Social Media
the strategic plan
WHY
Listening

“When capturing the right content at the right time, you can help build relationships with social media influencers.”

- While pushing out content gets the most attention in social media, the most important thing you can do in social media is listen.

- Listening for chatter about your brand/company/department and responding to it goes a long way towards building solid relationships with your audience.

- It’s another way to get people to visit the DSL websites.

- Letting people know what is happening in the DSL community.
WHAT ARE WE DOING?
Twitter

MIT Student Life
@MITstudents

Connecting MIT students to the latest announcements and updates on student life and learning

Cambridge, MA • web.mit.edu/student

1,867 TWEETS  64 FOLLOWING  2,539 FOLLOWERS

Division of Student Life
College & University
Students are the life of MIT. Tag yourself and your friends in these photos from MIT Student Life.
Audience

- **Primary Audience**
  - Undergrad students
  - Graduate students
- **Secondary Audience**
  - Parents
  - Alumni
  - Faculty/Staff
GOALS
Goals

We want to create a valuable, enjoyable experience for our audience.

This experience will be created by focusing on the goals of the “Thriving Communities” section of the DSL strategic plan.

- Increase undergraduate and graduate student awareness of and access to support resources.
- Help students adjust to MIT and form positive academic, social, and personal connections
- Foster opportunities to promote dialogue, interaction, and understanding across the student and MIT communities
How to support these goals

• Increase our overall visibility on both Facebook and Twitter
• Increase the level of two-way engagement on our social media accounts
• Increase the activity of our outlets
• Create a post schedule, that still leaves room for spontaneity.
HOW
Building an Audience

We need to place our twitter and handle and link to our Facebook page on everything we do.

– Websites
– Emails
– Physical Materials
Engaging in Conversations

- When engaging your audience also be sure to take advantage an opportunity to push service that you are providing.

- Response often drives us to retweet, giving us a secondary audience.
Following Students Groups and Students

MIT Egyptian Student Association (ESA)

MIT Cycling Team

MIT Tango Club

MIT | Division of Student Life
Schedule

• Have three to four scheduled tweets everyday
  • 1st tweet – around 6 am
  • 2nd tweet – around 11 am
  • 3rd tweet – around 3 pm
  • 4th tweet – around 7 pm

• Have two Facebook posts every day
  • 1st post - around 8 am
  • 2nd post – around 3 pm
Photos/videos have to be attached to at least 75% of Facebook posts.
• At least five tweets/posts a week are will be dedicated to MIT Together
• We want to make sure that we respond everyone who tweets at us or posts on our Facebook page
  • The exception to this would be spam or baseless negativity
  • When responding to negative comments, make sure that you seek the counsel of the DSL Communications office and the office/department that is the subject of the comment. This is to make sure everyone is on the same page.
  • Responses must come within 24 hours after original comment is first seen. Holidays and weekends are exceptions depending on the urgency of the post.
Measurements

• We currently have 44 likes on Facebook. I would like to see us raise that number to 500 likes by first day of classes in Fall’14.

• On Facebook, we want to build to and maintain a “talking about this” number that is between 5 to 7 percent of our total audience.
  • This number is a mixture clicks, likes, comments, shares.
  • Currently we are at 0%
Measurements

• For Twitter we want to establish a baseline of analytics of where we are, before we can determine where we want to be.

• For right now, we want to focus on increasing our engagement levels above their current level.
RULES
Rules to follow on Facebook

The MIT Division of Student Life welcomes all students to post to the wall. Just a few guidelines to help us identify and minimize spam:

- If promoting a program or event, please identify your MIT connection

- By all means, share your participation in community events, but please don't use the page to ask for money, even if it's on behalf of a worthy cause.

- We welcome constructive criticism of MIT and its efforts, but please do not use abusive, antagonizing, or inappropriate language. Page administrators reserve the right to remove any content inappropriate or irrelevant to the community.
Future

As of now, our primary focus will be on Twitter and Facebook. We want to make sure that we can maintain a good level of content production and management, before adding another outlet.

Once that level is attained, two possible outlets to look into are Tumblr and Instagram.

One outlet we are going to create is a DSL YouTube Channel.

With the world of social media constantly evolving we must stay flexible in our strategy. But, with that flexibility, it is vital for us to not jump into any outlet without a plan in place.