



**AIEA 2014 Annual Conference**  
**February 16-19, 2014**  
**Washington, DC**

UNIVERSALIZING GLOBAL LEARNING IN THE 21ST-CENTURY ACADEMY

# Becoming a Social Media Publisher: A Comprehensive Review of Social Media Management Tools

Jessica Winters, **Marketing Coordinator, University of Groningen**

Paul Hofmann, **Assistant VP for International Affairs, California State University-Fresno**

Michael Waxman-Lenz, **Co-founder and CEO, Intead: International Education Advantage, LLC**

# Social networks @univgroningen

2

facebook

LinkedIn

twitter

You Tube

flickr



Instagram

Pinterest

Google+



 新浪微博



土豆网

 renren

# Main Facebook Pages



**University of Groningen** Timeline Recent Admin Panel

**Prospective students Univ...** Timeline Recent Admin Panel

**University of Groningen - ...** Timeline Recent Admin Panel

**Studienbewerber Universi...** Timeline Recent Admin Panel

**Studiekiezers RUG** Timeline Recent Admin Panel

**Studiekiezers RUG**  
860 likes · 18 talking about this · 6 were here

Update Page Info Liked Following

College & University  
Welkom op de Facebook-pagina voor Studiekiezers van de Rijksuniversiteit Groningen! www.rug.nl

Info  
kies print deel

860 Likes

Photos Info Master info Likes

College & University  
Welkom op de Facebook-pagina voor Studiekiezers van de Rijksuniversiteit Groningen! www.rug.nl

College & Page for (p  
University  
www.rug.r

College & This is the  
Indian stu  
Netherlan

College &  
Die Univer  
Studenten:

Colleg  
400 y  
of the  
www.r

Ab

About

About

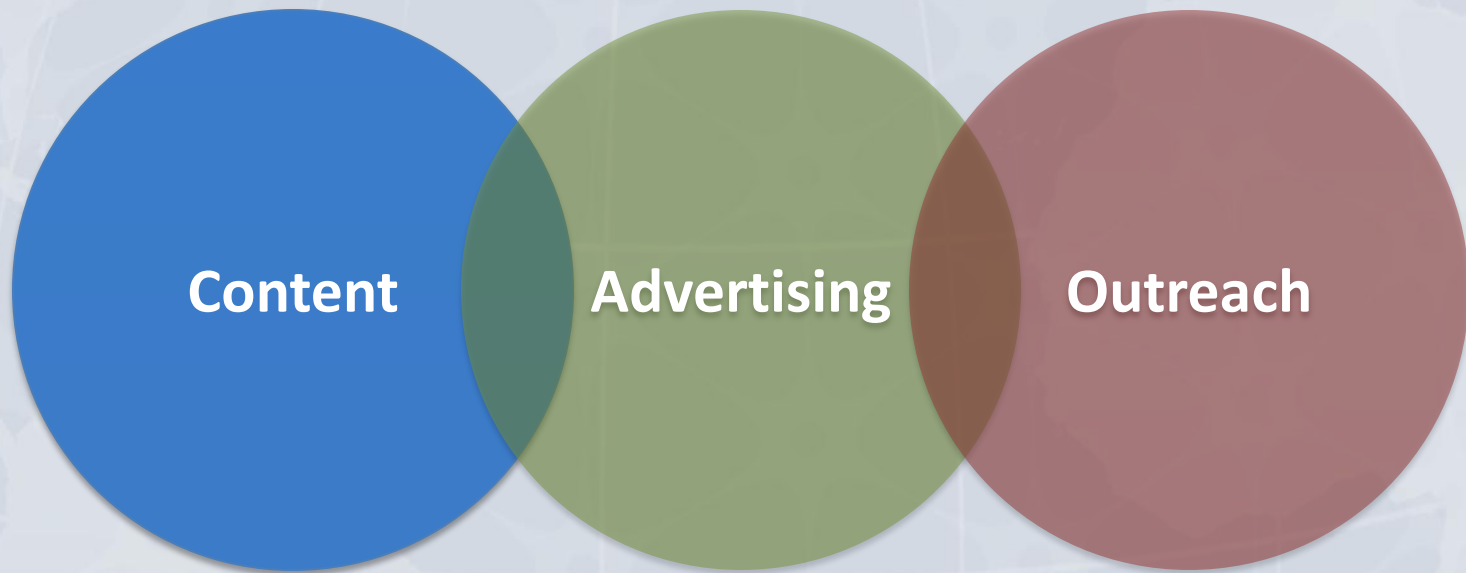
About

About

# How to monitor, manage & measure?

- Team or individual
- Tasks: who does what
- Use the right tools for you

# Tasks: who does what?



# Groningen tools

## Paid

- ✓ HootSuite Pro (also free version)

## Free

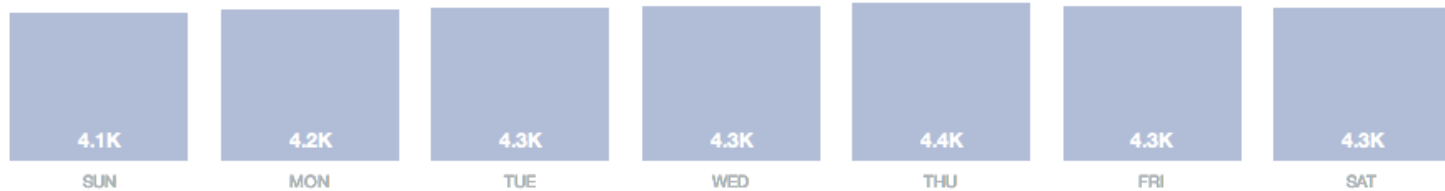
- ✓ Pages smartphone app
- ✓ Facebook Insights
- ✓ SocialMention
- ✓ SocialBakers (also paid version)



# International student page

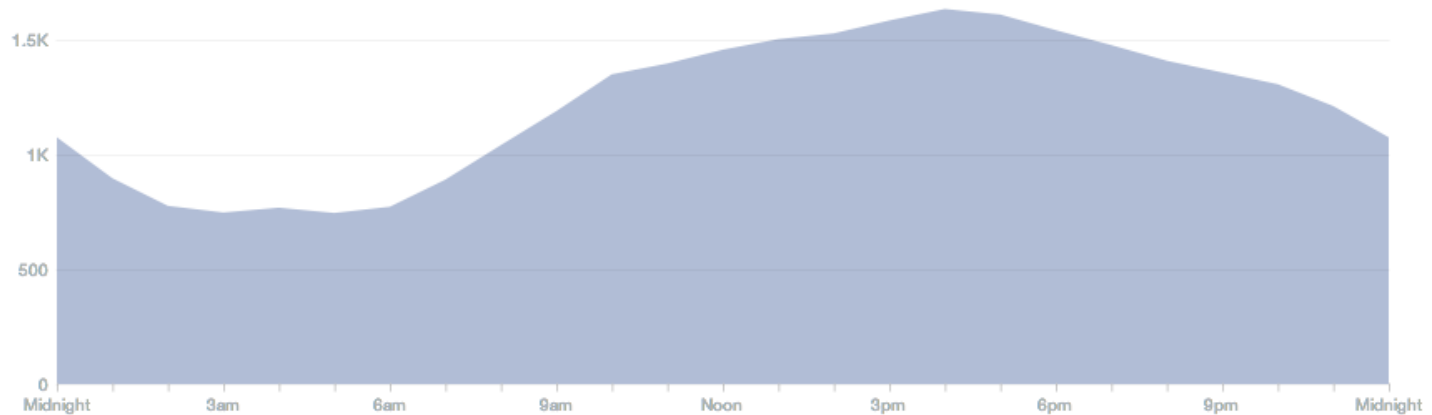
## Days

The average number of your fans who saw any posts on Facebook by day of the week.



