

ASPPH Presents Webinar Series

***Student Services Spotlight:
Post like a Pro- Extend Your Reach
and Increase Engagement***

Wednesday, July 26, 2017
2- 3:00 p.m. Eastern

ASPPH.ORG

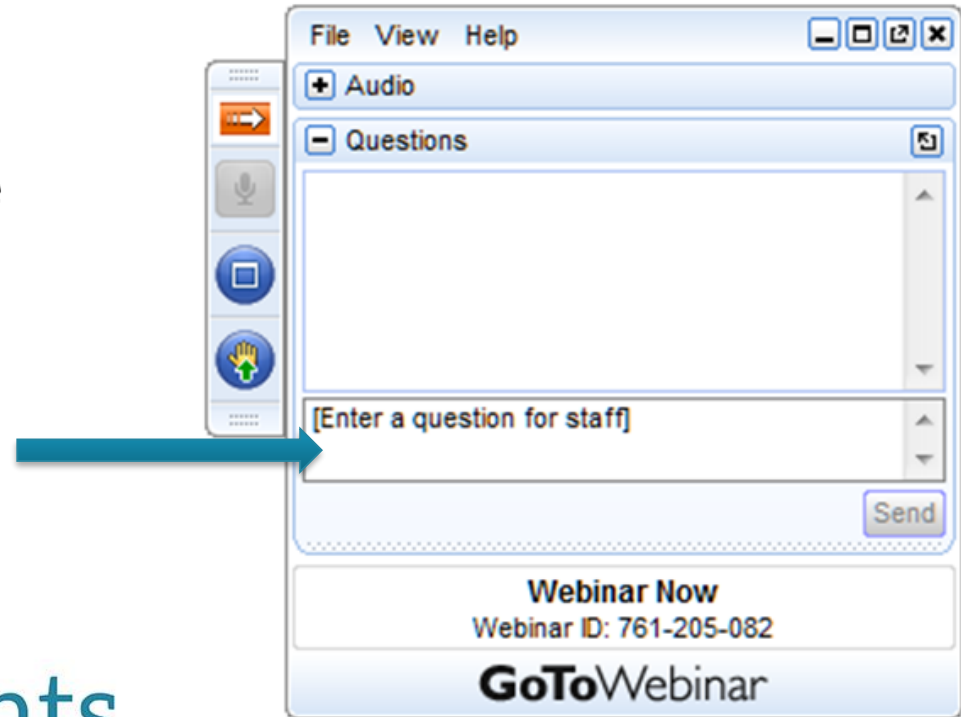
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ASPPH Presents
 **WEBINAR**

Method for Submitting Questions

Join the Conversation...

- You can ask questions in writing anytime during the webinar.
- Simply type them in the “Questions” field on the right side of your screen.



ASPPH Presents
▶ WEBINAR

Today's Presenters



Lorien Green
Manager, Digital Marketing
Liaison International



Post like a Pro: Extend Your Reach and Increase Engagement on Social Media



In Today's Webinar:

1. The Basics: Getting Started with Social
2. The Content Marketing Component
3. Program Execution
4. Strategies for Success



Getting Started with Social



●●●● Why Invest in Social Media?

