



AMERICAN INDIAN
COLLEGE FUND
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SOCIAL MEDIA FOR TRIBAL COLLEGES & UNIVERSITIES TIPS FOR CONDUCTING EFFECTIVE SOCIAL MEDIA EFFORTS

Developed in Collaboration and Consultation
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Introduction

The information which follows is designed to help you and your tribal college conduct effective social media efforts. This document offers tips on how to effectively share your stories and provide information of both interest and value to your faculty, staff, students, and other constituents. The document is also designed to provide general information about the main social media platforms and what makes each of them unique.

SOCIAL MEDIA PLATFORMS

1. **Facebook** – Facebook has over 2.7 billion monthly active users. Despite the ongoing controversies and ever-emerging competition, Facebook remains the most-used and engaged-with social platform across all age groups.



- a. Use an algorithm which is a ranking system
 - i. They rank all available posts that can display on a user's newsfeed based on how likely that user will have a positive reaction.
 - ii. It prioritizes content posted from friends over businesses, with a focus on content that's meaningful and relevant
 - iii. FB business page visibility has gone down so because of that
- b. They really want organizations to “Pay to Play.”
 - i. Consider putting money behind your best-performing organic content to sponsor/boost those posts

2. **Instagram** – Instagram is also a very popular, visual platform. 63% of its 1 billion monthly active users are between the ages of 25-34. The younger generation is moving away from Facebook and going to Instagram because of the platform's appealing features that maximize the use of photos and video.



- a. Instagram is the 2nd largest social media platform after Facebook. It also works well with Facebook as they share the same advertising platform, allowing for many cross-promotional opportunities for tribal colleges.
- b. Instagram reels are very popular short form videos, which highlights Instagram's intention to continue serving as an alternative to the Tik Tok platform.
- c. Instagram is also the best and most preferred platform for influencer marketing – specifically for showcasing products and services.

3. **YouTube** – YouTube is a popular video platform with over 2 billion monthly users.



- a. 62% of YouTube’s users log in to the platform daily, and it remains the go-to video network for the internet at large.
- b. It’s popularity among younger users highlights the ongoing, long-term shift toward video content.
- c. It’s also a great platform for advertising. It’s extremely cost effective and a great way to reach a large audience. However, brands will need to get creative. Only 18% of YouTube users claim to use it to discover brands and products. Brands will need to find that balance between entertainment and advertising.

4. **LinkedIn** – LinkedIn is a professional networking site and is the top social media platform for B2B (business to business) social media marketing.



- a. It is great for building strategic relationships and promoting the business side of your brand.
- b. It is also great for job postings and searching for talent.

5. **Twitter** – Twitter is a news-heavy platform with 320 million monthly active users. Twitter also makes it possible for users to reach nearly any person or business simply by tagging them in a tweet. That’s why it’s such a popular platform for customer service, allowing users to air complaints in real-time and customer service teams can react quickly.



- a. It’s very “real-time” tweets last only seconds.
- b. With Twitter, you can easily pose questions, use polls, photos, videos, gifs.
- c. Use hashtags

6. **TikTok** – TikTok is a relatively new platform that is taking social media by storm.



- a. TikTok has over a billion monthly active users. The largest age group are those 18-24.
- b. At its core, TikTok is a video sharing app and it encourages business to not make ads, and, instead, make TikTok videos.
- c. If you’re looking to advertise on this platform, you don’t necessarily need an organic “business page/profile”, like Facebook, for example, but it is recommended in the long-term if the target audience is ages 16-30.

- d. Emerging ad features as the network grows – right now, it’s ideal for national, regional and niche brands. The platform is continuing to build their targeting features, thus making it a good future platform for advertisers.
- e. User-generated content (aka word of mouth) marketing will thrive. Users share their brand experiences with the public and aren’t paid.



7. **Pinterest** - Pinterest is the most product-focused social media platform.
- a. It has over 400 monthly active users, largest group ages 30-49, with 78% female, and 22% male.
 - b. Pinterest is ideal for ecommerce merchants selling home, style, and fashion goods.

WHICH PLATFORM IS RIGHT FOR YOUR COLLEGE?

