followers that they can expect to find highlights on your profile during or after the event.

Timing & Saving

Snapchat posts only exist for 24 hours, and will disappear from your stories after that time. However, you should set up your account to automatically save all of your posts to Memories. To do this, go to Settings > Memories > Flashback and switch this feature on. You can also manually save each post to your Camera Roll by choosing the save button at the bottom of the post before you publish it.

Snapchat post timing remains consistent throughout the week, though if you post midday or evening, more students will be likely to see your posts before they expire after 24 hours.

Group Chats

Utilize private Group Chats for up to 31 people to send customized/targeted messaging, reminders, and discussion topics to keep the conversation going. You can send video, picture, and text messages within the group chats. When you create a Group Chat or are added to one, it will automatically show up on the Friends screen. To create a group, go to Friends > New Chat > Add Friends.

Create Engaging Images & Videos

Story posts should be brief and informative, as Snapchat photos and videos are limited to 60 seconds of maximum recording/viewing time. Create images or video that feature minimal text captioning (under 80 characters) or text in your image.

Share Premade Images & Videos

You can create fully customized, on-brand images and short videos (up to 60 seconds) to Snapchat and can even create Snapchat images using Canva's University templates. Snapchat images should be 1080 x 1920 pixels in size.

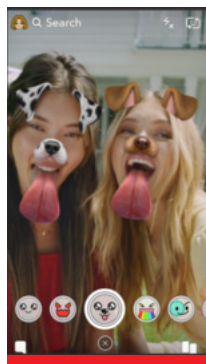
To upload to Snapchat, first save premade photos and videos to your mobile camera roll. To share, go to Create New Post > Memories (Pictures) > Camera Roll and choose the picture(s) or video(s) you want to share.

Posting Photos

In the app, select the middle circle button on the bottom and press and release to snap a photo. To add a filter or lens, you will need to choose before taking the photo by clicking on the Smiley Face to the right of the photo circle and selecting the filter or lens you want to feature. If necessary, you can then add a caption and/or tag people, add stickers and animated gifs, attach a link, and even draw on the image. As a mobile-only app, images will appear in the full-size of the user's mobile screen and will adapt to the unique size of each user's phone screen. To add it to your public story for all of your followers/connections to view, hit the square with the plus sign at the bottom left of the screen. To share as a private message for specific individuals or groups, hit the blue arrow at the bottom right, and choose the friends or groups you want to send to directly.

Posting Videos

Videos can be either a long hold that lasts 60 seconds, or a composite of several short press and releases. Hold your phone upright and press and hold down the middle circle button on the screen to record a video up to 60 seconds in length. To add a filter or lens, you will need to choose before recording by clicking on the Smiley Face and selecting the filter or lens you want to feature in our video. If necessary, after recording, you can add a caption and/or tag people, add stickers and animated gifs, attach a link, speed up the video, and even draw on it. Videos will appear in the full-size of the user's mobile screen and will adapt to the unique size of each user's phone screen.



Creating & Viewing Stories

Stories are multiple photos and videos that appear consecutively to create a story when viewed in succession. To view other people's stories, choose the Discover button at the bottom right of your screen (it looks like two playing cards next to each other). When there's something new to see from the people you follow, their profile photo will have a colored ring around it.

To view someone's story, just tap on their profile photo. If you'd like to share their post or full story to your own stories, open their post and hit the 3 dots at the top right of the screen. Then, hit the blue arrow to choose whether you want to share it to your public stories or with specific individuals or groups. You can even encourage your followers to share your posts and stories in your captions to help spread the word.

Filters, Geofilters & Lenses

Snapchat's most popular features are their filters and lenses. Utilize Snapchat filters and lenses as appropriate, but avoid use if the topic is considered serious or sensitive. To add a filter or lens, go to Create New Story > Reverse Camera Lens > Smiley Face.

Filters are static overlays that you can use to jazz up your image.

Geofilters are custom status filter overlays that are available to Snapchatters based on their location.