To Create Awareness

- Recruit best-fit students
- Show them who you are

To Engage and Inspire Loyalty

- Build relationships
- Create ambassadors

It's Where Your Audience Lives

- 79% of teens are on SnapChat
- 76% on Facebook
- 73% on Instagram



●●●●● First Steps: Game Plan

Determine your voice and main themes

- Especially important for teams
- Helps with content sourcing

Document who has access to every account

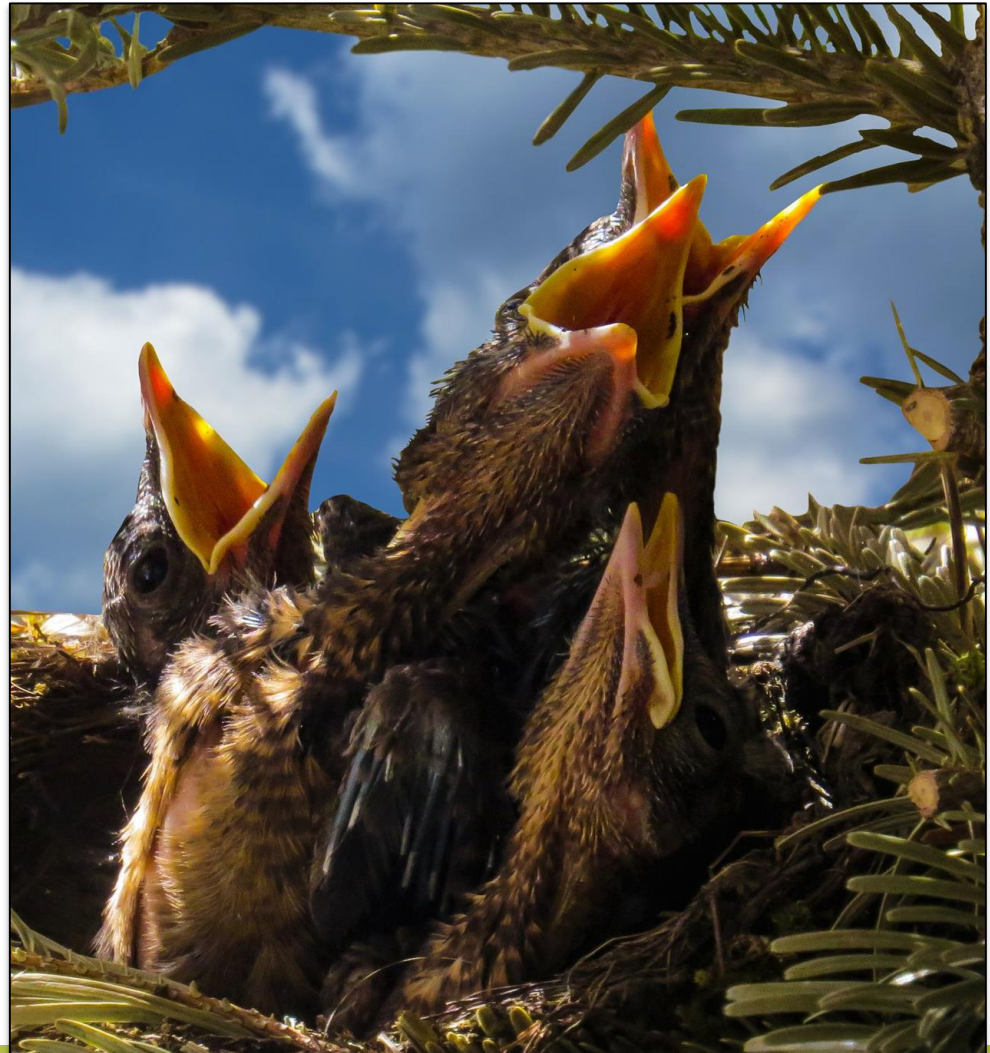
- Practice safe password storage
- Do not use the same password across social accounts

