SOCIAL MEDIA  
#MONTANASTATE

Questions to Ask Yourself

• What do you want social media to help you achieve?
• What are your goals and how can you use social media to help us reach our goals?
• Who is your audience?
• How do you want your audience to respond?
• What barriers stand in your way of reaching these goals and how will you address them?

Engage & Listen

• Don't "set it and forget it."
• Use analytics guide your strategy.
• Use the #MontanaState hashtag!
• Create a content calendar.
• Post consistently - 1-2x/week is fine
• Always post a photo, video or graphic!
• Facebook posts with <40 words are the most successful!

Sample Goal: Strengthen MSU's brand and improve MSU's reputation.

Strategy #1: Integrate social media plan into the overall strategy of University Communications.
  • Tactic A: Use social media to share top web content created by the MSU News Service.
  • Tactic B: Edit the backend code to www.montana.edu/news to include code from Twitter allowing Tweets with links to the MSU News Service page to generate a summary card with a large image.

Strategy #2: Reinforce the MSU brand.
  • Tactic A: Develop and promote key university messages in conjunction with MSU's Strategic Plan.
  • Tactic B: Share MSU's accomplishments, awards, rankings, etc. while being mindful of our competitor's rankings.

Join the Conversation

Facebook: /montanastate
Twitter: @montanastate
Instagram: @montanastateuniversity

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FACEBOOK, TWITTER & INSTAGRAM POSTS

Tip: posts with <40 words are more successful!

You have a 140 character limit!
(media attachments don't count)

Include a photo & caption!
# Hashtag
A hashtag is any word or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you'll see other Tweets containing the same keyword or topic. It is also used to archive information.

@ 
The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People will use your @username to mention you in Tweets, send you a message or link to your profile.

@username
A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, MSU is @MontanaState. This can also be known as your handle.

Alerts
Twitter Alerts enable public safety agencies to inform people during emergencies by highlighting critical time-sensitive content with notifications and a unique look.

Bio
Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to characterize your persona on Twitter.

Block
If you block a Twitter account, that account will be unable to follow you or add you to their Twitter lists, and you will not receive a notification if they mention you in a Tweet.

cashtag
A cashtag is a company ticker symbol preceded by the U.S. dollar sign, e.g. $TWTR. When you click on a cashtag, you'll see other Tweets mentioning that same ticker symbol.
Glossary

Twitter

Connect tab
A personalized experience providing a fast and easy way to connect you to accounts you may be interested in, or to reconnect you with old friends on Twitter through your device's address book. See “Connect tab.”

Direct Messages
Direct Messages are private messages sent from one Twitter account to another account(s). You can use Direct Messages for one-on-one private conversations, or between groups.

follow
Subscribing to a Twitter account is called “following.” To start following, click or tap the Follow icon next to the account name on their profile to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts. See "block."

follower
A follower is another Twitter account that has followed you to receive your Tweets in their Home timeline.

geolocation, geotagging
Adding a location to your Tweet (a geolocation or geotag) tells those who see your Tweet where you were when you posted that Tweet.

hacking
Gaining unauthorized access to an account via phishing, password guessing, or session stealing. Usually this is followed by unauthorized posts from the account. Hacked accounts are sometimes referred to as "compromised." Click here if you've been hacked. Read more about how to keep your account safe.

header photo
Your personal image that you upload, which appears at the top of your profile. Find your short code.
Home
Your Home timeline displays a stream of Tweets from accounts you have chosen to follow on Twitter.

impersonation
Online impersonation (pretending to be someone you're not) that is intended to deceive is prohibited under the Twitter Rules. Parody accounts are allowed. See "parody."

like (n.)
Liking a Tweet indicates that you appreciate it. You can find all of your likes by clicking or tapping the Likes tab on your profile.

like (v.)
Tap the heart icon to like a Tweet and the author will see that you appreciate it.

list
From your own account, you can create a group list of other Twitter accounts by topic or interest (e.g., a list of friends, coworkers, celebrities, athletes). Twitter lists also contain a timeline of Tweets from the specific accounts that were added to the list, offering you a way to follow individual accounts as a group on Twitter.

mention
Mentioning other accounts in your Tweet by including the @ sign followed directly by their username is called a “mention.” Also refers to Tweets in which your @username was included.

mute
You can mute accounts; mute words, phrases, usernames and hashtags from your notifications; and mute Direct Message notifications.