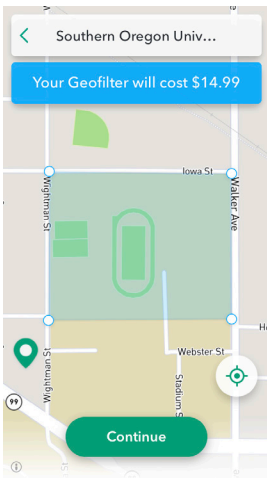
Lenses are animated filters. Snapchat lenses work by using facial recognition software to track your facial features and apply an animation that will follow your facial movements.

Create Custom Geofilters & Lenses

You can create custom filters that are only available to people within a targeted geolocation for a specific range of time through the Snapchat app by going to Settings > Filters & Lenses, and following the step-by-step guide for creation and targeting. Snapchat provides a selection of premade filters and lenses, with the option to create your own filters from scratch, as well.

Once you've created and customized the filter or lens to your specifications, you will be asked to choose the duration of the filter or lenses' availability, and draw a Geofence around the targeted location where you want the feature to be usable (i.e. only to people on campus, or even just to people within a specific building or field). The longer the duration of filter's availability and the larger the region, the higher the cost.

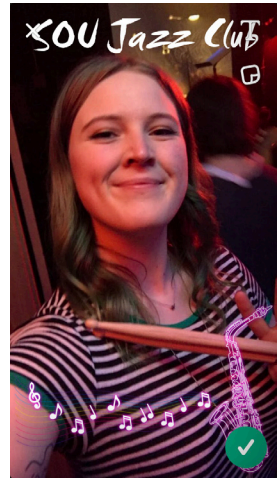
All filters and lenses must first be approved by a Snapchat team member, and it is advised that you place your order 2-3 weeks in advance.



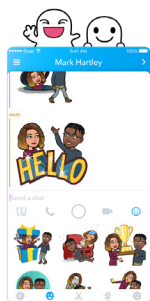
Geotargeting



Example of a Geofilter



Example of a custom Geofilter



Bitmojis

Bitmojis are fun, personalized emojis that you can create in your own likeness and use to communicate via the chat feature or even add to photos and video. In order to utilize this feature, you will need to download the Bitmoji app from your phone's App Store (this will be in Google Play for Android phones). Once you've downloaded the app, you will follow instructions for creating your personal Bitmoji likeness and save.

Before you can begin using Bitmoji in Snapchat, you will need to connect the apps. Go to Settings > Bitmoji > Create Bitmoji > Agree & Connect. You will have the option to change your Bitmoji's look or even choose a "Bitmoji Selfie" to appear as your Snapchat Profile image.

Tagging Posts

Always ask for consent before tagging people in your story posts. If there are people featured in your image or video, tag them within the caption using the @ symbol, followed by their username. You cannot edit story posts once you have shared/published them, so be mindful to tag them during creation of the post. For privacy purposes, only tag people who have given you consent to share their username in your post. A user does not have the ability to untag themselves once a story has been posted.

Hashtags

Hashtags are used sparingly on Snapchat, and are best utilized for specific events, movements, and discussions where multiple people are already engaging with the topic. It is not generally an ideal platform for launching a new hashtag.

Diversify Posts

Keep your feed interesting by posting different types of content using your full range of content categories. Posting the exact same content over and over will result in lower Engagement.

Post 1-3 Stories a Day, 4 to 7 Days a Week

Keeping in mind that Snapchat posts are temporary and will disappear in 24 hours, keep your feed active and interesting, but only post relevant and interesting/engaging material.

Engage with Fans

To reply to someone's story post, swipe up on their post to send a chat, video, or image response. Though the app also gives you the option to call a user within the chat space, this is considered by most users to be an invasive feature and is not the preferred method of contact or engagement.

When someone responds to your stories, be sure to follow the SOU guidelines for appropriate discourse. Keep it friendly, yet professional, with utmost customer service in mind. Due to the temporary nature of Snapchat posts and discussions, it is imperative that all messages are responded to within 24 hours.

Games

Snapchat now includes a small selection of interactive games within their Filters & Lenses feature that you can play with individual users. Though a potentially fun way to build rapport, games would be best utilized only to promote relevant, lighthearted events or activities. For example, the Baskets game is a fun way to remind people of an upcoming basketball game.