Create a crisis management plan in case of emergencies

- Escalation protocol – not just for emergencies
- Who will be responding

Choose your platforms wisely

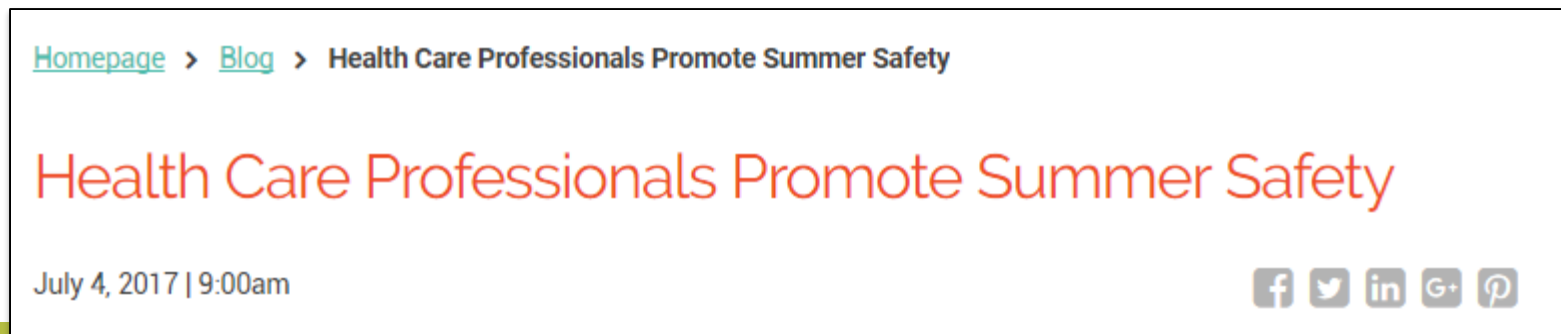
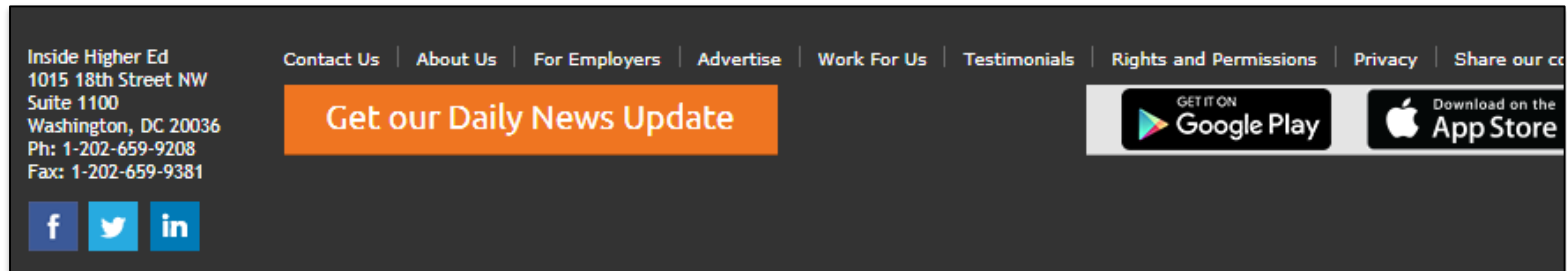
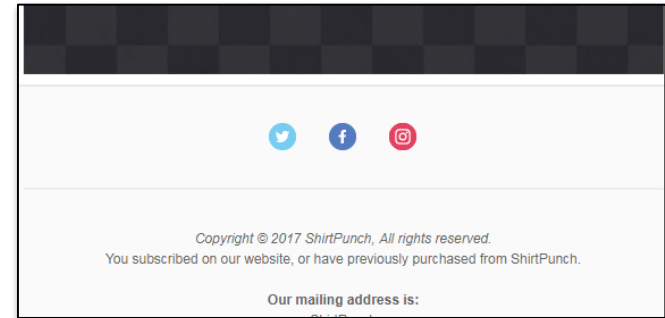
- Where your audience lives
- Where your goals are most easily accomplished
- Available resources



Integration

Shameless self-promotion

- Links to your profiles in the header or footer
- Share buttons on your site content
- Email signatures, newsletter footers
- Get the word out



Marketing Automation

Automating the things you can leaves more time for the things you can't.

The screenshot displays a marketing automation interface. On the left is a contact list with a search bar and icons for each contact. The main area is a 'Compose message...' window. Below the compose area is an 'AutoSchedule' section with a calendar for July 2017 and a time picker set to 8:00 AM. A 'View date in Publisher' button and a link to the 'new bulk composer' are also visible.

Find profile... 0

- EHCweb
- LiaisonEDU
- LivingLiaison
- Explorehealthcareers.org
- Liaison International
- LivingLiaison

Compose message...

Add a link...

AutoSchedule
AutoSchedule your message for optimal impact.

July 2017

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

2017-07-06

8 : 00 AM PM

Email me when message is sent

View date in Publisher

Want to save time? Try the [new bulk composer](#)



Content Marketing



Types of content to create

- Blogs, Podcasts
- Research Reports
- Images
- Event Coverage
- Webinars
- Infographics
- SlideShares
- Videos
- Quizzes, Questions, and Polls
- Livestreaming
- Lists
- Contests
- Curated Information