## Times

The average number of your fans who saw any posts on Facebook in an hour.






# Types of posts

## Best Post Types

The success of different post types based on average reach and engagement.

Show All Posts ▾

■ Reach
 ■ Post Clicks
 ■ Likes, Comments & Shares

Type	Average Reach	Average Engagement
 Photo	3.4K <div style="width: 100%; height: 15px; background-color: orange; margin-top: 5px;"></div>	303 <div style="width: 100%; height: 15px; background-color: blue; margin-top: 5px;"></div> 60 <div style="width: 100%; height: 15px; background-color: purple; margin-top: 5px;"></div>
 Link	1.8K <div style="width: 100%; height: 15px; background-color: orange; margin-top: 5px;"></div>	84 <div style="width: 100%; height: 15px; background-color: blue; margin-top: 5px;"></div> 14 <div style="width: 100%; height: 15px; background-color: purple; margin-top: 5px;"></div>
 Video	1.3K <div style="width: 100%; height: 15px; background-color: orange; margin-top: 5px;"></div>	127 <div style="width: 100%; height: 15px; background-color: blue; margin-top: 5px;"></div> 10 <div style="width: 100%; height: 15px; background-color: purple; margin-top: 5px;"></div>



Post Details



**University of Groningen in Groningen**

For those of you who didn't know yet: Groningen - the World's Cycling City



Worth the watch!



**Groningen: the World's Cycling City**

15:35

about a week ago

Like Comment Share

873 Likes 42 Comments 522 Shares

99,488 people saw this post

Boost Post

**99,488** People Reached

**2,926** Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

<b>873</b> Likes	<b>42</b> Comments	<b>522</b> Shares
---------------------	-----------------------	----------------------

FROM LIKES, COMMENTS & SHARES

<b>1,010</b> Likes	<b>404</b> Comments	<b>75</b> Shares
-----------------------	------------------------	---------------------

TOTAL

<b>1,883</b> Likes	<b>446</b> Comments	<b>597</b> Shares
-----------------------	------------------------	----------------------

**16,444** Post Clicks

<b>10,945</b> Video Plays	<b>357</b> Link Clicks	<b>5,142</b> Other Clicks
------------------------------	---------------------------	------------------------------

NEGATIVE FEEDBACK

<b>2</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>3</b> Unlike Page

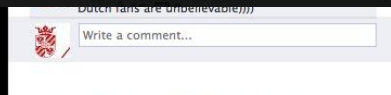
# Content main Page

- *Pride*
  - University
  - Students
  - Local
- College-humor
- Student-related
- Famous people
- Niche: ...



# Best posts Prospective Page

- Hype: Harlem Shake
- Groningen city
- Netherlands
- Study abroad



24% strength

10:1 sentiment

28% passion

32% reach

1 minutes avg. per mention

last mention 3 minutes ago

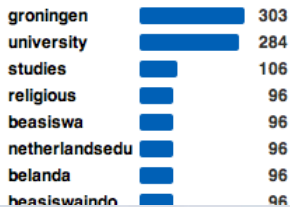
157 unique authors

96 retweets

Sentiment



Top Keywords



Mentions about university of groningen

Sort By:  Results:

Results 16 - 30 of 298 mentions.

- [Arts Sudents, Stand UP!!! Applications are invited for University of Groningen Talent Grant for Excellent candidates from non-EEA countries...](#)  
[www.facebook.com/permalink.php?id=1375425619&v=wall&story\\_fbid=10202918062577314](http://www.facebook.com/permalink.php?id=1375425619&v=wall&story_fbid=10202918062577314)  
 4 hours ago - by [Nana Benyin Enninful](#) on [facebook](#)
- [Just got the sweetest most lovely email from the University of Groningen. The Dutch are some of the nicest people in the world.](#)  
[twitter.com/Killroy121/status/427829392664829953](https://twitter.com/Killroy121/status/427829392664829953)  
 6 hours ago - by @Killroy121 on [twitter](#)
- [RT @BeasiswaIndo: RT @NetherlandsEdu: http://t.co/uvGyOhn1Ui beasiswa Theology & Religious Studies di Univ Groningen BELANDA, mau? :\) ~0127](#)  
[twitter.com/Davidansen/status/427762319716646912](https://twitter.com/Davidansen/status/427762319716646912)  
 10 hours ago - by @Davidansen on [twitter](#)
- [@wahyudirfan Now studying global governance \(basically International Relations\) in the University of Groningen.](#)  
[twitter.com/nadirairdiana/status/427758868069097472](https://twitter.com/nadirairdiana/status/427758868069097472)  
 11 hours ago - by @nadirairdiana on [twitter](#)

- [RSS Feed](#)
- [Email Alert](#)
- [CSV/Excel File](#)

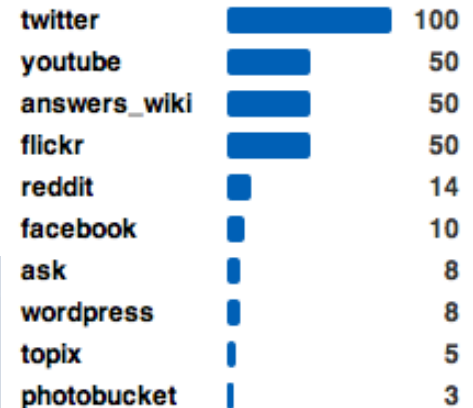
- CSV Data
- [Sentiment](#)
  - [Top Keywords](#)
  - [Top Users](#)
  - [Top Hashtags](#)

advertisement



Feedback

Sources



Compose message...



RUG Twitter x searches x RUG (FB) x ProspectivesRUG (Twitter) x Prospectives (FB) x Studienbewerber (FB) x studiekeuzeRUG (Twitter) x Studiekeuzers (FB) x More... +

+ Add Stream + Add Social Network

Sent Tweets (univgroningen)

- univgroningen**  
 9:14pm via RTV Noord on iOS  
 Prof. Garretsen: 'Compensatiebedrag #gaswinning is natte vingerwerk': [hfgr.co/1ldwiVg](http://hfgr.co/1ldwiVg) #rtvnoord #RUG  
 4 retweets
- RUGScholieren**  
 Jan 24, 2:23pm via Twitter for Android  
 De winnaar van Sotsji. College aan #scholieren van @elmersterken [pic.twitter.com/sMFA69NjN7](http://pic.twitter.com/sMFA69NjN7)  
 Retweeted by univgroningen
- univgroningen**  
 Jan 24, 1:56pm via Twitter for Android  
 @LuPo2 @CITservicedesk Hier niet gekregen..... Bel voor zekerheid even met CIT, 0503633232  
 Show Conversation
- UniGroningenFEB**  
 Jan 24, 12:53pm via Web  
 #RUG econoom Garretsen [bit.ly/oaNg3I](http://bit.ly/oaNg3I) Pas op, Groningen krijgt te veel geld. Effect #aardbevingen op woningwaarde onduidelijk (NRC)  
 Retweeted by univgroningen and 5 others
- univgroningen**  
 Jan 24, 11:57am via Web  
 'Kans op vlam in de pan in Kiev vanavond groot' zegt docent Nienke de Deugd [radio1.nl/item/176080-Oe...](http://radio1.nl/item/176080-Oe...)  
 2 retweets

Mentions (univgroningen)

