Social Media for Student Media

Dan Kimbrough, Misericordia University
Jamie Lynn Gilbert, NC State University
Emily Ehling, NC State University
Steven Hames, Berry College
Getting In The Right Mindset

You - your station, paper, organization, club - are a small entrepreneurial business.
Shift In Culture

Legacy Content
- Radio show
- Newspaper article/editorial

- TV show segment
- Photography
- Design
Online Content isn’t the Repurposing of your Legacy Content
What is Online Content?
What is Online Content?

• Behind the Scenes
• You in the Media
• Blogs

• Podcast
• Teasers
• Specialized Content
The Numbers

How Marketers Use Social Media
% of B2C and B2B marketers who use the following social platforms

- Facebook: B2C 97%, B2B 89%
- Twitter: B2C 81%, B2B 86%
- YouTube: B2C 60%, B2B 52%
- LinkedIn: B2C 59%, B2B 59%
- Pinterest: B2C 51%, B2B 41%
- Google+: B2C 34%, B2B 19%
- Snapchat: B2C 1%, B2B 1%

* based on a 2014 survey among more than 2,800 marketers
Source: Social Media Examiner
The Numbers

Mobile User Engagement With Social Media
Mobile minutes per MAU spent with the following social media platforms per day

- Facebook: 30.3
- Snapchat: 8.5
- YouTube: 8.0
- Instagram: 7.1
- Pinterest: 4.0
- Twitter: 2.7

Source: comScore, Morgan Stanley Research
The Numbers

![Graph showing the share of respondents using different social media platforms over time from Fall 2012 to Fall 2015. The platforms include Instagram, Twitter, Facebook, Tumblr, Pinterest, Google+, and other. The graph indicates a decrease in the share of respondents using Facebook and an increase in the share of respondents using Instagram.](image-url)
So What Do You Do?

• Be creative in creating your online content.
• Remember that each platform is different.
• Give your audience an experience.
• Show as much as you tell.
• Don’t be afraid.
In the time it takes you to ‘master’ an app it becomes irrelevant. You have to experiment with it and start using it immediately.
How Do You Do It?

• Promote Cross Platform
• Tag Influential Parties
• Understand the #hashtag
• Never Duplicate Copy
Communications at Mishercolida

Published by Dan Kemberough 11 - March 22nd at 9:45am

Mishercolida University Communications Sophomore Mike Gombita got a once-in-a-lifetime chance to play with the world famous The Original Harlem Globetrotters. Over 200 people sent in videos and showed their skill, but Mike rose to the top list. Here's the highlights from his big day at center court!

Big thanks to Richard Baldovin, our equipment manager, and his production company Trifocal Productions for shooting this!

MU Globetrotter - Mike Gombita

43,605 People Reached

115 Reactions, Comments & Shares

100 Like

0 On Post

96 On Shares

1 Love

0 On Post

1 On Shares

1 Wow

0 On Post

1 On Shares

4 Comments

0 On Post

4 On Shares

9 Shares

6 On Post

3 On Shares

438 Post Clicks

0 Photo Views

193 Link Clicks

245 Other Clicks

NEGATIVE FEEDBACK

1 Hide Post

0 Report as Spam

1 Hide All Posts

0 Unlike Page
Students in Misericordia University’s Service by Design organization work with various local non-profits to provide a multitude of design and production opportunities to the community. This spring, they partnered with the Wyoming Free Library to help develop a new logo and slogan to better fit the libraries mission.

Read more here - http://bit.ly/1Yq26t1

MU Students Jump Into Local Library Rebranding
Rachael Lisowsicz, M.A.
COMMUNICATIONS@MISERICORDIA.TUMBLR.COM
Cougar Radio added 5 new photos — at Misericordia University.
In this week's Mash-Up Allan Austin and Patrick Lawrence Hamilton discussed Deadpool, Deadpool and then more Deadpool! There was some Arrow and Flash thrown in for good measure too.

Cougar Radio added 2 new photos.
Tune into our last live broadcast for the semester!
We're going to pick back up in Jan but tonight we are bringing you the play by play of our women's basketball team taking on Lebanon Valley!