Repurposing Your Content

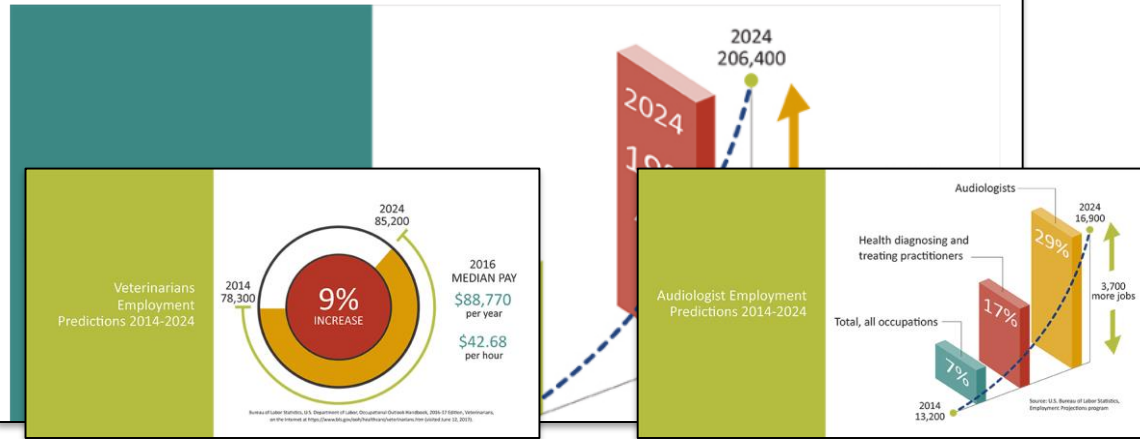


The screenshot shows the top portion of the Bureau of Labor Statistics website. At the top is a red header with the BLS logo (a star with a lightning bolt) and the text "BUREAU OF LABOR STATISTICS" in white serif font. Below this is a dark navigation bar with white text and dropdown arrows for "Home", "Subjects", "Data Tools", "Publications", "Economic Releases", and "Student". Underneath the navigation bar is a dark blue banner with white text: "OOH HOME | OCCUPATION FINDER | OOH FAQ | OOH GLOSSARY | A-Z INDEX | OOH SITE MAP". Below the banner, the main heading "OCCUPATIONAL OUTLOOK HANDBOOK" is displayed in large, bold, white sans-serif font. Underneath this, the text "Healthcare >" is shown in a smaller font, followed by "Healthcare Occupations" in a large, dark blue sans-serif font.

Repurposing Your Content

All Health Care Providers Can Help

Psychologists study the mind and behavior, embracing all aspects of the human experience – from the functions of the brain to the actions of nations, from child development to care for the aged. As a psychologist, you can help patients with mental and emotional problems like PTSD.



Turn Your Passion into a Fulfilling Health Care Career

July 11, 2017 | 9:00am



There are many factors that you should consider as you choose your health care career path. For one choosing a field that aligns with your passions means that going to work every day won't feel like a chore. Additionally, keeping job outlook in mind as you plan can ensure that the money and time you



Day to Day Execution



Essential Components of Running Social Media

Regularity – in both posting and content creation

Engagement – the human touch

Transparency – Resist the temptation to delete negative comments

Metrics – what's working?

●●●● Managing Social with Different Team Sizes



Army of One

If you only have one person – or less! – what are the leanest and most efficient ways to do justice to your social presence?

- Maximize automation tools
- Reduce frequency in favor of engagement
- Create an evergreen posts repository
- When you write a post for a piece of content, write several variants, and schedule them

Tag Team

Some have teams and can do more, but it isn't their sole focus – if you can devote 2-5 hours a week, what does that look like?

- Communication and delineation of duties becomes increasingly important
- Who's responding to inquiries? Who's managing the post schedule?

Duties Across a Group

How to delegate and manage for multiple participants across multiple departments.


- A centralized communications structure is important
- Delineation of duties
- Communication




Strategies for Success



Be Visual!



Facebook posts with images see 2.3X more engagement than those without images.
Source: Buzzsumo



Tweets with images receive 150% more retweets than tweets without images.
Source: Buffer

The images above were created in just a few minutes using a free online tool called Canva. There are countless free tools available to make your life easier!

Power Tools

Hootsuite: post scheduling, keyword tracking, engagement, stats

Hashtagify.me: hashtag discovery

Tweepi: follower prospecting and engagement

Google Alerts/Analytics/Keyword Tool/Insights... everything

Canva, Imgflip, Pictochart, Giphy: image generation

Anything else? There's an app for that...

●●●● Strategies for Success

Dive In!

- Experiment and track results
- Try new platforms, apps, tools

Keep up to date on social media news



SEO Podcast



Social Media Marketing Podcast



Agents of Change



Connect. Share. Engage.