- HP14Groningen**  
 4:48am via Buffer  
 Abstract Deadline extended to Feb 19th! Call for Papers Humanities Perspective April 4-5, 2014 at @univgroningen [j.mp/19Vclli](http://j.mp/19Vclli) #cfp
- alifeofficial**  
 Jan 25, 3:39pm via Web  
 PhD opportunity in computational modelling of biological systems @univgroningen Info: [bit.ly/1emQAmk](http://bit.ly/1emQAmk) Apply: [bit.ly/1hWqtqD](http://bit.ly/1hWqtqD)  
 4 retweets
- GOOVNieuws**  
 Jan 25, 2:04pm via Web  
 Binnenkort in straatbeeld...#AlettadeMusical (7) 8 t/m 12 mrt @AlettaJacobs @univgroningen @rug400 @Stadsschouwburg [pic.twitter.com/UH7efKCw6s](http://pic.twitter.com/UH7efKCw6s)  
 4 retweets
- aptencate**  
 Jan 25, 9:00am via Twitter for iPad  
 @UniGroningenFEB @univgroningen Klopt, al dat geld geeft maar ruimte voor rare megalomane projecten die de burgers nog een keer platwalsen!  
 Show Conversation
- tonydebree**  
 Jan 24, 8:40pm via HootSuite  
 [EVENT]: 5 februari: gastcolleges Jeroen Dijsselbloem & Tony de Bree [goo.gl/qeGbD9](http://goo.gl/qeGbD9) #alumni #bedrijfskunde #nrc @univgroningen

51032016|33535466 List

- jhogevorst**  
 9:56pm via Tweetbot for Mac  
 Haha, Apple toch: "#if OLD\_CRAP\_TOO". Uit de broncode van Core Foundation: [opensource.apple.com/source/CF/CF-8...](http://opensource.apple.com/source/CF/CF-8...)
- NataschaTent**  
 9:50pm via Web  
 Playing the #guitar. #Lomography [pic.twitter.com/WDLCEzBpAD](http://pic.twitter.com/WDLCEzBpAD)
- KapiteinKuik**  
 9:47 pm via TweetDeck  
 Nog geen 5 minuten bezig en de eerste sekkscene is al aan de gang.
- Alex\_Zijlstra**  
 9:45pm via Twitter for iPhone  
 Wil degene die onder m'n raam "ik voel me zo verdomd alleen" staat te blèren in een andere goot eindigen dan hier? Thanks!
- paululenbelt**  
 Jan 25, 9:28pm via Twitter for iPad  
 Komt er een man met een rode roos aan uw deur? Let op :) [pic.twitter.com/5MFvPgSfga](http://pic.twitter.com/5MFvPgSfga)  
 Retweeted by evanschellinga and 52 others
- KapiteinKuik**  
 9:38pm via TweetDeck  
 DAT RIJME THIS IS MY ACCOMPLISHMENT OF THE DAAAAAAAAY
- KapiteinKuik**  
 9:38pm via TweetDeck  
 Hoe fantastisch zou dat zijn. Een kringgesprek met Henry VIII, al zijn vrouwen

Rijksuniversiteit Gronin... Keyword

- irisheide**  
 8:05am via Twitter for Android  
 @IngeVreugdenhil ja! aan de rijksuniversiteit groningen.  
 Show Conversation
- Nieuws\_bericht**  
 Jan 25, 7:33pm via dlv.r.it  
 RUG wil pand openbare bieb niet: De Rijksuniversiteit Groningen heeft geen belang bij het pand van de... [dlvr.it/4n45rW](http://dlvr.it/4n45rW) #Nieuws
- SimonBruggink**  
 Jan 25, 1:38pm via Twitter for iPhone  
 Ingeschreven voor open dag universiteit groningen
- aukehulst**  
 Jan 25, 10:08am via Tweet Button  
 Slechte jeugd is zo slecht nog niet | Rijksuniversiteit Groningen: [rug.nl/news-and-event...](http://rug.nl/news-and-event...)
- gerardhkuper**  
 Jan 24, 7:08pm via Tweet Button  
 Het worden mooi Spelen! Actueel | Nieuws en agenda | Rijksuniversiteit Groningen: [rug.nl/news-and-event...](http://rug.nl/news-and-event...)
- OrangeAnnie**  
 Jan 24, 6:02pm via Tweet Button  
 Smartphone app voorspelt depressies | Nieuws | Actueel | Nieuws en agenda | Rijksuniversiteit Groningen: [rug.nl/news-and-event...](http://rug.nl/news-and-event...)
- VacaturesGroni1**  
 Jan 24, 5:37pm via dlv.r.it

Compose message...



RUG Twitter x searches x RUG (FB) x ProspectivesRUG (Twitter) x Prospectives (FB) x Studienbewerber (FB) x studiekeuzeRUG (Twitter) x Studiekeuzers (FB) x More... +

+ Add Stream + Add Social Network

RUG geocode:53.22437... Search

- 
**univgroningen**  
 9:14pm via RTV Noord on iOS  
 Prof. Garretsen: 'Compensatiebedrag #gaswinning is natte vingerwerk': [#hfgr.co/1ldwiVg](http://hfgr.co/1ldwiVg) #rtvnoord #RUG  
 Retweeted by RVelders and 3 others
- 
**univgroningen**  
 9:14pm via RTV Noord on iOS  
 Prof. Garretsen: 'Compensatiebedrag #gaswinning is natte vingerwerk': [#hfgr.co/1ldwiVg](http://hfgr.co/1ldwiVg) #rtvnoord #RUG  
 Retweeted by w\_ype and 3 others
- 
**univgroningen**  
 9:14pm via RTV Noord on iOS  
 Prof. Garretsen: 'Compensatiebedrag #gaswinning is natte vingerwerk': [#hfgr.co/1ldwiVg](http://hfgr.co/1ldwiVg) #rtvnoord #RUG  
 Retweeted by lexhoogduin and 3 others
- 
**JordiHaddingh**  
 9:36pm via Twitter for iPhone  
 Geslaagd weekendje achter de rug!, nog een tv kiek'n en dan maar slapen
- 
**univgroningen**  
 9:14pm via RTV Noord on iOS  
 Prof. Garretsen: 'Compensatiebedrag #gaswinning is natte vingerwerk': [#hfgr.co/1ldwiVg](http://hfgr.co/1ldwiVg) #rtvnoord #RUG  
 4 retweets
- 
**CIT\_RUG**  
 8:56pm via GroupTweet  
 via @HeinWend: Inspanning voor 'Compensatiebedrag'

Direct Message (Inbox) (univgroningen)

- 
**Sanquine**  
 Jan 17, 12:36am  
[twitter.com/XEONZ/status/...](https://twitter.com/XEONZ/status/...)
- 
**Marle\_**  
 Jan 05, 7:16pm  
[twitter.com/carwahlstedt/...](https://twitter.com/carwahlstedt/...)
- 
**RolineWijs**  
 Jan 03, 9:41pm  
[twitter.com/bestlife4/stat...](https://twitter.com/bestlife4/stat...)
- 
**RUGalumni**  
 Nov 13, 2013, 1:25pm  
 Please share it on facebk [facebook.com/events/1767367...](https://facebook.com/events/1767367...) thanks Prince
- 
**RUGalumni**  
 Nov 13, 2013, 1:24pm  
 Eelco, could you tweet our Alumni event in Beijing with sibrand, prospective stds are invited as well,
- 
**CITservicedesk**  
 Oct 30, 2013, 9:03am  
 idd, sorry! misschien willen jullie ook een bericht sturen of retweeten?
- 
**ElsiemiekMarijke**  
 Oct 28, 2013, 4:46pm  
 Graag gedaan :)
- 
**overlastrecht**  
 Oct 18, 2013, 9:43pm  
 We zijn de publiekswinnaar! Heel veel dank voor de geweldige support! Eén weekend