Screenshots

A unique tracking feature to Snapchat, you will receive a notification whenever a user takes a screenshot of your content (and vice versa). You can encourage users to take screenshots of announcements, event posts, inspirational content, useful reminders, and more in your captions or even with post stickers and animated gifs to encourage more users to save your posts.

Customer Service Issues

There should be someone dedicated to “listening” to all Customer Service issues that users either post to their own stories or relay via direct message. Follow all Community Management Processes and Escalation Procedures in your Social Playbook. Because Snapchat messages are temporary, it is advised that a screenshot of the message or screen recording of video messages be saved for legal purposes. However, please note that Snapchat does send a notification to users whenever a screenshot is taken. For that reason, you should always disclose to the user that a screenshot/recording was taken in order to maintain a transparent and civil discourse with the user.

Tips

Hold your phone upright to take a picture or capture video. Always clean your camera and phone screen before creating posts to ensure the best image quality. Additionally, choose backgrounds that are clean and ideally free of background noise or busy distractions that could hamper the message you’re trying to promote.

Don’t post links in the caption area for photos/videos – they do not work and look sloppy. Use the link option instead (it looks like a paperclip).

Use emojis in copy if they are on brand. Always use high quality images/video for premade story posts, and only share photos and videos that were captured in the portrait/vertical registration.

Snapchat uses a heavy amount of battery life compared to other apps. When capturing highlights from events, it is wise to carry a backup charger and/or battery pack.

BEFORE YOU HIT SEND

Approvals & Review

Has your post been approved by all necessary higher ups?

Is your copy on brand? Does it fall in line with your company messaging? Does it make sense to the person who will see the post? Is everything spelled correctly?

Are your posts varied? Are you using all of your content categories? What posts could have been better this week and why?

Have you received consent to tag all brands and personalities mentioned in the post? Are your posts from events and gatherings appropriate to share publicly? Is there anyone who should not see individual posts or complete stories for any reason?

Are your videos and images current and consistent with SOU Brand Imagery Guidelines?

Double check your Image/Video

Is it the right image for the post? Is it the right registration (upright/portrait) and size to appear correctly on the screen? Is this the image that will grab someone’s attention? Is this the right section of video you want to feature?

Timing

Is this the best time to post for your profile? When did you last post something? Are there events or issues/movements that could potentially impact how your post is received? If it's not the optimal time, choose a later date/time to post. Please note, Snapchat does not allow users to schedule posts in advance, but you can save them to your phone's Camera Roll to share at a later date.

Send!

One of the biggest Snapchat mistakes people make is not being meticulously careful about who they are sharing content with. Always check to make sure that you are sharing your posts with the right intended individuals or groups.

ANALYTICS & INSIGHTS

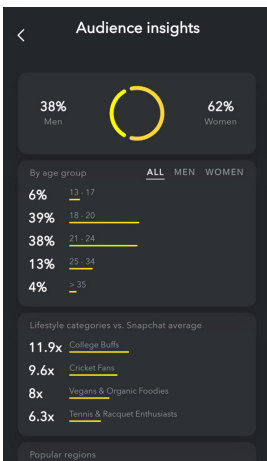
Snapchat Analytics

Snapchat now offers basic analytics, including:

- Total Story Views
- Time Viewing Stories
- Daily Unique Story Viewers
- Completion Rates (how many people watched your posts and stories to the end)
- Audience Demographics (gender, age, and regions)
- Audience Interest topics (TV, food, fashion, sports, etc)
- Number of Screenshots Taken

Check your analytics weekly before you plan the next week's Snapchat Stories in order to ensure that you are creating the most interesting and targeted content for your followers.

To access your analytics, tap your profile pic in the top left corner of your screen and then click on Insights.



