

Building Your Brand On Social Media

October 2020



Pennsylvania Higher Education Assistance Agency

Social Media Landscape



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| <ul style="list-style-type: none"> • 2.45B users • F: 54% M: 46% • 86% ages 18-29 • 77% age 30-49% • Users spend 35 minutes a day on platform on average. | <ul style="list-style-type: none"> • 2B users • F: 45% M: 55% • 81% ages 15-25 • 71% ages 26-35 • Reaches more 18-49 year olds than any cable network in U.S. | <ul style="list-style-type: none"> • 1B users • F: 51% M: 49% • 67% ages 18-29 • 47% ages 30-49 • Users spend 53 minutes a day on platform on average. | <ul style="list-style-type: none"> • 800M users • F: 60% M: 40% • 42% ages 18-24 • 27% ages 13-17 • Users spend 46 minutes a day on the app on average. | <ul style="list-style-type: none"> • 330M users • F: 50% M: 50% • 38% ages 18-29 • 26% ages 30-49 • Users spend more than 3 minutes per session on average. | <ul style="list-style-type: none"> • 303M users • F: 43% M: 57% • 60% ages 25-34 • 21% ages 18-24 • 80% of B2B leads come from LinkedIn • Users spend more than 6 minutes per session on average. |
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Source: <https://khoros.com/resources/social-media-demographics-guide>
<https://blog.hootsuite.com/tiktok-stats/>

Best Practices

- Find people passionate about the space to man the helm.
- Understand how each channel works (not just basics – the ins and outs).
- Understand your audience.
- Create a strategy based off of channel and audience knowledge.
 - Aligns with company mission.
- Avoid the shiny objects of social.
 - This is a big one!
- Where's the “biggest bang for your buck?”
 - Because you can't do it all well.



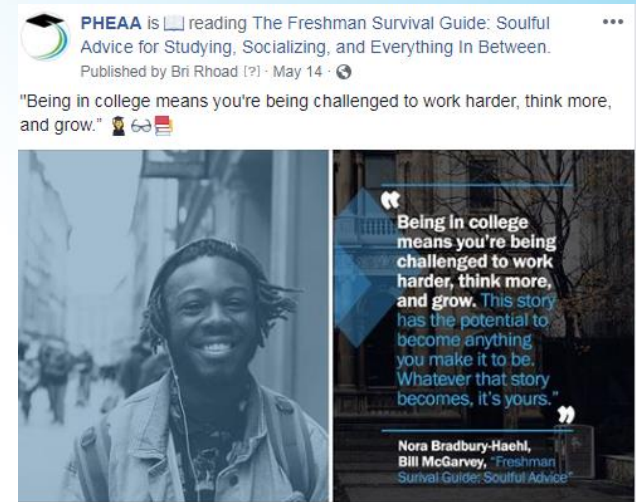
The 3 B's to Build Your Business

- Build your case.
- Buy-in.
- Budget.
 - Or grassroots support.



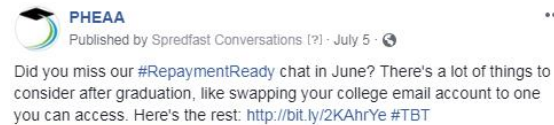
Content Is King

- Post regularly.
- Editorial calendars.
 - 6 month | monthly content calendars.
 - Trello.
- Content Buckets.
 - Industry, Passive Learning, Lifestyle Lens.
- Remember social media is about entertainment.
 - Pop-culture events, major holidays, odd holidays.
- Outsource content development if you need to.



Make Your Brand Relevant

- **Real-time marketing opportunities.**
 - Trending hashtags.
 - Twitter chats.
- **Get legal/other key stakeholders on board.**
- **Internal teams allow for flexibility.**
- **Partner with and follow similar organizations.**



TWITTER.COM
#RepaymentReady
It's never too late to get a handle on your finances. V



Set Benchmarks & Evaluate

- Set attainable goals that align with business goals.
- Monthly post-mortems.
- It's okay to pivot at the half year mark, if necessary.



Learn to Pivot

- Be nimble enough to change how you operate if need be.
- A global pandemic forced PHEAA/Higher Education Access Partners to being to offer in-person resources online instead.
- We began to host monthly live social media Q&A's.
- Hosted monthly webinars and made our Higher Education Access Partners available online for virtual “office hours.”



Helpful Resources

- [Buffer](#) – content publishing, social response, analytics.
- [TweetDeck](#) – Twitter chats.
- [Unsplash](#) – stock photography
- [Giphy](#) – GIF content.
- [Canva](#) – edit graphics, photos, stock photography.
- [Trello](#) – collaboration tool to organize content for team review.
- [Facebook Business Resources](#) – learn about Facebook advertising.
- [Facebook Advertising Guidelines](#)
- [Facebook Promotions, Events Guidelines](#)

Helpful Resources

- Facebook Ads Manager Mobile App – create and manage ads campaigns.
- [Facebook Text Overlay Tool](#) – see Facebook’s 20% rule.
- [Twitter Ads Resources](#) – learn about Twitter advertising.
- [Social Media Examiner](#) – social media resource and news.
- [Social Media Today](#) – social media resource and news.
- [Mashable](#) – social media resource and news.
- [Digiday](#) – social media resource and news.