Lorien Green

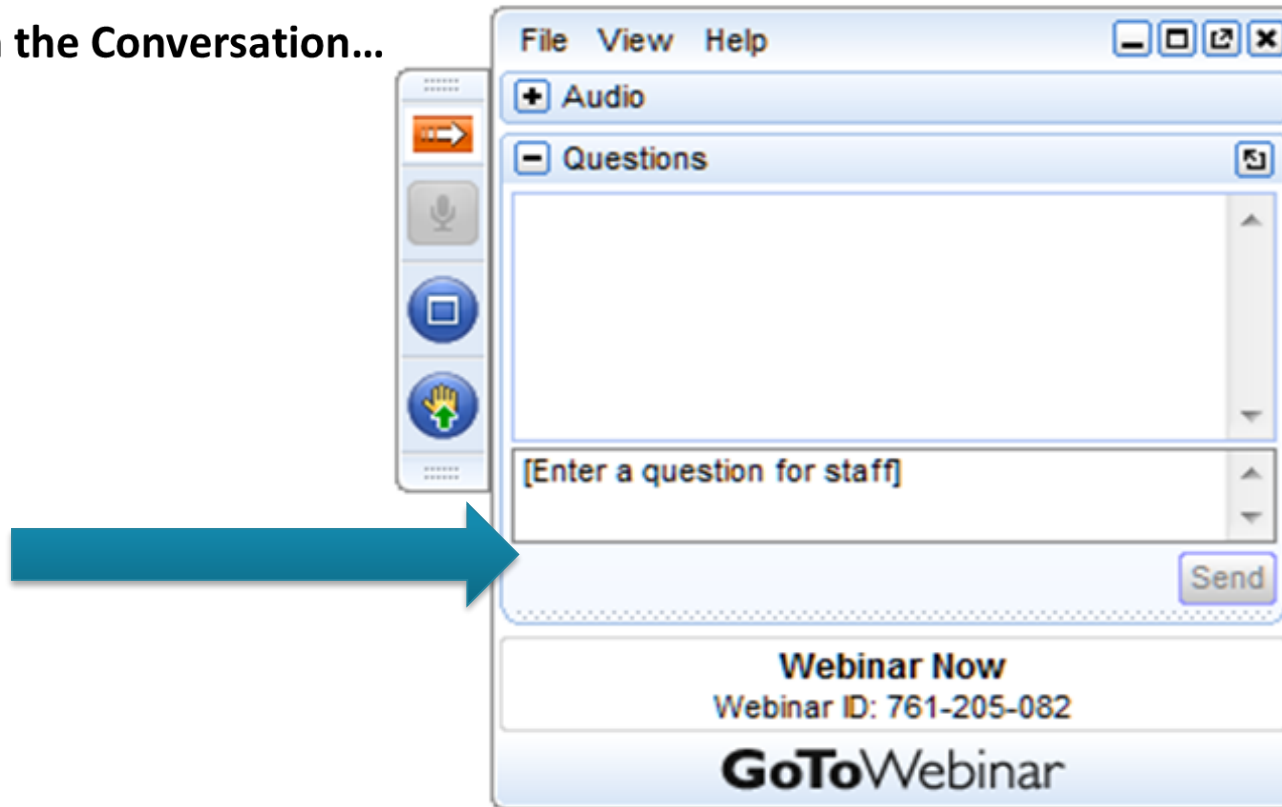
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Liaison International

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Questions or Comments?

Join the Conversation...



Thank you to Today's Presenters

Now taking questions.



Lorien Green
Manager, Digital Marketing
Liaison International

Thank You!

See the webinar event page on the ASPPH website for a link to the **archived webinar**:

<http://www.aspph.org/event/aspph-presents-student-services-spotlight-post-like-a-pro-extend-your-reach-and-increase-engagement/>

Contact: webinars@aspph.org

CPHCE
Credits

Coming Attractions...

ASPPH Presents Using Competencies to Inform Undergraduate Program Design and Incorporation of Evaluation Activities

Monday, July 31, 1 – 2:00 p.m. Eastern

ASPPH Presents: Liberal Education - Professional Education: Is it Time for an Intentional, Integrative Approach?

Tuesday, August 22, 2017

ASPPH Presents Integrating Advocacy into the Curriculum

September 2017

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<http://www.aspph.org/events/category/webinar/>

Coming Attractions...

UNDERGRADUATE

Public Health and Global Health Education

..... SUMMIT

MARCH 7, 2018 • ARLINGTON, VA

Thank you!