Direct Message (Outbox) (univgroningen)

- 
**To: rechten050**  
 Dec 12, 2013, 12:48pm  
 Hoi, kunnen jullie even kijken naar de tweet van @sunrider31124 over inschrijvingen voor vakken/tentamens? Dank alvast,...
- 
**To: CITservicedesk**  
 Oct 30, 2013, 8:48am  
 Hoi, volgende keer kun je er beter even bij zetten dat het (workshop phishing) voor medewerkers is. Scheelt veel ergernis.
- 
**To: ElsemiekMarijke**  
 Oct 28, 2013, 4:03pm  
 Dank voor de vertaling, by the way ;-)
- 
**To: overlastrecht**  
 Oct 15, 2013, 10:17am  
 We doen ons best ;-) De voorsprong is nog vrij comfy, toch? Wellicht kan FacebookRechten er nog eens aan doen? gr. Eelco
- 
**To: RUGalumni**  
 Sep 25, 2013, 3:43pm  
 hi, thanks for tweeting about video Unifocus, but could you please use #Unifocus as well? Best, Eelco
- 
**To: appNovo**  
 Sep 23, 2013, 8:02am  
 Hi, do you mean the Angle grants? Please take a look at [rug.nl/grantfinder](http://rug.nl/grantfinder) or the Angle site [ow.ly/p6T6W](http://ow.ly/p6T6W)
- 
**To: overlastrecht**  
 Sep 09, 2013, 9:32am  
 Info over jouw promotieonderzoek is

My Tweets, Retweeted (univgroningen)

- 
**univgroningen**  
 9:14pm via RTV Noord on iOS  
 Prof. Garretsen: 'Compensatiebedrag #gaswinning is natte vingerwerk': [#hfgr.co/1ldwiVg](http://hfgr.co/1ldwiVg) #rtvnoord #RUG  
 4 retweets
- 
**univgroningen**  
 Jan 24, 11:57am via Web  
 'Kans op vlam in de pan in Kiev vanavond groot' zegt docent Nienke de Deugd [radio1.nl/item/176080-Oe...](http://radio1.nl/item/176080-Oe...)  
 2 retweets
- 
**univgroningen**  
 Jan 24, 11:25am via HootSuite  
 De Faculteit Wiskunde en Natuurwetenschappen zoekt een medewerker Administratieve Processen en Systemen (1,0 fte) [ow.ly/SP4IP](http://ow.ly/SP4IP)  
 1 retweets
- 
**univgroningen**  
 Jan 24, 11:15am via Tweet Button  
 Schedelresten uit steentijd gevonden op Maasvlakte - Nieuws.nl [@univgroningen](http://nieuws.nl/algemeen/20140...)  
 2 retweets
- 
**univgroningen**  
 Jan 24, 11:10am via Web  
 Angst voor aardbevingen in Gaswinningsgebied sterk gestegen [rug.nl/news-and-event...](http://rug.nl/news-and-event...)

Compose message...



RUG Twitter x searches x RUG (FB) x ProspectivesRUG (Twitter) x Prospectives (FB) x Studienbewerber (FB) x studiekeuzeRUG (Twitter) x Studiekeizers (FB) x More... +

+ Add Stream + Add Social Network

**Wall Posts**  
(University of Groningen)

**Pim Muda**  
9:32am  
Talking about passion and performance:  
  
This Saturday the Ashton Brothers will be in Martiniplaza:  
  
Metro UK: There haven't been many performances at the Fringe that have caused Metro to drop its notepad through sheer excitement, but this was one. Influenced by Monty Python, the Ashton Brothers are agile, adept and funny enough to fill their shoes"  
  
Even funnier: one of them in from Groningen!

0 likes 0 comments

**Abo Alnieez**  
Jan 25, 11:55pm  
Hello. I need to ask about the full free scholarship to master's degree in chemical engineering i need all details please thanks

0 likes 0 comments

**Villa Pasuri KamerVerhuur Curacao**  
Jan 24, 10:12pm  
<https://www.facebook.com/curacaostudentenhuisvesting>

**Villa Pasuri KamerVerhuur Curacao**

**Private Messages**  
(University of Groningen)

**Jaber Bassam**  
8:38pm  
i will contact him tomorrow morning . thank you very much

**Kathy Chan**  
6:19am  
THANK YOU SO MUCH!

**University of Groningen**  
Jan 24, 3:23pm  
Hey Nargiz, please contact ms. Regine van Groningen (r.j.van.groningen@rug.nl). She can give you detailed information on the EM2 programmes. Good luck and let us know if you need more info! Have a great weekend :)

**Mariam Dvalishvili**  
Jan 23, 1:10pm  
Thanks for advice. Danke schön. Mit freundlichen Grüßen, M.D.

**Rifka Sumayya Syahidah**  
Jan 23, 12:32pm  
okay thank you so much :)

**University of Groningen**  
Jan 23, 11:59am  
Beste Suzan, je kan het best even

**University of Groningen Search**  
(University of Groningen)

**Dona Sereia**  
10:01pm  
MAHALO



**Hawaii**  
MAHALO "Que você esteja dentro da respiração divina." [Ma = dentro] + [hā = respiração] + [alo = presença, frente, rosto] Pense nelas como palavras únicas de bênçãos e preces. O que segue abaixo, é a tradução aproximada destas palavras, usando o português para defini-las: Mahalo - Obrigado, gratidão; agradecer. Mahalo nui loa - Muito obrigado. [mah hah' loh noo'wjee loh'(w)ah] "Olelo mahalo - Muito obrigado. [OH' leh loh mah hah' loh] Mahalo ā nui - Admiração, estima, respeito; admirar, rezar, apreciar. [mah hah' loh (W)AH' noo'(w)jee] "O wau nō me ka mahalo - Respeitosamente [oh vau NOH' meh kah mah hah'loh] Fonte: Pukui, Mary Kawena & Elbert, Samuel H., HAWAIIAN DICTIONARY, University of Hawai'i Press, Honolulu, 1986. — with André Holmes Monteiro Moreira and 30 others.

**Thiele Chiropractic Life Center**  
10:01pm



**Omega-3 fatty acids 'could improve reading and behaviour' - University of Oxford**  
[www.ox.ac.uk](http://www.ox.ac.uk)

**Scheduled Stream Posts**  
(University of Groningen)

There are no messages scheduled for this network at this time.

Compose message...