Notifications, notifications
The Notifications timeline displays your interactions with other Twitter accounts, like mentions, likes, Retweets and who has recently followed you. If you request it, we send notifications to you via email, SMS, or through the Twitter for iOS or Twitter for Android apps.
parody
You can create parody accounts on Twitter to spoof or make fun of something in jest, as well as commentary and fan accounts. These accounts must disclose that they are parody, fan or commentary accounts in order to comply with our strict policy against impersonation. See "impersonation."

phishing
Tricking a user to give up their username and password. This can happen by sending the user to fake sign-in page, a page promising to get you more followers, or just simply asking for the username and password via a DM or email.

pinned Tweets
You can pin a Tweet to the top of your profile page to keep something important to you above the flow of time-ordered Tweets.

protected Tweets
Tweets are public by default. Choosing to protect your Tweets means that your Tweets will only be seen by your followers.

reply
A response to another person’s Tweet. Reply by clicking or tapping the reply icon next to the Tweet you’d like to respond to. A direct reply count is displayed next to the reply icon of a Tweet, and indicates the total number of replies the Tweet has received.

reactivation
You may reactivate a deactivated account within 30 days of the deactivation date. After 30 days, deactivated accounts are permanently deleted.

Retweet (n.)
A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

Retweet (v.)
The act of sharing another account's Tweet to all of your followers by clicking or tapping on the Retweet button.
**timeline**
A timeline is a real-time stream of Tweets. Your Home timeline, for instance, is where you see all the Tweets shared by your friends and other people you follow.

**timestamp**
The date and time a Tweet was posted to Twitter. A Tweet's timestamp can be found in grey text in the detail view of any Tweet.

**trends**
A Trend is a topic or hashtag determined algorithmically to be one of the most popular on Twitter at that moment. You can choose to tailor Trends based on your location and who you follow.

**Tweet (n.)**
A Tweet may contain photos, videos, links and up to 140 characters of text.

**Twitter emoji**
A Twitter emoji is a specific series of letters immediately preceded by the # sign which generates an icon on Twitter such as a national flag or another small image.

**Twitter Polls**
Twitter Polls allow you to weigh in on questions posed by other people on Twitter. You can also easily create your own poll and see the results instantly.

**verification**
A process whereby a Twitter account receives a blue check icon to indicate that the creator of these Tweets is a legitimate source. Verified accounts include public figures and those who may have experienced identity confusion on Twitter.

**who to follow**
Who to follow is an automated list of recommended accounts we think you might find interesting, based on the types of accounts you already follow and who those people follow.
FACEBOOK PAGES

About Section
This section contains basic information that'll help visitors quickly learn about your Facebook Page. Different types of basic information will appear in your Page's About section depending on your Page's category.

Activity Log
The Activity Log helps you manage your Page’s Timeline. It shows you a complete list of posts and comments by your Page, including posts you've hidden. Only people who help manage your Page can see the Activity Log.

Boost Post
Boosted posts appear higher in News Feed so there's a better chance that your audience will see them. You can boost any post you create on your Page, including status updates, photos, videos, and offers. The cost to boost a post depends on how many people you want to reach.

Check-ins
This action announces a person's location to their Facebook friends. If your Page includes an address, it will appear in a list of possible locations to check into when people are nearby. Once someone has checked in, a story (definition below) will be created in their friends' News Feeds.

Cover Photo
This is the large picture at the top of your Page. All cover photos are public, which means that anyone visiting your Page will be able to see it. Best practices include using a unique image that represents your brand.

Liked by Page
This section features all of the other Pages that you, as the Page, Like.

Milestone
Milestones are a special type of Page post that lets you highlight key moments on your Page’s Timeline. You can use milestones to share important events that tell the story of your Page is about.

