

# The Socratic Summer Academy

at Colgate University

## Media Guide and Plan

*Note:* Facebook, Twitter, and Instagram can be linked for efficiency. We recommend using the same or very similar handles for consistency and retention.

General Social Media Guides for all platforms:

- Pin the registration link to SSA program on the top of the Facebook page so that it will be the first post. Also add this link in the bio page of Twitter and Instagram.
- Post weekly brain busters or SAT prep questions. Possibly, offer a small prize to the first follower to comment the correct answer.
- Vary content from Gifs, boomerangs, memes, photos, videos etc. since people like them and are more likely to click and engage.
- Get your accounts business verified → Analytics and boosted content.

Strategy:

- Create and utilize specific hashtags that will be used consistently such as #MySSA, @MySSA, #schooling, #education, #SAT
- Keep the account updated with links to website, linkedin pages, and other social media platforms
- Have a conversational tone with followers. Respond to comments frequently to engage audiences
- Interact with audiences by posting trivia and polls.
- Always respond to people who tweet or tag you
- Times of the week with most activity
  - Saturday and Sunday mornings <sup>[1]</sup>
  - Weekdays after 5pm
- Post content to the Instagram story, Twitter and Facebook including videos of fun events from camp, reminders about deadlines, comments from SSA staff
- Tag former alum in photos to build following and participate in trending topics/hashtag to attract awareness and engagement, e.g. #ThrowbackThursday: post stories about SSA's alum and tag them for interaction

Twitter

Handle: @SSAcademy

Hashtag: #MySSA

Content:

- Engage with other user contents
  - If you retweet their content and like it and follow, they may reciprocate.
  - However try to ensure the number of organizations/people you are following does not exceed the number of organizations/people who follow you as this could be perceived as a negative brand image.
- Try to use twitter ads as much as possible because twitter has some of the highest click through rates for users of social media. <sup>[2]</sup>
- Always use hashtags. But do not use more than two hashtags since it has been found whenever more than two hashtags are used, user engagement dropped.
- Keep updates short. Studies have shown that 80-100 character posts receive the most engagement.
- Tweets under 130 characters, with photo and an average of 2 hashtags are more likely to get high engagement.

#### Instagram : Targeting Students

- Focus on showing students all that they would be doing at SSA
  - Include photos of professors and activities that the students are participating in
  - Include photos of dorms, dining areas, facilities i.e. basketball court, swimming pool, fitness center etc.
  - Include photos/videos from past successful SSA alumni using with a hashtag, such as #MySSA and a handle @MySSA, on "Flashback Fridays"
  - Use interacting function like instagram stories and live to engage the audience

#### Facebook

Page: <https://www.facebook.com/socraticssummeracademy/>

Specific Target Audience: Parents of Students

- Create quality graphic design for avatar and cover
  - Display logo and a simple picture
- Turn on "Similar Page Suggestions" to increase exposure
- Add photos with posts to grab attention
- Pin popular or important posts to the top of the page
- Enable direct messages for easier client contact
- Use Facebook events to have clients RSVP and receive updates
- Add Facebook icon to website to draw crowds
- Use the 70/20/10 rule
  - 70% Value Content: interesting, informative, or inspiring content

- 20% Shared Content: other people's Facebook posts from your community or field.
  - 10% Promotional Content: Promote services and events.
- Post frequently and timely. Create a schedule on when to post so viewers can expect content.
- Add testimonials and ask for alumni reviews on Facebook to create validity and trust

### Testimonial Production

- Tips for production
  - Display logo at the beginning and end of the video
  - Close up shot of the subject with a simple, non-busy background
  - Begin video with subject introducing themselves
  - Use three different angles and edit together to maintain attention
    - Subject looking into the camera (close up shot)
    - Subject looking towards someone, with camera at the side (medium shot)
    - Subject looking towards someone, with camera at the side (wide shot)
  - Add name of the subject being interviewed and when they attended the program during their introduction
  - Add highlights after testimonial as an outro video
  - Add simple (piano) background music at a low volume
    - Raise volume during intro and outro while displaying the logo and highlights
  - Display website at end of video

### *Social Media Calendar*

(You can post three times a week as per your discretion)

#### **Mondays**

- Study Tips from SSA

#### **Tuesdays**

- Share Picture of Colgate Campus

#### **Wednesdays**

- Share local high school reach (i.e. photos from the visit, information on the visit, etc.)
- SAT Prep Question
  - First correct response can receive a shoutout or designated prize

#### **Thursdays**

- Share statistic on program, SATs, local education, etc.

#### **Fridays**

- Flashback Friday
  - Share an alumni story either in video, photo, or short written message format on Facebook, Instagram, and Twitter.

#### **Saturdays or Sundays**

- Memes, gifs, etc.
- Community outreach

- You can post content about education programs from other websites such as Unesco.

Sources:

[1]

<https://www.thebalance.com/supercharge-nonprofit-facebook-page-2502516>

<https://www.classy.org/blog/4-ways-to-boost-engagement-on-your-nonprofit-facebook-page/>

<https://sproutsocial.com/insights/facebook-best-practices/>

<http://www.nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits/>

[2] <https://adespresso.com/blog/23-strategies-increase-twitter-engagement/>