RUG Twitter x searches x RUG (FB) x ProspectivesRUG (Twitter) x Prospectives (FB) x Studienbewerber (FB) x studiekeuzeRUG (Twitter) x Studiekeuzers (FB) x More... +

+ Add Stream + Add Social Network

RSS Reader (Going Dutch)

**Stuff Dutch People Like**  
Dec 05, 4:37 AM  
[Our Sinterklaas poem for the Dutch](#)  
[Show more](#)

**Stuff Dutch People Like**  
Dec 01, 7:08 AM  
[No. 53: Sarcastic poems](#)  
[Show more](#)

**Stuff Dutch People Like**  
Nov 15, 9:15 AM  
[No. 36: Sinterklaas](#)  
[Show more](#)

**Stuff Dutch People Like**  
Nov 13, 6:44 AM  
[Official book launch: this Saturday 16 November in Amsterdam](#)  
[Show more](#)

**Stuff Dutch People Like**  
Oct 30, 12:50 PM  
[No. 52: Cocktail sausages](#)  
[Show more](#)

**Stuff Dutch People Like**  
Oct 04, 5:42 AM  
[No. 48: Stroopwafels](#)

reddit reddit

Front Page

**hkirkh**  
6 hours ago in [/r/pics](#) (Limgur.com)  
[Falling Upwards](#)  
462 comments | Rating: 3612

**Werewolfdad**  
7 hours ago in [/r/bestof](#) (reddit.com)  
[Nundercover explains how to become CEO at a Fortune 500 company](#)  
139 comments | Rating: 962

**quentinnuk**  
3 hours ago in [/r/education](#) (stuff.co.nz)  
[New Zealand school ditches playtime rules and loses bullies](#)  
0 comments | Rating: 30

**ForeverAUnicorn**  
1 hour ago in [/r/studyAbroad](#) (self.studyAbroad)  
[Trying to study abroad in Australia, preferably Melbourne](#)  
0 comments | Rating: 1

**blizzard**  
12 months ago in [/r/CollegeEverything](#) (self.CollegeE...)  
[What college do you attend?](#)  
0 comments | Rating: 1

RSS Reader (RUG Nieuws)

**News**  
Jan 23, 6:00 PM  
[Groningen economists predict medal table for Sochi: 6 gold medals for the Netherlands](#)  
[Show more](#)

**News**  
Jan 23, 6:00 PM  
[Fear of earthquakes risen sharply among inhabitants of earthquake zone](#)  
[Show more](#)

**News**  
Jan 22, 6:00 PM  
[Koninklijke Onderscheiding voor hoogleraar sociale psychiatrie Hans Ormel](#)  
[Show more](#)

**News**  
Jan 21, 6:00 PM  
[Three out of every ten students still live in Groningen ten to fifteen years later](#)  
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**News**  
Jan 20, 6:00 PM  
[A troubled childhood can have its advantages](#)  
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**News**  
Jan 16, 6:00 PM

RSS Reader (UK)

**UK**  
Jan 24, 3:00 AM  
[De best Earthquake apps](#)  
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**UK**  
Jan 24, 2:30 AM  
[Weekend!](#)  
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**UK**  
Jan 24, 2:00 AM  
[A chance to stay](#)  
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**UK**  
Jan 23, 7:02 AM  
[Aardbeving in Stad](#)  
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**UK**  
Jan 23, 4:49 AM  
[Films om van te beven](#)  
[Show more](#)

**UK**  
Jan 23, 4:30 AM  
[Gesluierde Monologen](#)  
[Show more](#)



# Pitfalls

## HootSuite

- ✓ Easy to post with wrong account
- ✓ Works with Facebook, not advisable though

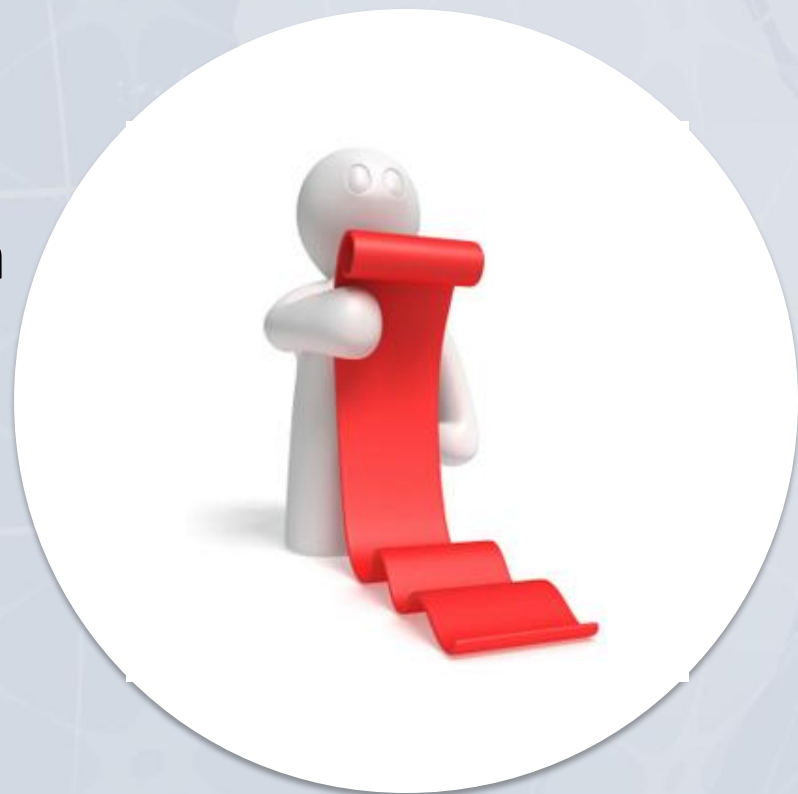
## Data overflow

- ✓ What does it all mean?
  - set goals!



# Social media policy

- guideline
- to protect:
  - company/organization
  - staff
  - users



# Content

- goals
- general rules of behavior
- general rules concerning work/personal matters
- responsible staff members
- management, monitoring, metrics
- crisis protocol: chain of communication



*"Happy hour is on! Show us what makes you proud to be British for a chance to win. Don't forget to tag #MyFrappuccino<http://bit.ly/JlXOcu>"*

# Fresno State's Social Media



Facebook



Flickr



Twitter



YouTube



Instagram



Pinterest



Linkedin Business Page & Linkedin University Page

# Facebook



**Fresno State**

45,587 likes · 2,843 talking about this

[Like](#)
[Follow](#)
[Message](#)
⋮

**College & University**

Fresno State, serving the central San Joaquin Valley and the world since 1911. If you are looking for more information about Fresno State, please visit

[About](#) - [Suggest an Edit](#)



Photos



Twitter



Pinterest



Instagram

3

# Facebook Posts



**Fresno State**  
16 hours ago

53 Bulldogs earn fall 2013 Mountain West Conference academic honors! <http://bit.ly/1dbVRvZ>

Now THAT points to success on and off the field!  
Bulldog Born! Bulldog Bred!