Adapted from Sprout Social
FACEBOOK PAGES

Page Admin
When you create a Page, you automatically become the Page’s admin, which means only you can change how the Page looks and post as the Page. You can then assign roles to other people to help you manage your Page.

Page Roles
There are five different roles for people who help manage Facebook Pages. These roles include admin, editor, moderator, advertiser, and analyst. Any person assigned to these roles will log into their own personal accounts and work on the Page from there.

Pin to Top
Any post that you pin will move to the top of your Page’s Timeline and a “pinned” icon will appear in the top-right corner of the post. Your pinned post will stay at the top of your Page’s Timeline for seven days. After that, it'll return to the date it was posted on your Page’s Timeline. Only posts created by your Page can be pinned; posts that other people add to your Page aren't supported by the feature.

Post Attribution
Your posts, Likes, and comments on your Page’s timeline will be attributed to the Page itself — even if you’re logged into Facebook as yourself and not the Page. Whether you’re creating a post or scrolling through News Feed, you can choose to act as a Page or as yourself from a convenient drop-down box.

Under Page Settings > Post Attribution, you can change the default to post as the individual rather than the Page. With this enabled, when anyone who manages your Page creates a post or comments, it’ll be attributed to that individual rather than the Page.

Posts to Page
Posts to Page are any posts made to your Page by someone other than an admin. This way, your Timeline will showcase messages and content from your brand only. Any questions or feedback from customers will be found in the Posts to Page section on the left-hand side of your Page.
Glossary

Facebook Reach & Impressions

Total Reach
The number of unique users who were served at least one impression of your content via News Feed, Ticker, Timeline or an ad.

Organic Reach
The number of unique users who were served at least one impression of your content via News Feed, Ticker or Timeline without advertising.

Paid Reach
The number of unique users who were served at least one impression of your content via News Feed, Ticker or Timeline with an ad.

Total Impressions
The number of times your content was shown on News Feed, Ticker, Timeline or an ad. One unique user can be shown multiple impressions.

Organic Impressions
The number of times your content was shown on News Feed, Ticker or Timeline without advertising.

Paid Impressions
The number of times your content was shown on News Feed, Ticker or Timeline with an ad.

Adapted from JonLoomer.com
Engaged Users
The number of unique users who clicked anywhere on your content, whether it resulted in a story or not.

Engagement Rate
The percentage of unique users who liked, commented on, shared or clicked on your post after having been served an impression.

Consumers
The number of unique users who initiated clicks on your content that did not result in stories.

Consumptions
The number of clicks on your content that did not result in stories. Types of Consumptions: Link Clicks, Photo Views, Video Plays and Other Clicks.

Post Clicks
The number of clicks on your content, whether it resulted in a story or not.

Talking About This
The number of unique users who generated a story about your content.

Stories
The number of times users interacted with your content in ways that were displayed to friends and followers. Examples: Page like; checkin, page mention, Event RSVP; Offer claim; post like, comment or share.

Negative Feedback
Actions users can take to tell Facebook that they do not want to see your content. Examples: Hide post, hide all posts, report as spam, unlike page.

Positive Feedback
Actions users take that generate stories and spread your message to their friends. Examples: Question-answer; Offer claim; post comment, like or share; Event RSVP.
Cities/Countries
This is the number of people who saw any content about your Page grouped by country or city, based on IP address.

Daily Active Users
This metric is the number of people who have viewed or interacted with your Facebook Page on a specific day. It’s categorized by the type of action they perform.

Engaged Users
This is the number of engaged individuals who have clicked anywhere on one of your Facebook Page posts. For example, someone could have liked one of your posts, commented on it, or shared it.

Fans
In Page Insights, and other places on Facebook, “fans” is another way to refer to the people who like your Page.

Friends of Fans
This shares the number of unique individuals who are friends with people who like your Facebook Page. These people represent the total potential reach of content you publish to your Page.

Gender and Age
These demographic metrics detail the percentage of people who saw any content about your Page for each age and gender bracket, based on the information people enter in their personal profiles.

