



Social Media for Research Centers

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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!



See me drinking coffee? It's gone...



I'm drinking #coffee!



My skills include drinking coffee.



Look at my coffee!
#bestcoffeeever



BALL STATE
UNIVERSITY



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”

- **P**roximity: Happens nearby
- **I**mpact: Affects lots of people
- **C**onflict: Man vs. man, vs. nature, vs. himself
- **T**imeliness: Happening now, or soon
- **U**nusual: Good news; strange news
- **P**rominence: 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

	A	B	C	D	E	
1	SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled)
2	WEEK 1: MONDAY	01/07/2019				
3	FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social media sound? You should be
4				CURATED CONTENT		
5				EVERGREEN BLOG POST		
6				LIVE VIDEO		
7				PROMOTION		
8						
9	INSTAGRAM			STORY		
10				ORIGINAL IMAGE		
11				CURATED CONTENT		
12						
13	TWITTER			NEW BLOG POST		
14				EVERGREEN BLOG POST		
15				CHAT		
16				EVERGREEN BLOG POST		
17				VIDEO		
18						
19	LINKEDIN			NEW BLOG POST		
20				EVERGREEN BLOG POST		
21				EVERGREEN BLOG POST		
22				CURATED CONTENT		
23				VIDEO		
24	WEEK 1: TUESDAY	01/08/2019				

- 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

Editorial Calendar

Simple Bites

Today April 27, 2011 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
link love link love link love link love	Sugaring Off Vlog Jamie repost Reader Tips and Tr simple menu plans Everything Beans G		Shannon - Healthy Jessica Fisher - Cor Catherine Way (out Emily's home colum Katie Kimball: X Th	7:30pm podcast 7pm 2pm SLM meet 11pm Podcast	Entertaining on Ea Amida - Testing pantry (spring clea Compost Q&A: Int 5:30pm Cleanse You	
link love link love link love link love	Homemade Substit Give me a break! Kara: Chalkboard C enjoy the process! Guest Post: Laken		Megan Myers - Raw Kris Bales - LifeSki Emily Carter: Todd Megan's Kids colum Megan Tietz: Scree	11pm Podcast	Frittata & Whole Fa Renee Tougas - Ho Kara: Kids Clothes hot spot (spring de +2 more	Whole Family CkBi Laundry Tree givea
link love link love link love link love	Eat Well, Spend Le Response to Katie Kara: Goal check- FFU giveaway! Compost Q & A, pe	10pm Skype hours	Diana Bauman - Eg Sarah Baldwin - W Christen Babb - Re Lisa's health colum Stephanie Langford	EWSL Round-Up 11pm Podcast	Potato Strudel -vid Lora Lynn Fanning Kara: Screen Free encourage post due +2 more	Tattler Giveaway PHP Giveaway About One giveawa encourage post
link love link love link love link love link love	Eat Well, Spend Le Once a Month Clea Kara: Rotating Toy weight loss guest Guest Post: Plant w	3 Pandas book give 10pm Skype hours	Katie Goodman -Ge Heather Bruggema Kara: Screen Free Maya's frugal living Emily McClements		Picnic for the Plane Sarah Small - Deci Guest Post: Campi Interview w/ meag Make Week Recap	(end 3 Pandas give
EWSL Round-Up link love link love link love	Mother's Day Givea Mother's Day Give Mother's Day Gift B Mom's Day giveawa Queen Giveaway	EWSL Recap/Givea 10pm Skype hours	Soups from Scratch Guest post: Colleg Contributor: Jenni Cansy's relationship NJ Renie: habits of	Kara leaves 11pm Podcast	Interview with a 30 Q&A - Family Agai Kara: repost Becky Flouride	Plan to Eat giveawa

Events shown in time zone: Istanbul Google Calendar

SOCIAL MEDIA CALENDAR

	Twitter	LinkedIn	Facebook	Google+
MONDAY	Firm blog post tweet 4 industry-specific articles Monitor and respond to discussions	Firm blog post	Firm blog post Monitor and respond to discussions	Firm blog post 2 industry-specific articles Monitor and respond to discussions
TUESDAY	Non-firm multimedia tweet 4 industry-specific articles Monitor and respond to discussions		Firm culture post Monitor and respond to discussions	Firm culture post 2 industry-specific articles Monitor and respond to discussions
WEDNESDAY	Firm blog post tweet 4 industry-specific articles Monitor and respond to discussions	Firm blog post	Firm blog post Monitor and respond to discussions	Firm blog post 2 industry-specific articles Monitor and respond to discussions
THURSDAY	Non-firm multimedia tweet 4 industry-specific articles Monitor and respond to discussions		Firm culture post Monitor and respond to discussions	Firm culture post 2 industry-specific articles Monitor and respond to discussions
FRIDAY	Firm blog post tweet 4 industry-specific articles Content tweet (webinar, guide or book) Monitor and respond to discussions	Firm blog post Content post (webinar, guide or book) Feature webinar link on LinkedIn	Firm blog post Post webinar as an event Content post (webinar, guide or book) Monitor and respond to discussions	Firm blog post 2 industry-specific articles Post webinar registration link Content post (webinar, guide or book) Monitor and respond to discussions



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