Like · Comment · Share

**Fresno State**  
January 28 · Edited

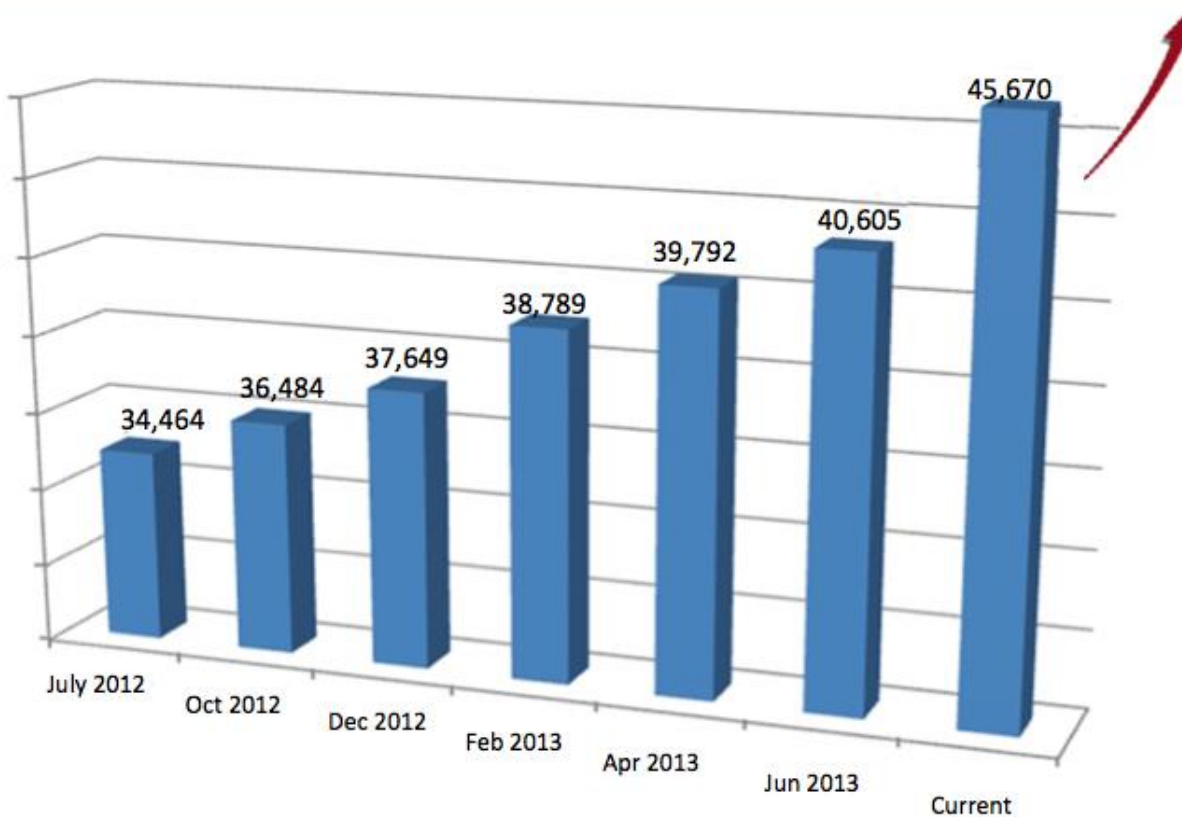
Agriculture students from the Plant Science Club, Alpha Gamma Rho and Alpha Zeta picked oranges and grapefruits from trees at the University House over the weekend.

All the fruit was donated to Bulldog Pantry to help those in need!



# FACEBOOK LIKES

July 2012 – February 2014



Data collected at the end of each month

31% growth over the past year



# FRESNO STATE ATHLETICS

# SOCIAL MEDIA NUMBERS

## facebook.

### June 2013

1. New Mexico - 63,658
2. Nevada - 47,763
3. Wyoming - 45,083
4. Boise State - 30,253
5. Hawai'i - 20,413
6. San Diego State - 18,978
7. **Fresno State - 18,056**
8. UNLV - 8,522
9. Utah State - 7,390
10. San Jose State - 5,464
11. Colorado State - 5,196
12. Air Force - 3,277

### Feb. 2014

1. New Mexico - 68,512
2. Wyoming - 63,984
3. Boise State - 57,630
4. Nevada - 56,951
5. **Fresno State - 45,700**
6. Hawai'i - 33,095
7. San Diego State - 28,891
8. UNLV - 10,234
9. Utah State - 9,111
10. Colorado State - 7,595
11. San Jose State - 7,360
12. Air Force - 4,510

# Twitter



**FRESNO STATE**  
Discovery Diversity Distinction

**Fresno State**  
@Fresno\_State

The official Twitter for California State University, Fresno (Fresno State). Serving the San Joaquin Valley since 1911. #FresnoState  
Fresno, CA · fresnostate.edu

7,173 TWEETS    947 FOLLOWING    11,400 FOLLOWERS

 Follow

## Tweets



**Fresno State** @Fresno\_State  RETWEET  FAVORITE

31 Jan

TODAY @ 7pm in Alice Peters Auditorium PB 191, attend a reading by award-winning Barbara Brinson Curiel. Event is free w/ reception to follow



**Fresno State** @Fresno\_State  RETWEET  FAVORITE

30 Jan

53 #FresnoState student-athletes earn fall 2013 @MountainWest academic honors! <http://t.co/3jL9VU0XVn> #BulldogBornBulldogBred



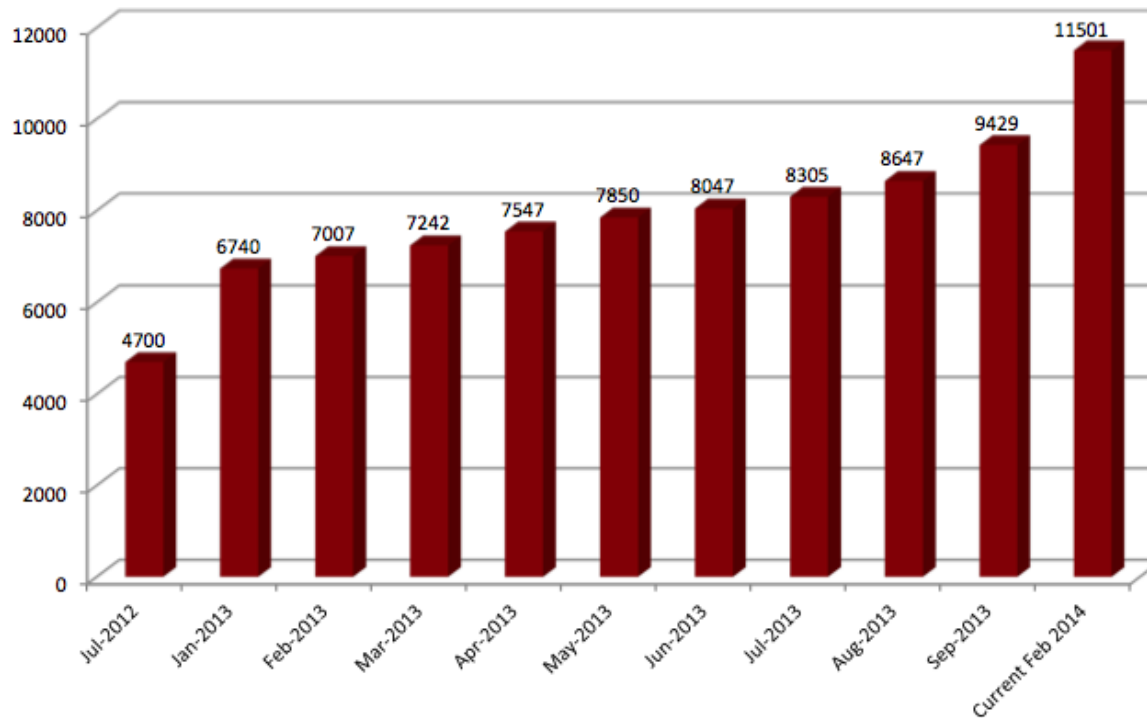
**Fresno State** @Fresno\_State  RETWEET  FAVORITE

30 Jan

RT @USUProductions: Fresno State Students FREE bowling, billiards & X-box 2nite 7pm USU Recreation Center. Get #pawpass for discounts <http://...>

# TWITTER FOLLOWERS

July 2012- February 2014



111% growth over the past year

# FRESNO STATE ATHLETICS

# SOCIAL MEDIA NUMBERS



twitter

## June 2013

1. New Mexico - 13,792
2. Boise State - 11,690
3. UNLV - 11,439
4. San Diego State - 10,266
5. Nevada - 10,169
6. Wyoming - 7,780
7. Hawai'i - 7,756
8. Utah State - 6,999
9. **Fresno State - 6,439**
10. Air Force - 5,414
11. Colorado State - 3,893
12. San Jose State - 3,831

## Feb. 2014

1. New Mexico - 16,600
2. UNLV - 14,300
3. San Diego State - 13,300
4. Nevada - 12,400
5. Boise State - 12,400
6. **Fresno State - 12,100**
7. Wyoming - 10,000
8. Hawai'i - 9,395
9. Utah State - 8,699
10. Air Force - 6,871
11. Colorado State - 6,126
12. San Jose State - 5,656