Language
This is the number of people who saw any content about your Page grouped by language, based on default language settings.

Net Likes
This is the difference between the number of people who have liked your Page and the number who unliked it over a specific period.

New Likes
This total is the number of unique individuals who liked your Facebook Page during a specific date range that you set yourself.
FACEBOOK AUDIENCE ANALYTICS

Organic Reach
Organic reach is the number of unique individuals who saw a specific post from your Page on their News Feeds, tickers, or directly on their Pages.

Other Clicks
This is a measurement of clicks not on the content of your Facebook Page post, but rather of clicks on the Page title or to “see more.”

Paid Reach
This is the number of unique individuals who saw a specific post from your Page through a paid source like a Facebook Ad or Promoted Post.

Post Reach
This is the number of people who have seen your post. You post counts as reaching someone when it’s shown in their News Feed. Figures displayed in Insights are for the first 28 days after a post was created and include people viewing your post on desktop and mobile.

Reach
Reach is the number of people who received impressions (definition below) of a Page post. Reach might be less than impressions since one person can make multiple impressions.

Total Likes
This is the number of unique individuals who have clicked the button to Like your Facebook Page.

Total Reach
Total reach is the number of unique individuals who have actually seen any content related to your Facebook Page. This includes content published on your Page as well as Facebook Ads and Promoted Posts that lead people to your Page.

The sum of Post Reach won’t equal Total Reach because Pages can reach people through content other than posts. For instance, if someone visits a Page after searching for it, they’ll be counted in Total Reach but not Post Reach. Also, if someone sees more than one Page post, they’ll be counted in Post Reach for each post they see, but they’ll only be counted once in Total Reach.

Adapted from Sprout Social
GENERAL FACEBOOK

Account Settings
Your settings are used to manage basic account preferences. Here you can edit your name or email, change your notification preferences, turn on extra security features, and more.

Event
Use the Event feature to organize events, gather RSVPs, respond to invites, and keep up with what your friends are doing.

Follow
Follow is a way to hear from people you’re interested in, even if you’re not friends. The Follow button is always a way to fine-tune your News Feed to get the types of updates you want to see.

Groups
Facebook Groups make it easy to connect with specific sets of people, such as coworkers. They’re dedicated spaces where you can share updates, photos, and documents as well as message other Group members.

Like
Clicking Like is a way to give positive feedback and connect with things you care about. When you Like something, the action appears as an update on your Timeline. Liking a post means you were interested in what a friend was talking about (even if you didn't leave a comment). Liking a Page means you’re connecting to that Page, so you'll start to see its stories in your News Feed. The Page will also appear on your Profile, and you'll appear on the Page as a person who Likes that Page.

Messages
Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages from your Facebook Friends.

News Feed
Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, App activities, and Likes from the people, Pages, and Groups you’re associated with.
GENERAL FACEBOOK

Notes
The Notes feature lets you publish messages in rich-text format, giving you greater flexibility than simple updates allow. In addition to formatting your text, you can add photos and tag other people.

Profile
Your Profile is your collection of photos, stories, and experiences that tell your story. It includes your Timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.

Search
Search is a tool to find people, posts, photos, places, Pages, Groups, apps, and events on Facebook.

Tagging
A tag links a person, Page, or place to something you post, like a status update or photo.

Ticker
The Ticker is positioned on the right side of your homepage and is updated with your friends’ activities in real-time. You can use it to keep up with the latest news as it happens, listen to music with your friends, or hover over a story to join in the conversation.

Timeline
Your Timeline is where you can see your posts or posts you’ve been tagged in displayed by date.

Timeline Review
This tool lets you approve or reject posts that you’ve been tagged in before they go on your Timeline.

Top Story
Top Stories include the stories published since you last checked News Feed that Facebook’s algorithm thinks you’ll find interesting.

Trending
Trending shows you a list of topics and hashtags that have recently spiked in popularity on Facebook. This is a personalized list based on your location, Pages you’ve liked, and what’s trending across Facebook.

Adapted from Sprout Social