1. Before you start creating every social account under the sun, think about your audience – Who are they? Who are you trying to reach? Where are they spending their time?
2. This is very important when it comes to your social media strategy. Essentially, you need to be where your audience is, where they are sharing and consuming content.
 - a. While there many social media platforms to consider, it’s more important that whichever channels you choose that you do them well. That means developing and posting content regularly so that your page doesn’t become stagnant. You want to stay active, so your audience stays engaged.
 - i. There are many resources on the internet to help you determine the best platforms. For examples if you search the phrase “Social Media Demographics,” you’ll find the latest data on each platform’s audiences.
 - b. The overarching goal of social media content is to post information that builds a connection with your audience.
 - i. Social media content should not feel like marketing.
 - ii. Think about what your audience would find value in, care about and ultimately share.

- c. Be responsive.
 - i. Social media is a two-way street. Think of it as a conversation.
 - ii. Respond to comments and questions on posts.

3. Social Media Priorities

- a. Develop a social media strategy, plan, content calendar that's doable for you.
 - i. Hootsuite and Buffer are two popular tools to help you manage your social media plans and posts across various platforms. These tools can be tremendous time savers, especially for colleges that are engaged in more than one social media platform.
- b. Set up your social profiles on each platform to reflect your brand identity.
 - i. Ensure your logo and cover image and bio or about content is consistent on all social channels.
- c. Develop a program to monitor, measure and report social media metrics.
 - i. Utilize the "Insights" or "Analytics" sections of your social media channels to analyze and benchmark performance.
 - ii. Learn from and better optimize.

USING DIGITAL ADVERTISING TO BOOST YOUR SOCIAL MEDIA EFFORTS

1. Why Choose Digital Advertising?

- a. First, digital advertising is a way to deliver promotional content to users through various online and digital channels. It leverages mediums such as social media, email, search engines, mobile apps, and websites to show advertisements and messages to audiences.
- b. Unlike more traditional forms of advertising such as print, TV and radio, it's measurable through real time data.
- c. You have more control of the data – can make adjustments/updates to your campaigns anytime.
- d. Cost-effective – social media advertising can work with virtually any budget.

2. Social Media Ads – Great starting point, especially if you don’t have a website.
 - a. It’s one of the quickest and most effective ways to connect with your target audience.
 - b. You can tap into all the data users share on social media to offer highly personalized and relevant content to them. Great way to build brand awareness.
 - c. Whichever platform you choose, you can consider advertising on it.
 - d. Again, it’s low cost – you pick your budget.
 - e. There are abundant targeting capabilities.

3. Search Engine or Keyword Marketing
 - a. When searching for something on Google, a few search results with the tag “ad” appear at the top of the Search Engine Results Page. These ads are a result of search engine marketing or keyword marketing.
 - b. SEM is arguably the most used ad format. You bid on keywords along with your competitors to appear at the top of the search results page.
 - c. These ads can be either Pay Per Click (PPC), paying every time someone clicks on your ad, or Cost Per Thousand Impressions (CPM – you pay for every 1,000 impressions on your ad, regardless of the clicks.

4. Display Ads
 - a. Primarily use text and images and appear on websites and publisher pages that are affiliated with search engines.
 - b. The most common types of display ads are images, mobile, text, banners, pop-ups, and video ads.



5. How to Implement Digital Advertising

- a. First – must have a website.
- b. Self-serve platforms
 - i. Social: Facebook, Instagram, Twitter, LinkedIn, Pinterest
 - ii. Google Ads: Search, Display, YouTube
- c. Programmatic AdTech
 - i. Consists of tools and software that enable the programmatic buying and selling of ads.
 - ii. Programmatic is the automated system by which millions of ads can be served to millions of internet users across millions of websites – in real time – and clicks and responses can be tracked, measured and reported to the advertiser.
- d. There's a huge ecosystem of companies, vendors, and agencies out there to help you accomplish this.

6. Digital Advertising Best Practices

- a. Have a strong call-to-action
 - i. CTAs act as a gentle nudge for your audience.
 - ii. Prompts your user to take the next step and click-through to your website.
- b. Keep it simple
 - i. Your audience doesn't have all the time in the world to read through a long text heavy ad. The simpler the ad, the more effective it will be.
- c. Be device and channel responsive
 - i. Ensure your ad creatives appear correctly and are optimized for mobile, laptop, desktop and tablet. Follow the recommended ad specs for each platform.
- d. Follow brand guidelines
 - i. Your brand identity differentiates you from the rest of the pack. Make sure you stand out by placing your brand identity on your ads.
- e. Test
 - i. A/B testing is widely used among marketers and advertisers to understand what resonates with their audience.
 - ii. Experiment with different ads and messaging to see what works best for you.