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FB / IG ADS

Before, During, After a Campaign - An Overview

A. Before:

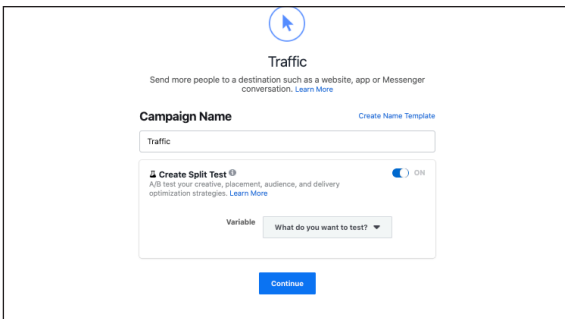
1. Complete the tasks assigned in previous workshops
 - a) Ensure page is on-brand & all details completely filled out
 - b) Publish organic content (regularly)

Have a plan (worksheet activity) / know/gather these things:

- a) Why? (Objective / goal)
- b) Who? (Audience)
- c) What? (Graphics / copy)
- d) When? (Duration)
- e) How much? (Budget)

B. During:

1. Monitor & tweak:
 - a) Leave ads alone while in the “Learning” phase. It takes FB time to figure out what’s best for your ad. Making changes will start the process over again.
 - b) Don’t manage ads daily, manage them week-to-week
2. Tweak slowly. Change one thing at a time. Try A/B testing to figure out what works. (A/B Testing: testing two different versions of an ad to see which will be most successful). To A/B test, while creating your campaign, after selecting your objective an option will appear below that reads: “Create Split Test.” Toggle this on, and select from the dropdown menu what element you’d like to test. (You can only test one element at a time).



- a) Try testing:
 - 1) Creative (image / copy)
 - 2) Audience (who you’re targeting)
 - 3) Placement (where your ad will appear)

C. After:

1. Metrics to track:

- a) Results: the number of times your ad achieved a goal, based on the settings & objectives you selected.
- b) Click through rate (CTR): how many people are clicking your ad?
- c) Cost per click (CPC)
- d) Relevancy Score: How well do your ads resonate with your target audience?
- e) Quality Ranking: Ranking of your ads perceived quality as compared to other ads competing for the same audience(s).
- f) Conversion Rate Ranking: Ranking of your ads expected conversion rate as compared to other ads competing for the same audience(s).

II. Creating a Campaign (Step-by-Step)

A. Choose your Objective

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="radio"/> Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

- 1) Brand awareness: introduce your brand to a new audience
- 2) Reach: Show your ad to as many people in your target audience as possible
- 3) Traffic: Send people to a specific URL
- 4) Engagement: Reach a wide audience to get more page likes, increase attendance at your event, get people to claim an offer.
- 5) Video views: Get more people to watch your videos.
- 6) Lead generation: Get new prospects into your funnel.
- 7) Conversions: Get people to take a specific action on your website (subscribe, purchase, donate, etc.)

Traffic
Send more people to a destination such as a website, app or Messenger conversation. [Learn More](#)

Campaign Name [Create Name Template](#)

Date - Campaign Name - Objective

☒ **Create Split Test** ON
A/B test your creative, placement, audience, and delivery optimization strategies. [Learn More](#)

Variable: What do you want to test?

B. Name your Campaign

- 1) Create split test
- 2) Campaign budget optimization

C. Set up your Ad Account (if you haven't done so before, you'll be prompted to set up your ad account next. Click through and enter your business details. If you've already set up your account, skip to the next step).

D. Input Targeting Info

- 1) Name your ad set & select the FB page you want to promote

The screenshot shows the 'Audience' selection screen in Facebook Ads Manager. At the top, it says 'Audience' and 'Define who you want to see your ads. [Learn More](#)'. Below this, there are two tabs: 'Create New Audience' (which is selected) and 'Use Saved Audience'. Under the 'Create New Audience' tab, there is a section for 'Custom Audiences' with a text input field that says 'Add a previously created Custom or Lookalike Audience'. Below the input field are links for 'Exclude' and 'Create New'. Further down, there are sections for 'Locations', 'Age', and 'Gender'. The 'Locations' section shows 'United States' as the selected location. The 'Age' section shows '18 - 65+'. The 'Gender' section shows 'All genders'.

- 2) Select your audience

- a) Custom audience: people who have already interacted with your business (on or off FB)
- b) Saved audience: people you choose through demographic information
- c) Lookalike audience: people who share key similarities to an existing audience

- 3) Select Detailed Targeting: include or exclude people based on demographics, interests, and behaviors.

