ASPPH Presents Webinar Series

Student Services Spotlight: Post like a Pro - Extend Your Reach and Increase Engagement

Wednesday, July 26, 2017
2-3:00 p.m. Eastern
Method for Submitting Questions

Join the Conversation...

• You can ask questions in writing anytime during the webinar.

• Simply type them in the “Questions” field on the right side of your screen.
Today’s Presenters

Lorien Green
Manager, Digital Marketing
Liaison International
Post like a Pro: Extend Your Reach and Increase Engagement on Social Media
In Today’s Webinar:

1. The Basics: Getting Started with Social
2. The Content Marketing Component
3. Program Execution
4. Strategies for Success
Getting Started with Social
Why Invest in Social Media?

To Create Awareness
- Recruit best-fit students
- Show them who you are

To Engage and Inspire Loyalty
- Build relationships
- Create ambassadors

It’s Where Your Audience Lives
- 79% of teens are on SnapChat
- 76% on Facebook
- 73% on Instagram
First Steps: Game Plan

Determine your voice and main themes

• Especially important for teams
• Helps with content sourcing

Document who has access to every account

• Practice safe password storage
• Do not use the same password across social accounts

Create a crisis management plan in case of emergencies

• Escalation protocol – not just for emergencies
• Who will be responding
First Steps

Choose your platforms wisely

• Where your audience lives

• Where your goals are most easily accomplished

• Available resources
**First Steps**

**Integration**

Shameless self-promotion

- Links to your profiles in the header or footer
- Share buttons on your site content
- Email signatures, newsletter footers
- Get the word out
Marketing Automation

Automating the things you can leaves more time for the things you can’t.
Content Marketing
Creating Your Own Content

Types of content to create

- Blogs, Podcasts
- Research Reports
- Images
- Event Coverage
- Webinars
- Infographics
- SlideShares
- Videos
- Quizzes, Questions, and Polls
- Livestreaming
- Lists
- Contests
- Curated Information
Content Leverage

Repurposing Your Content
Content Leverage

Repurposing Your Content

All Health Care Providers Can Help

Psychologists study the mind and behavior, embracing all aspects of the human experience — from the functions of the brain to the actions of nations, from child development to care for the aged. As a psychologist, you can help patients with mental and emotional problems like PTSD.

Veterinarians Employment Predictions 2014-2024

Audiologist Employment Predictions 2014-2024

Turn Your Passion into a Fulfilling Health Care Career

July 11, 2017 | 9:00am

There are many factors that you should consider as you choose your health care career path. For one, choosing a field that aligns with your passions means that going to work every day won’t feel like a chore. Additionally, keeping job outlook in mind as you plan can ensure that the money and time you invest in your education will pay off.
Day to Day Execution
Day to Day Execution

Essential Components of Running Social Media

Regularity – in both posting and content creation

Engagement – the human touch

Transparency – Resist the temptation to delete negative comments

Metrics – what’s working?
Managing Social with Different Team Sizes
Army of One

If you only have one person – or less! – what are the leanest and most efficient ways to do justice to your social presence?

• Maximize automation tools

• Reduce frequency in favor of engagement

• Create an evergreen posts repository

• When you write a post for a piece of content, write several variants, and schedule them
Managing Social with Different Team Sizes

Tag Team

Some have teams and can do more, but it isn’t their sole focus – if you can devote 2-5 hours a week, what does that look like?

- Communication and delineation of duties becomes increasingly important
- Who’s responding to inquiries? Who’s managing the post schedule?
Managing Social with Different Team Sizes

Duties Across a Group

How to delegate and manage for multiple participants across multiple departments.

• A centralized communications structure is important
• Delineation of duties
• Communication
Strategies for Success
Strategies for Success

Be Visual!

Facebook posts with images see 2.3X more engagement than those without images.  
**Source: Buzzsumo**

Tweets with images receive 150% more retweets than tweets without images.  
**Source: Buffer**

The images above were created in just a few minutes using a free online tool called Canva. There are countless free tools available to make your life easier!
Strategies for Success

Power Tools

**Hootsuite**: post scheduling, keyword tracking, engagement, stats

**Hashtagify.me**: hashtag discovery

**Tweepi**: follower prospecting and engagement

**Google** Alerts/Analytics/Keyword Tool/Insights... everything

**Canva, Imgflip, Pictochart, Giphy**: image generation

Anything else? There’s an app for that...
**Strategies for Success**

**Dive In!**

- Experiment and track results
- Try new platforms, apps, tools

**Keep up to date on social media news**

- [B2C Business 2 Community](#)
- [Social Media Examiner](#)
- [Who's Blogging What](#)
- [SEO Podcast](#)
- [Social Media Marketing Podcast](#)
- [Agents of Change](#)

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Questions or Comments?

Join the Conversation...

[Enter a question for staff]

Webinar Now
Webinar ID: 761-205-082

GoToWebinar
Thank you to Today’s Presenters

Now taking questions.

Lorien Green
Manager, Digital Marketing
Liaison International
Thank You!

See the webinar event page on the ASPPH website for a link to the archived webinar:


Contact: webinars@asp-ph.org
Coming Attractions...

**ASPPH Presents Using Competencies to Inform Undergraduate Program Design and Incorporation of Evaluation Activities**
Monday, July 31, 1 – 2:00 p.m. Eastern

**ASPPH Presents: Liberal Education - Professional Education: Is it Time for an Intentional, Integrative Approach?**
Tuesday, August 22, 2017

**ASPPH Presents Integrating Advocacy into the Curriculum**
September 2017

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Coming Attractions...

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Thank you!