MCN 87
Published by Dan Kinbrugh (?) - March 21 at 10:42am
'Hey You, MUI', one of Misericordia University's student produced TV shows, shot their first episode of the season at Chacko's Family Bowling Center. Here's the behind the scenes, shot by our favorite equipment manager Rich Baldwin of Trifocal Productions.
You can see the whole episode here - https://vimeo.com/158507153

BTS - Chacko's Bowling
VEE.COM

1,725 people reached
Like  Comment  Share
You, Trifocal Productions and Chacko's Family Bowling Center
4 shares
Write a comment...
#Hash-What?
Mark Trenoure @MarkTrenoure - 1m
Very crowded panel at #BEA2016 to hear about never apps for reporting and storytelling. News apps focused on social.

Jordi Capdevila @jcapdevila - 1m
Thanks for coming today at 9am Tr state of the industry conference #broadcast #NABShow #NAB2016

Jonathan Toomey @JoToomey - 2m
2nd FFW keynote: @WTFTheMovie creative team speaking to another PACKED room. #NABShow #FMCTraining
Video Is Still King

- Facebook
- Twitter
- Instagram
- Periscope
- Snapchat
# The Numbers

## Age Matters in Online Video Consumption

% of U.S. internet users who frequently watch the following types of digital video, by age

<table>
<thead>
<tr>
<th>Type</th>
<th>Millennials (18-34)</th>
<th>Generation X (35-54)</th>
<th>Baby Boomers (55+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV shows</td>
<td>37</td>
<td>26</td>
<td>15</td>
</tr>
<tr>
<td>User-generated content</td>
<td>33</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>Movies</td>
<td>28</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>Music videos</td>
<td>19</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>News</td>
<td>21</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Personal videos</td>
<td>11</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Web videos</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

Sources: IPG Media Lab, YuMe
The quality of live, in the moment video is almost irrelevant. The audience will accept poor quality because they are live with, experiencing the moment.
Social Media Basics

• Not all platforms are created equal
• You don’t need to be on everything
Social Media Basics

• Be consistent with your user name
Social Media Basics

- Customize your content
- Customize your logo
Strategy Session

• What’s the point?
• Who is going to do what?
• When? And how often?
Tweet This

• Watch your character limit!
• Use a social media management program
• Retweet and use lists to help generate content
• Tags people, bands, etc.
• Emojis 😊
Facebook is Still your Friend

• Use your “adult voice”
• Great for events
• Tag people, bands, etc.
• Upload videos rather than link to YouTube
Instagram = 1,000 Words

• It’s okay for photos to not look “professional”
• #TeamNoFilter
• Caption and tag people
• Tag your location
Cymbal = 1,000 songs

• “Instagram for Music”
• Designed with college radio in mind
• Use hashtags just like you would on Twitter, particularly with the #genre
Tumblr it up!

- If you have a blog, why not have a Tumblr?
- Low barrier to entry
- Keeps a permanent record more like a newspaper
- Can use it to podcast
- Doesn’t have to be maintained as often
# Social Media Schedule

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning (7-10a)</td>
<td>Filler/RTs (SM)</td>
<td>Share a Blog Post (SM)</td>
<td>Filler/RTs (SM)</td>
<td>LBLB Preview (SM)</td>
<td>Filler/RTs (SM)</td>
</tr>
<tr>
<td>Midday (12n-3p)</td>
<td>Rock Report M-R (SM)</td>
<td>Filler/RTs (SM)</td>
<td>EOT Preview (SM)</td>
<td>LBLB Podcast (PDM)</td>
<td>Filler/RTs (SM)</td>
</tr>
<tr>
<td>After Work</td>
<td>Around the Station (SM)</td>
<td>t</td>
<td>LBLB Preview (SM)</td>
<td>Around the Station (SM)</td>
<td>Rock Report F-U (SM)</td>
</tr>
<tr>
<td>(4-7p)</td>
<td>Giveaways (APR)</td>
<td>t</td>
<td>t</td>
<td>t</td>
<td>t</td>
</tr>
<tr>
<td>Evening (7p-12m)</td>
<td>t</td>
<td>Filler/RTs (SM)</td>
<td>t</td>
<td>Filler/RTs (SM)</td>
<td>t</td>
</tr>
</tbody>
</table>
Festival Coverage

• Post according to how many passes you have
• Coordinate posting among a few people
• Use official festival #hashtag – and locations
• Look up band user names in advance
• Space posts by at least an hour
Overall Guidelines

• Be consistent, but flexible
• Think twice before you post!
• Don’t be profane or discriminatory
• Only use images for which you have permission
• Tag … but only if it is actually about someone
• Engage … respectfully
Policy in Practice: Viking Fusion

• Pre-2016:
  • No consistency across platforms
  • Production focus
  • Limited news coverage
  • Did not engage with social media audience
  • Social media handled by PR – one person
Policy in Practice: Viking Fusion

Viking Fusion
Published by Chris Scott (?) • April 1

Episode 6 of our podcast Tina Talks is up! Go take a listen.