- 4) Select connections: include or exclude people who have an existing connection to your page or event.

E. Choose your Ad Placement (where will your ad appear?)

The screenshot shows the 'Placements' selection screen in Facebook Ads Manager. At the top, it says 'Placements' and 'Show your ads to the right people in the right places.' Below this, there are two options: 'Automatic Placements (Recommended)' and 'Edit Placements'. The 'Automatic Placements (Recommended)' option is selected. Below this option, there is a description: 'Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)'. The 'Edit Placements' option is also visible, with a description: 'Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)'.

- 1) Device type: mobile and/or desktop
- 2) Platform: Facebook, Instagram, Audience Network, and/or Messenger
- 3) Placements: Feeds, Stories, in-stream (videos), messages, in-article, apps, external websites
- 4) Mobile devices & operating systems: iOS, Android, and/or feature phones
- 5) Pro-tip: Select "Automatic Placements." Facebook will figure out where your ad will be most successful.

F. Set Budget & Duration

- 1) Daily vs. lifetime
- 2) Start & end dates
- 3) Schedule ad set
- 4) Optional: cost & bid controls
 - a) Pro-tip: leave this alone to let Facebook figure out what will work best for your campaign


G. Add Copy & Creative

- 1) Select format: carousel, single image or video, collection

2) Add creative (video / images)

Media

Choose an image or video, or create a new video or slideshow using a template. View recommended [image specs](#) and [video specs](#).

 Add Media ▾

Create Slideshow

Create Video

3) Add copy

Text & Links

Set up the text and links for your ad. [Learn More](#)

Primary Text ⓘ

Tell people what your ad is about

[+ Add Another Option](#)

Headline (optional) ⓘ

Write a short headline


[+ Add Another Option](#)


Description (optional) ⓘ

Include additional details

[+ Add Another Option](#)

Destination

☒  **Website**

☐  **Facebook Event**

Website URL ⓘ Preview URL

www.mtoagency.com

×

[Build a URL Parameter](#)

Display Link (optional) ⓘ

Enter the link you want to show on your ad

Call to Action ⓘ

[Learn More ▾](#)

- a) Primary text
- b) Headline
- c) Description
- d) Website URL
- e) Display link
- f) Call to action

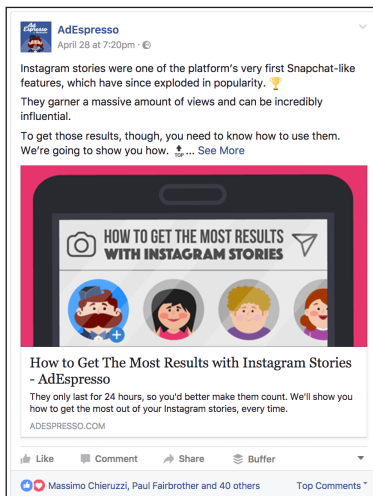
H. When complete, hit “Confirm” to publish, (check back to ensure your campaign is published successfully. It might take a few hours to be reviewed & approved by Facebook)

III. Audiences

- A. Saved Audience: Created using demographic info.
- B. Custom Audience: Created using a list of people who have already engaged with your business in some way. This can include an email subscriber list, or people who have engaged with your IG or FB page recently.
- C. Lookalike Audience: Uses an existing Custom Audience or the set of people who Like/Follow your page. Generates a new audience that’s similar to them.

III. Facebook Ad Formats

A. Boosted Post



- 1) Advantages: Quick to create (created from an organic post, not from Ads Manager). No limit on word count, can include a link in the copy.
- 2) Disadvantages: Fewer options for targeting & budget. Can't run A/B test.

B. Image Ads



- 1) Advantages: Simple to create, converts well. Customize your images for placement. Use 1080x1080 to run on mobile, it takes up more real estate.
- 2) Disadvantages: FB might cut off your copy or resize your image in a way that renders the ad less valuable. To avoid this, always preview across placements!

