Social Media for Research Centers

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Ball State University CBER
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Considerations

• Know your audience
• Understand each medium
• Set goals for what is posted and why
• Define success
• Analyze what makes a post successful or not
Tone Variation

• Shaped by technology and primary users

Social Media Platforms Explained With Coffee

- I like coffee!
- I’m drinking #coffee!
- Look at my coffee! #bestcoffeever
- See me drinking coffee? It’s gone...
- My skills include drinking coffee.
Social Media Goals

• Establish goals and create an action plan
  • *Suggested by Ball State’s Marketing and Communications:*
  • Promote research and innovation
  • Engage alumni and help fundraise
  • Focus on community engagement and respond in a timely manner
  • Increase attendance to University events
News Value

“PICT-UP”

- **Proximity**: Happens nearby
- **Impact**: Affects lots of people
- **Conflict**: Man vs. man, vs. nature, vs. himself
- **Timeliness**: Happening now, or soon
- **Unusual**: Good news; strange news
- **Prominence**: Well-known people, locations, etc
Variety of Content

Types
• Images, videos
• Quotes, profiles
• Infographics
• Listicles (top 10)
• Tutorials
• Behind-the-scenes

Characteristics
• Easy to share
• Tells a story
• Strong positive emotion
• Newsworthy
Content Calendar

- What are our goals?
- Who is the target audience?
- What value can we provide to our audience?
- What are we posting and when?
- How will the audience interact?
### Examples

#### Social Media Calendar

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>Firm blog post</td>
<td>4 industry-specific tweets</td>
<td>Monitor and respond to discussions</td>
<td>2 industry-specific articles</td>
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*Events shown in timezone: Istanbul*
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