Tina Talks: Episode 6
Join Eric and Christina with their special guest Davidson Mobley as they discuss what it means to be a WixShaper Music. [http://www.bernoud.com]

SOUNDCLOUD.COM | BY USER-1421025918
122 people reached

Viking Fusion
Published by Chris Scott (?) • March 17

Watch Ay, Mi Amor, our first ever bilingual short film and discover how love can sometimes get lost in translation.

Ay, Mi Amor
After coming back from her study abroad in Argentina, Raquel (formerly known as Rachel) discovers that love can sometimes get lost in translation. Después de...

YOUTUBE.COM
2,968 people reached

11 shares

Boost Post
Policy in Practice: Viking Fusion

Viking Fusion @vikingfusion - Feb 22
Campsite? No. This is the @krispykreme in Rome tonight. It opens tomorrow morning. #DollForTheFreeDonuts

Viking Fusion @vikingfusion - Feb 19
Music, Shadows, Romance. Check out our new short film Fire Bloomed!

Viking Fusion @vikingfusion - Jan 22
Provost Dr. Kathy Richardson has been named the new president of Westminster College.

Viking Fusion @vikingfusion - Jan 21
Haven't seen our first production of 2016 yet? Watch Positive here:

Positive
A young couple struggles to keep their relationship together, but they each have secrets. Will their secrets tear them apart? Starring: Peter Gunnin and Rach...
youtube.com
Policy in Practice: Viking Fusion

• 2016 and beyond:
  • New directive – Engage audience and develop our “voice”
  • Hired social media managers
  • Shift from production focus
  • Increased spotlight on news topics
  • More consistency
  • Social media cross promotion
Policy in Practice: Viking Fusion

Viking Fusion would like to thank all of our participants, audience members and staff for making #SyncOff2016 such a success!

Missed out? No worries. Check out our highlight reel expertly crafted by Luis Luna, Gino Destefano Vazquez, and Ryan Warrick.

TOMORROW, October 8th, Fusion will be in Kranert rolling this rousing reel and shuffling out our sick shirts... See More

2,347 people reached

Viking Fusion was live.

Viking Fusion's Sync Off Winners

619 people reached

Viking Fusion added 2 new photos.

It's the first Berry College Student Government Association meeting of the year. Follow along on Snapchat: vikingfusion or on Twitter: @vikingfusion

Tuesday, August 30

First SGA Meeting of the Year

Kranert Ballroom

At 7 PM

168 people reached
Policy in Practice: Viking Fusion

Tweets

Viking Fusion Retweeted
Berry Athletics @BerryWvings - Oct 8
@BerryFootball Downs @ChicagoMaroons at Home 28-21. #WeAllRow

RECAP berryvikings.com/sports/fball/2…
SAA Sports, 0f0ootball.com, Berry Football and 2 others

Viking Fusion @vikingfusion - Oct 3
Don’t forget, we still have Sync Off 2016 T-shirts available! Slide into our DMs, or look for our table in Kranert next week to purchase!

Viking Fusion @vikingfusion - Sep 30
And this year’s winners of the Mountain Day Olympics are the Mofield women and the Dana-TB men! Congrats!

Viking Fusion @vikingfusion - Sep 30
East Mary women and Dana-TB men take the balloon relay!

Viking Fusion Retweeted
Berry College @berrycollege - Sep 30
Dana-Thomas wins the women’s water relay! #mtnday16 #MountainDayOlympics

Viking Fusion @vikingfusion - Sep 30
It’s a tie between Pilgrim and Morgan-Deerfield men for the egg toss!
Policy in Practice: Viking Fusion

Viking Fusion @vikingfusion · Sep 23
Don’t forget that we are streaming live on Facebook! facebook.com/vikingfusion/v...

Viking Fusion @vikingfusion · Sep 23
BGRI is really showstopping (get it?) #syncorwim

Viking Fusion @vikingfusion · Sep 6
Stranded?
Need a bus schedule?
Berry.edu/campustransport...
#BCSGA @BerrySGA

Viking Fusion @vikingfusion · Sep 6
Follow us on Snapchat: vikingfusion for #BCSGA snaps

Viking Fusion @vikingfusion · Sep 6
Make a Difference Day Oct. 22 Trunk or Treat #BCSGA