# Instagram



Follow

**fresno\_state** ▾

Fresno State Welcome to the official Instagram page of Fresno State. Hashtag your Fresno State Instagrams with #FresnoState and #GoDogs. <http://www.fresnostate.edu>

25 posts

970 followers

4 following

# What Social Media Management Tools Can Do For You



Image: HootSuite

# Listening

## Tweetdeck Keyword Search

**CONTENT**

Showing: all Tweets

matching: international

excluding: Enter words to exclude

written in: English

retweets: included

**USERS** By @Intead

**ENGAGEMENT** Any

**ALERTS** None

**PREVIEWS** Off · Small · Medium · Large

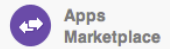
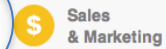
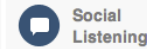
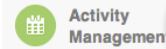
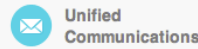
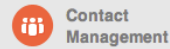
Clear column

---

**Intead** @Intead 3h  
 Recruiting international students in Japan - What's the future?  
 hub.am/14efsn #highered #intled  
 Details

**Intead** @Intead 21h  
 What's the hottest region for international students?  
 hub.am/14eniWb 3 #highered #intled  
 Details

**Intead** @Intead 1d  
 Stay in the know: Best Practices for Digital Orientation for International Students  
 hub.am/14eaVcM #highered #intled #admissions  
 Details



Back to: [Social Monitoring](#)

## Create a new stream

Select whose tweets you'll monitor:

- All of Twitter
  A Twitter List
  A Contact List

Find ANY of these words:

[suggestions](#)

hubspot marketing, social, #hubsp

#ProTip: Don't use 'www' when searching for URLs.

[Fewer options](#)

Include ALL of these words:

Social Inbox

Exclude things with these words:

outbound

Rate of keyword mentions: About 18 tweets per day.

- 
 Jessica Grah...  
 @Jessclicka  
 10 Quick Tips for Getting More Business Value  
 Twitter <http://bit.ly/17AR3Ai> #Twitter #Business
- 
 Loaded Tech...  
 @loadedtech  
 The Ultimate Guide to Mastering @HubSpot in  
 Inbox <http://hub.am/12ajb7N> #marketing #SMM
- 
 Danielle Cerin  
 @daniellecerin  
 New twitter feature coming soon...@CynthiaLiv  
 Starts Highlighting Websites That Embed Tweets  
<http://blog.hubspot.com/twitter-features/new-embedded-tweets>
- 
 BallywhoSocial  
 @BallywhoSocial  
 RT @... Twitter Starts Highl  
 ...tweets <http://bit.ly/19P>
- 
 RT @jeffbullas: @hubspot Twitter Starts Highl  
 Websites That Embed Tweets <http://bit.ly/19P>  
 post

Hubspot Social Monitoring

# Engaging

## Engagement

With a suite of tools designed to enhance audience engagement -- like drafts, bulk scheduling, search streams and message assignments -- you can streamline your social outreach and optimize your brand visibility across social channels.

« Go Back

HootSuite engagement features

**1** **9**  
total contacts

**9**  
leads

**2**  
customers

### Engaged Contacts

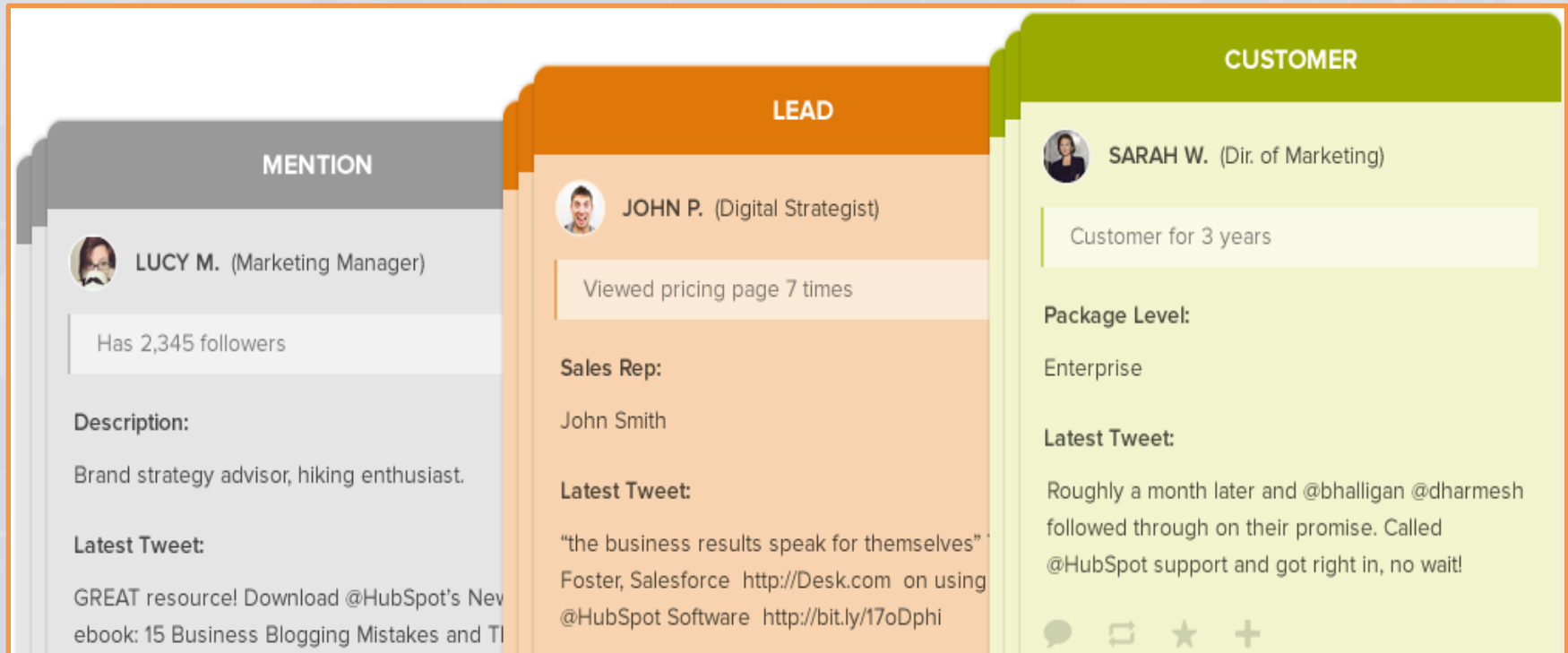
3 contacts selected Add to list

<input type="checkbox"/>	Contact	Email	First seen	Type
<input checked="" type="checkbox"/>	<b>Ricky Roma</b> <b>2</b>	ricky@mitchmurry.com	Yesterday 7:39 am	Lead
<input checked="" type="checkbox"/>	<b>Shelley Levene</b>	shelley@mitchmurry.com	Apr 15 11:31 pm	Customer
<input checked="" type="checkbox"/>	<b>Blake</b>	blake@mitchmurry.com	Mar 19 11:07 am	Lead
<input type="checkbox"/>	<b>George Aaronow</b>	geroge@mitchmurry.com	Feb 20 9:33 am	Customer
<input type="checkbox"/>	<b>Dave Moss</b>	dave@mitchmurry.com	Jan 23 10:12 am	Lead