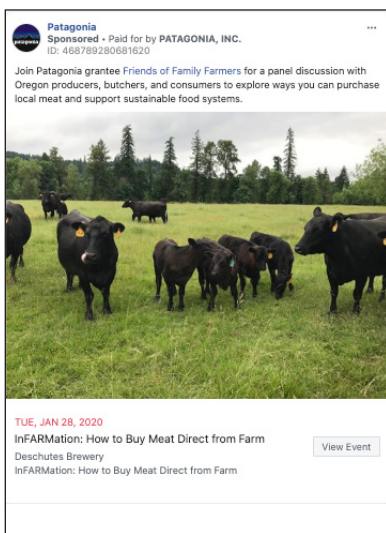
C. Video Ads

- 1) Advantages: FB is moving more towards a video-heavy platform. Because of this, video ads have a high engagement rate. Video



ads offer unique metrics that will offer a lot of insight into your audience. You'll be able to see how long they watched your video and where most people stopped watching. Use your findings to improve future efforts.

- 2) Disadvantages: Creating an effective, on-brand video might be more difficult than you think. Pro-tip: Consider creating a .GIF instead of a full video. Save as an .MP4, then upload as a standard video ad.

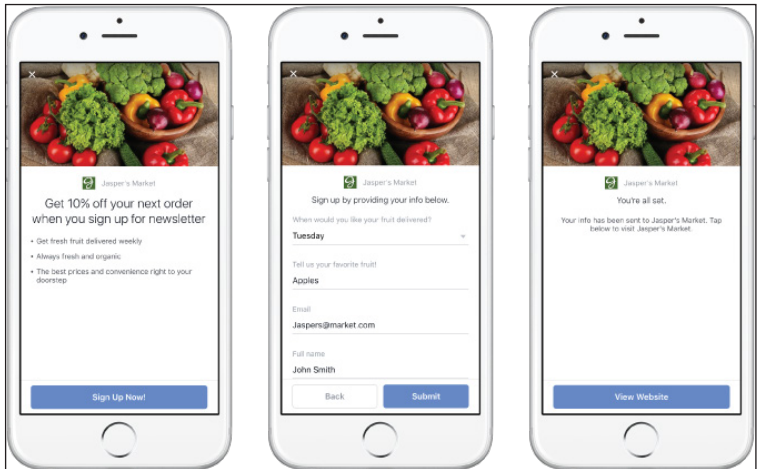


D. Event Ad

- 1) Advantages: Excellent for increasing awareness, RSVPs, and ticket sales for events listed on Facebook. Allows you to target people who might be interested in your event, and retarget those who have shown interest in the past.
- 2) Disadvantages: Can pull low conversions if the event listing is incomplete. Be sure to include:
 - a) Clear event photo (1920 x 1080)
 - b) Clear, short event title
 - c) Add a location
 - d) Provide a description & keywords
 - e) Add a co-host to help spread the word. To add a co-host, click "Edit" at the top right of the event page. Scroll down, and next to the box labeled co-host, start typing the name of the page you'd like to add as a co-host. Their page should appear in the available options. Select the correct page, and hit "Save." A notification will be sent to them that they've been added. If you don't see their page appear when you start typing, it means their page is either not public, has age or country restrictions, or they don't already "Like/Follow" your page.

- f) Include a ticket link. (If people can purchase tickets through your website or a third-party service like EventBrite, copy/paste that link here).

E. Lead Ad



- 1) Advantages: Pull contact info automatically. Easy to collect signups, reduce drop-offs.
- 2) Disadvantages: Mobile-only. Must have a privacy policy on your website. Must create a lead form to collect info, and monitor entries if not connect to a CRM.

Note: This ad format will most likely only be used by SOU Admissions

F. Other Ad Types:

- 1) Carousel Ad
- 2) Messenger Ads
- 3) Slideshow
- 4) Collection Ad
- 5) Instant Experience Ad
- 6) Stories - AR Ads
- 7) Playable Ads

V. Common Mistakes

- A. Not having a clear strategy
- B. Not tracking progress & making continual improvements
- C. Targeting that's too narrow or wide
- D. Budget that's too small
- E. Vague, ineffective copy
- F. Using poor quality (or mismatched) images
- G. Using images with too much text overlay (20% is the max!)

