

Social Media Planning

With Amanda Cox



Social Media Revolution 2013

Why do we need Social Media?

- Reach – who is your audience?
- Relevance – it's not the medium...it's the message.
- Relationships – care about your sphere.

Different Strokes...

- Facebook
- LinkedIn
- Twitter
- YouTube

30-90 day plan

- Plan out 30 to 90 days of content
- Have a written goal for your different accounts

What do I say?

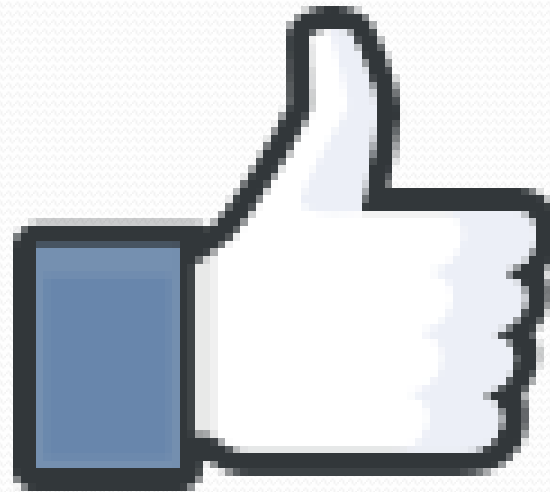
- Think about your target audience and write content around what applies to THEM.
- Get out in front of problems with awesome customer service by talking about issues and offering solutions.
- Answer questions.
- Share success stories.

What else do I say?

- Post pictures from your office and around campus.
- Have a contest with a prize.
- Give frequent reminders of important dates.
- Ask for followers to send friends your way for financial aid help.

Facebook

- We LIKE on Facebook
- You don't have to be everyone's personal Friend, but anyone can LIKE your Page.
- Life is a luau here – pictures, light-hearted and very social.



LinkedIn

- We CONNECT on LinkedIn.
- It uses info to give value to the job seeker & employer.
- VITAL for upcoming students to have a **STRONG** and finished profile.



Twitter

- We follow on Twitter.
- Micro blog of 140 characters.
- When you post it's a TWEET.
- @ is directed a specific people.
- # are topics.
- Find and follow your audience!



YouTube

- 2nd only to Google as a search engine.
- Upload education!
- Upload humor!
- Be consistent with posting.



Social Media Manners

- Never condemn, criticize or complain.
- Do not say anything that you may regret.
- Do not embarrass anyone.
- Give people what they want.
- Don't be a BORE!!!

Let's be social!

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