SOCIAL MEDIA CONTENT TIPS

- Be authentic
- Create bite-sized, snackable content
- Produce and share videos
- Match the context of the platform you're on – be seamless and consistent
- Be friendly, personable, and compassionate
- Opt for humor if/when appropriate
- Answer the questions your audience asks
- Maintain good quality and consistency in branded graphics, photos, infographics. Always include a photo, graphic or other visual element in your posts.
- Direct people to your website for more info as much as possible -whether it's sharing a blog article, e-newsletter content, etc.
- Interact with your audience, respond to comments
- Share testimonials/success stories
- Go “live” from activities and events (open houses, fundraisers, volunteer opportunities).
- Use emojis when appropriate. Emojis can increase engagement by 50%. Don't overuse them though, and make sure it's appropriate and aligns with your brand.
- Celebrate your faculty, staff, and students (e.g., favorite part about their job, birthdays, anniversaries, etc.)
- GIVEAWAYS
- Be the biggest fans of your community (e.g., post events you attend, why you're supporting the event, etc.). People like to see that your college cares about your community.



FREE DESIGN & CREATIVE RESOURCES FOR SOCIAL MEDIA

- Design Templates
 - Canva - www.canva.com (apply for nonprofit for Canva Pro)
 - Fotor - <https://www.fotor.com/ngo.html> (apply for premium accounts)
 - StockLayouts - <https://www.stocklayouts.com/Templates/Free-Templates/Free-Sample-Templates.aspx>

- Stock Photos
 - CDC Public Health Image Library - <https://phil.cdc.gov/Default.aspx>
 - ND Photo Asset Bank - <https://www.medialibrary.nd.gov/assetbank-nd/action/viewHome>
 - Pexels - www.pexels.com
 - Pixabay - <https://pixabay.com>
 - Unsplash - <https://unsplash.com>
 - Wikimedia Commons - https://commons.wikimedia.org/wiki/Main_Page

- Stock Video
 - Pexels - <https://www.pexels.com/videos/>
 - Videezy - www.videezy.com
 - Videvo - www.videvo.net

- Free Music
 - Incompetech - <https://incompetech.com/music/royalty-free/music.html>
 - Dig CC Mixer - <http://dig.ccmixer.org/free>
 - Free PD - <https://freepd.com>

- Free Video Editing Software
 - DaVinci Resolve - <https://www.blackmagicdesign.com/products/davinciresolve>
 - Hitfilm Express - <https://fxhome.com/product/hitfilm-express>
 - Apple iMovie - <https://www.apple.com/imovie/>

QUICK GUIDE TO SOCIAL MEDIA IMAGE SIZES

It is helpful to know what size requirements each social media platform requires for optimum viewer experience. Here is a quick guide for a few main platforms:

Facebook

- Profile Picture: 180 x 180 pixels
- Cover Photo: 820 x 312
- Shared/Shareable Image: 1200 x 630
- Event Page Image: 1920 x 1005
- Fundraiser Images: 800 x 300
- Right Column Ad Image: 1080 x 1080

**Please note that Facebook ad sizes can vary based on the type of ad you're placing. For the latest in ad specifications, please visit the Facebook Help Center for information on the right ad size for you.*

Twitter

- Profile Photo: 400 x 400
- Header Photo: 1500 x 500
- Tweet with Shared Link: 1200 x 628
- Tweet with Single Image: 1200 x 675

Maximum file sizes for most Twitter photos is 5MB. For more information on image sizes for Twitter, please visit the Twitter Help Center.

Instagram

- Profile Photo: 110 x 110
- Post Image: up to 1080 x 1080, maintain aspect ratio of 1:1 or 1.91:1
- Instagram Stories: 1080 x 1920
- Instagram Feed Ads: 1080 x 1080

**Please note that Instagram offers a variety of ad sizes and placements. For more information on the best ad placement and sizes, please visit the Instagram Business Center.*

TikTok

- Profile Image: 200 x 200

LinkedIn

- Company Logo: 300 x 300
- Company Cover Photo: 1128 x 191
- Company Photos: 900 x 600
- Shareable Image or Link: 1200 x 627



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