- H. Not sharing organic content consistently (only advertising)
- I. Not using captions for video ads
- J. No clear value proposition

VI. Best Practices

- A. Image & Video Ads:
 - 1) Primary Text: 125 characters
 - 2) Headline: 25 characters
 - 3) Link description: 30 characters
 - 4) Campaign objectives:
 - a) Image: all objectives except video views
 - b) Video: all objectives except catalog sales
- B. FB Stories Ads:
 - 1) Text: no limit to character count
 - 2) Campaign objectives: all objectives except engagement & video views
- C. Carousel ads
- D. Messenger ads
- E. Slideshow ads
- F. Collection ads
- G. Instant Experience ads

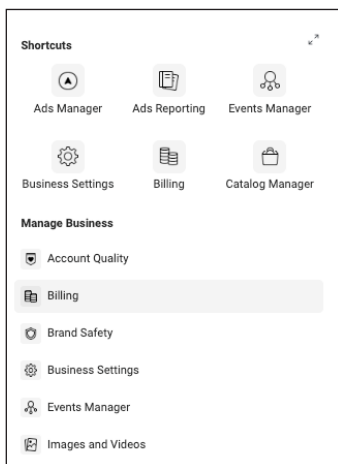
VII. FAQ

- A. Facebook Ads vs. Google Ads - which is better? Depends on your objective and who you're targeting. Google Ads target based on the keywords & phrases people are searching for, while FB targets people based a variety of sources, including pages they follow, interests they've added, and data from third-parties. FB Ads usually offers a lower Cost Per Click (CPC,) but Google Ads can be better if you're a B2B and your audience is further down the sales funnel (and closer to converting).
- B. How do I set my advertising budget? Depends on how much the user action is worth to you. If you don't know, run a campaign for a week and cap daily spend at \$10. Test your ad elements and shut off under-performing sets, and divert more budget to sets that convert well.
- C. How can I lower my CPC? Test, analyze, refine, repeat!

VIII. Tips & Tricks of the Masters

- A. Remember: it takes time. A successful campaign will take patience while you learn what works.
- B. Don't forget to test!
- C. Bidding: Cap daily spend at \$20 per day, unless you see they're working. Monitor performance closely, increase ad spend on sets that do well.
- D. Facebook wants you to be successful. Go with their recommendations as much as possible. (Example: Optimize for clicks, optimized ad budget across ad sets, etc.)

- E. Ensure that the images and copy from your ads are consistent to what's being used on your Facebook page, website, etc. The goal is to provide as seamless of a transition as possible to the end user.
- F. The best social ads are:
 - 1) Visual - no matter your objective or format, your image or video needs to be visually engaging.
 - 2) Relevant - the messaging must be relevant to the audience you're showing the ads to.
- G. When writing copy (worksheet activity):
 - 1) Keep your audience in mind.
 - 2) Align your copy with the image(s) in the ad
 - 3) Choose one single CTA
 - 4) Lead with value
 - 5) Keep it short (use whitespace for readability)
 - 6) Use social proof (when applicable)
 - 7) Someone scanning your ad should easily understand:
 - a) The value you're offering
 - b) How it will positively impact them
 - c) What to do next
- H. Using a landing page? Make sure you're linking to a landing page that's tailored to the offer you're making (vs. your homepage).
- I. Keep an eye out for Facebook updates! It changes pretty rapidly, keeping a finger on the pulse will help you stay ahead of the competition & maximize your ad budget.
 - 1) To find your invoices, go to facebook.com/ads/manage
 - a) Select the menu in the top left corner
 - b) Select "Billing"
 - c) From this dashboard you can view/download all invoices



IX. Resources

- A. Facebook Updates: <https://about.fb.com/>
- B. Facebook Blueprint: <https://www.facebook.com/business/learn>
- C. Facebook Ad Sizes: <https://blog.hootsuite.com/facebook-ad-sizes/>
- D. Image Text Check Tool (ensure your images don't have too much text):
www.facebook.com/ads/tools/text_overlay
- E. Facebook Ad Library: <https://www.facebook.com/ads/library/>

Social

STRATEGY

FEBRUARY 2020

