

Opportunities for All

IN THE DIGITAL AGE:

OPTIMIZING YOUR SOCIAL MEDIA CAMPAIGNS

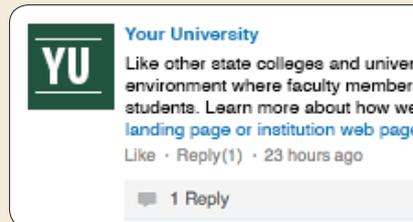
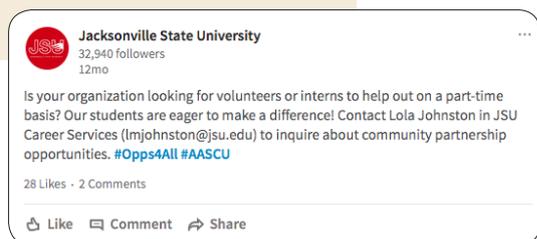
Digital consumers around the world spend about one of every three minutes online on social media and messaging, reports technology company GlobalWebIndex in its Q1 2017 “GWI Social” report. Our *Opportunities for All* campaign uses the popularity of

EASY DOES IT

Check out our member portal at www.aascu.org/Opps4All/Members/ to take the *Opportunities for All* pledge and to get additional social media resources, including sample posts, sharable video

TOUT THE BENEFITS OF SCUs

Public awareness of the value of SCUs compared to other types of colleges is low, a 2013 AASCU survey found. SCUs can use social media to raise this awareness and to frame their individual campaigns within a larger movement. Use the #Opps4All hashtag in conjunction with social media posts showing how your SCU demonstrates affordability, accessibility, quality or community responsibility.



TAG, YOU'RE IT

Using more than two hashtags in a tweet decreases engagement, so make sure to optimize the hashtags you use. Here are some suggested hashtags for you to increase the visibility of your social media efforts.

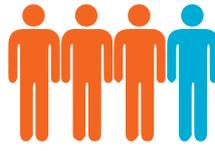
#OPPS4ALL, #HIGHERED, #HIGHEREDUCATION, #EDREFORM, #STUDENTSUCCESS, #BLACKEDU, #LATINOEDU, #FIRSTGEN, #AASCU



social media to promote the value of state colleges and universities (SCUs), while also allowing schools to highlight their unique benefits. Here are some tips to help you become a part of the campaign and to optimize your social media efforts.

ON THE GO

OVER $\frac{3}{4}$



OF THE INTERNET POPULATION AGED

16-64



Are using mobile devices to access social media, GlobalWebIndex reports. Including mobile-friendly social media buttons on your website will make your content easier to share, states social media management company Sprout Social in its 2016 article, “6 Ways to Immediately Boost Your Social Media Traffic.”

files, photos, and examples of how schools are implementing the campaign. Here is a preview of sample posts we created to make it easier for you to share the benefits of SCUs and your institution:



ies, [insert institution name] is a smart accessible and affordable choice to earning a cents for long-term success. Learn more about [link to Opportunities for All landing page



sities, we offer a collaborative and intimate learning s are scholars and mentore to a diverse population of provide Opportunities for All: [link to Opportunities for All].

PICTURE PERFECT

Studies show using images can drastically increase engagement on Facebook, LinkedIn and Twitter. Make sure to include images with your posts.



IMAGE POSTS ON FACEBOOK GET

179% MORE

INTERACTIONS THAN THE AVERAGE FACEBOOK POST.

SOURCE: BuzzSumo, “Facebook: How To Drive Engagement In The World’s Most Powerful Content Feed,” 2015.



TWEETS WITH IMAGES GET

150% MORE RETWEETS

18% MORE CLICKS

SOURCE: AdWeek, “Tweets With Images Get 18% More Clicks, 89% More Favorites And 150% More Retweets [STUDY],” 2013.



98%

OF LINKEDIN POSTS WITH IMAGES EARN MORE COMMENTS THAN TEXT-ONLY POSTS.

SOURCE: Sprout Social, “47 Social Media Statistics to Bookmark for 2017,” 2017.

SHARING IS CARING

EOS WERE THE MOST LIKED POST

2015

SOURCE: BUZZSUMO SURVEY OF 500 MILLION FACEBOOK POSTS

Use videos to personalize your messages and to connect with your audiences.

Opportunities for All was developed to bring heightened awareness to SCUs in general, while providing leeway for individual schools to highlight their offerings. Incorporating the campaign’s messaging into your social media posts and using these tips will complement and strengthen your communications efforts. P