Hubspot



# Providing Customer Service

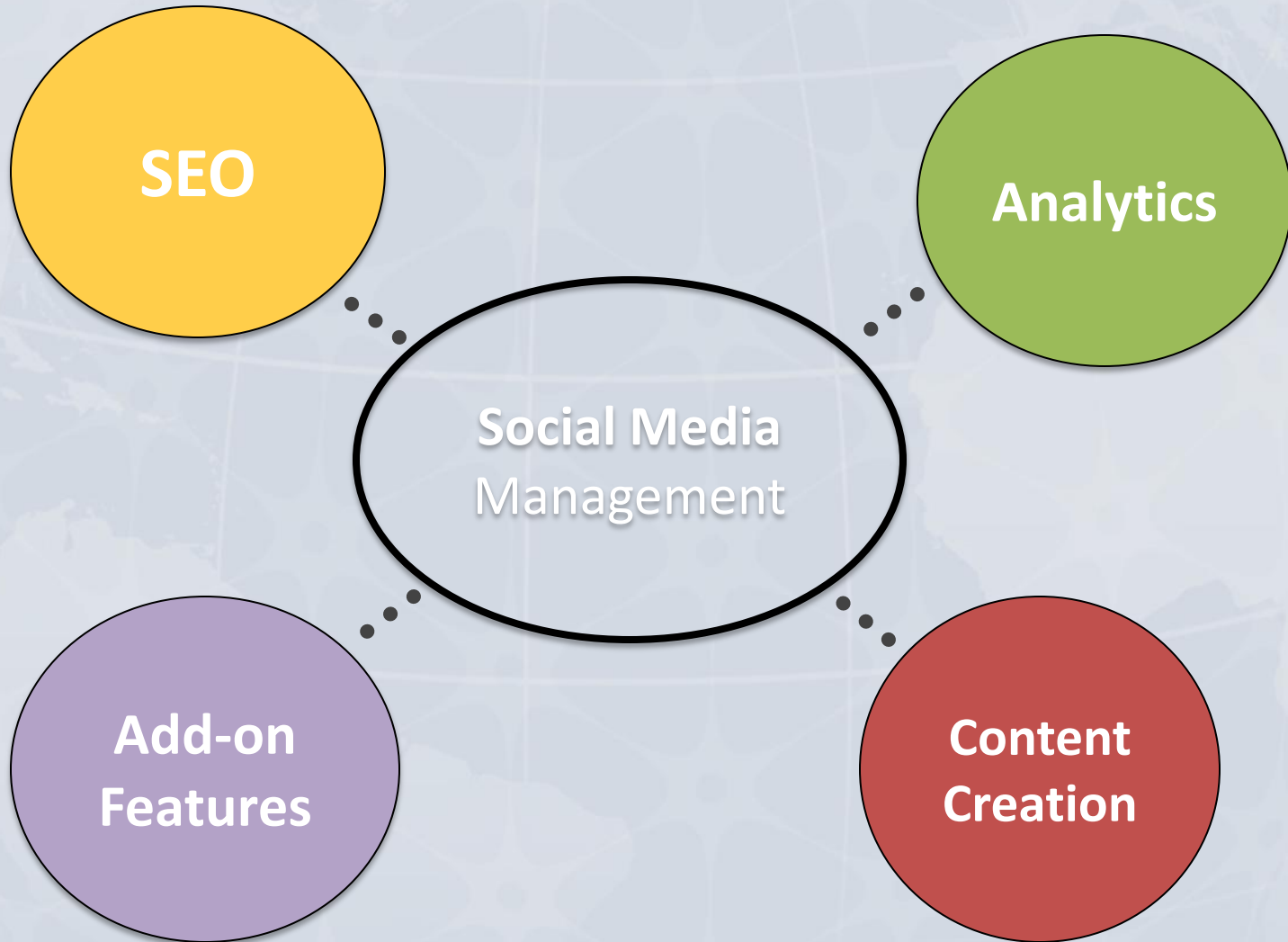


The image displays the Hubspot Social Inbox interface with three overlapping cards representing different customer interaction stages:

- MENTION:**
  - Profile:** LUCY M. (Marketing Manager)
  - Followers:** Has 2,345 followers
  - Description:** Brand strategy advisor, hiking enthusiast.
  - Latest Tweet:** GREAT resource! Download @HubSpot's New ebook: 15 Business Blogging Mistakes and TI
- LEAD:**
  - Profile:** JOHN P. (Digital Strategist)
  - Activity:** Viewed pricing page 7 times
  - Sales Rep:** John Smith
  - Latest Tweet:** "the business results speak for themselves" Foster, Salesforce <http://Desk.com> on using @HubSpot Software <http://bit.ly/17oDphi>
- CUSTOMER:**
  - Profile:** SARAH W. (Dir. of Marketing)
  - Relationship:** Customer for 3 years
  - Package Level:** Enterprise
  - Latest Tweet:** Roughly a month later and @bhalligan @dharmesh followed through on their promise. Called @HubSpot support and got right in, no wait!

Hubspot Social Inbox

# Additional Considerations



# Handout

- Social Media Management Tools
- Links to social media policies

## Social Media Tools

Features update frequently.  
Information shown as of 8/16/13.

		Comprehensive Digital Marketing Solutions		Social Media Aggregators and Analytics					Social Media Aggregators		
		Hubspot	Salesforce	Argyle Social	Hootsuite	MarketMeSuite	Sodal Bro	Sprout Social	Socialbakers <sup>1</sup>	Nimble	Tweetdeck
		Pro (\$600/mo) <sup>1</sup>	Pro (\$65/user/mo)	Pro (\$600/mo)	Pro (\$8.99/mo) <sup>2</sup>	Pro (\$15/mo)	Pro (\$39/mo)	Deluxe (\$59/user/mo)	Basic (\$250/mo) <sup>4</sup>	Business (\$15/user/mo)	Free
Social Network/ App Compatibility	Facebook	■	■	■	■	■		■	■	■	
	Twitter	■	■	■	■	■	■	■	■	■	■
	LinkedIn	■	■	■	■	■		■		■	
	Google+	■	■	■	■			■	■	■	
	Other	Youtube, Pinterest, App Directory (MailChimp, GoToWebinar, others)	Youtube, Pinterest, App Directory (MailChimp, Skype, Marketo, others)	Marketo, Pardot, Silverpop	Foursquare, Wordpress, App Directory (Instagram, Tumblr, YouTube, others)		Hootsuite	Zendesk, UserVoice			App Directory (MailChimp, Hubspot, Hootsuite, Harvest, Salesforce, others)
Features	Reporting & Analytics	■	■	■	■	■	■	■	Available with Analytics PRO <sup>5</sup>		
	Listening/Monitoring	■	■	■	■	■	■	■	■	■	■
	CRM Integration	■	■	■	■	■	■	■	■	■	■
	Content Scheduling	■	■	■	■	■	■	■	■		■
	Content Management (create, edit, publish, workflow)	■	■	■	■	■		■	■		
	RSS Feeds	■	■	■	■	■		■			
	Multi-user access	■	■	■	■	■	■	■	■	■	
	Mobile Marketing	■	■		■			■		■	
International	International Social Networks	Xing			Mixi, Xing, Renren, Sina/Tencent Weibo, VK						
	Multilingual Capabilities	■	■		■		■	■			■
	Geo-targeting	■	■			■	■	■	■		■

### NOTES:

1. Additional \$100/1,000 contacts
2. Baseline
3. Features of Builder PRO 2.0
4. Product currently in free beta testing. Pricing for previous version.
5. Offers separate tools: Analytics PRO, Builder PRO, Market Insights, as well as free statistics

Digital technology to attract, recruit, orient, retain international students [intead.com](http://intead.com)

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EDUCATION  
ADVANTAGE, LLC

# Breakout Sessions

- QUESTIONS HERE: