



Simon G. J. Devos, M.A., M.A.  
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# Agenda

1. Introduction
2. What is social media?
3. 10 Tips & Tricks
4. Conclusion

# Introduction



How many social media platforms do  
you know?

# Introduction



On how many social media platforms  
do you have an account?

# Introduction



How many social media platforms do  
you actively use?

# Introduction



How many hours a day do you spend  
on social media?

# Introduction



Did you ever manage a social media page of a company/organisation?

# What is social media?





# What is social media?

- Social media is not only about platforms
- But also about **interaction**
  - What do you post?
  - What do others post about you?
  - How do you respond to the posts of others?

# What is social media?

- Social media is not only about likes and followers
- But also about **reach**
  - How many people actually views your posts?
  - Who actually views your posts?
  - How many people share/comment to your posts?

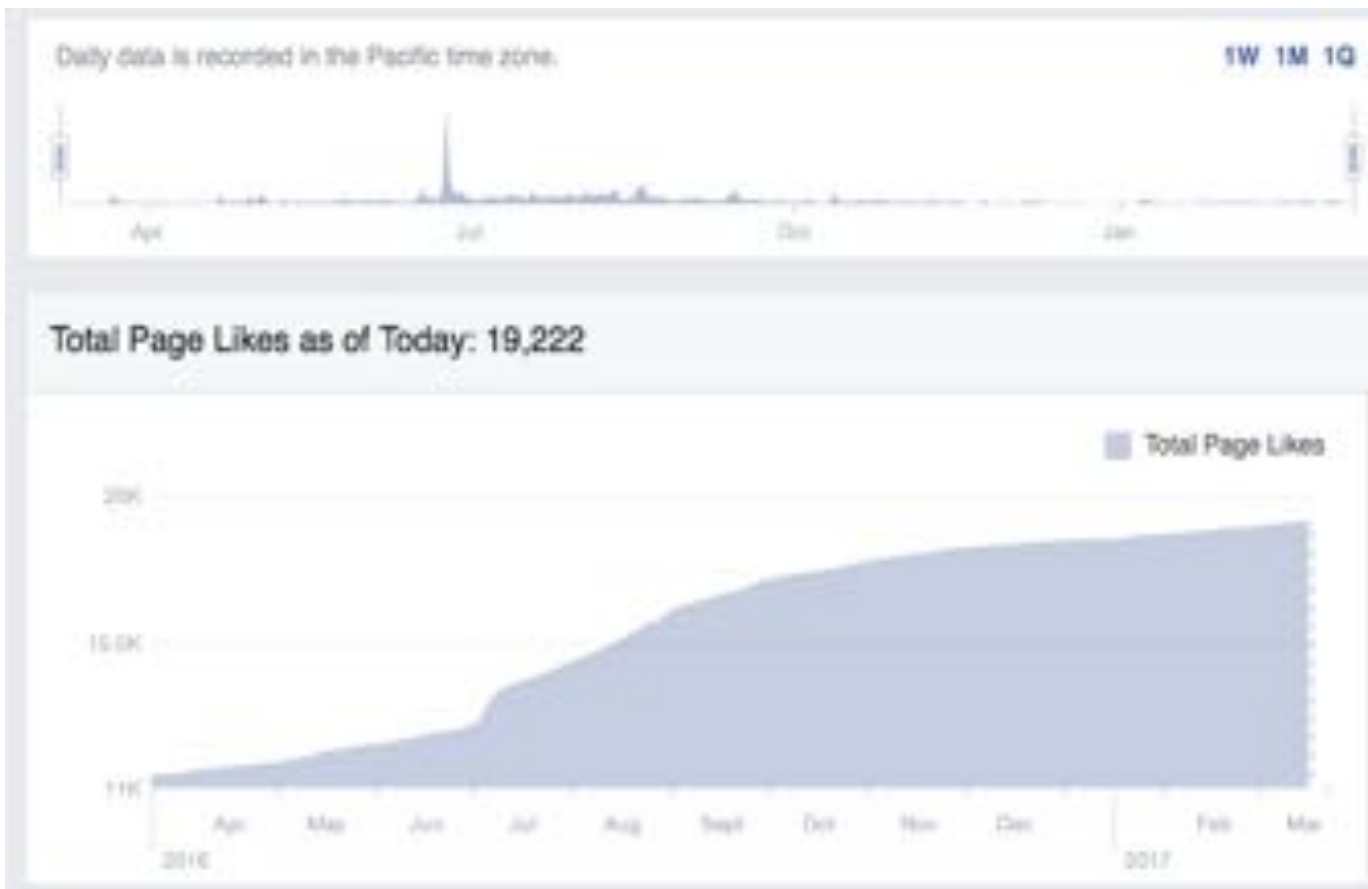
# What is social media?

- **Social media are not free!**
- There is no such thing as a free lunch
- You invest resources for moderating your pages/channels
- Most social media have features for which you have to pay

# What is social media?

- **Social media are not all the same!**
- Facebook ≠ Twitter ≠ Instagram ≠ ...
  - Not all platforms are focusing on the same types of content!
  - Not all social media have the same target groups!

# What is social media?



# What is social media?

## Post Details

Reported stats may be skewed from what appears on posts. ✕

Video **Post**

 **Young European Federalists [JEF]** shared European Parliament's video.

Published by Marine Belancourt (P) · 26 January · €

The Erasmus programme is turning 30! It is one of the biggest achievement of the European Union fostering generations of European youth to embrace what being European really means.

What does mobility means for you?



**6,212** People Reached

**788** Video Views

**83** Reactions, comments & shares

<b>73</b> Like	<b>72</b> On post	<b>1</b> On shares
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<b>8</b> Love	<b>8</b> On post	<b>0</b> On shares
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<b>2</b> Comments	<b>2</b> On Post	<b>0</b> On Shares
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<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares
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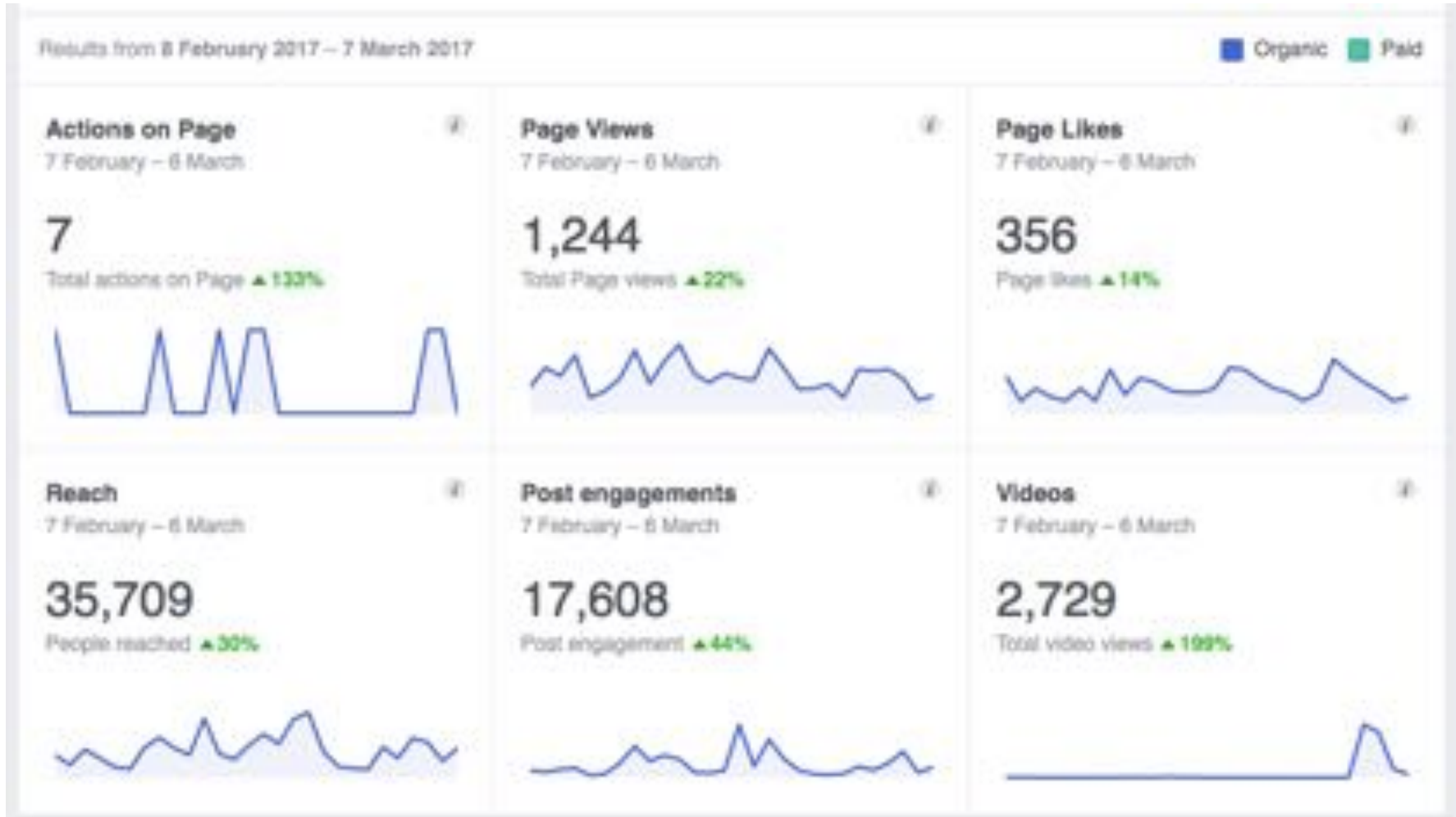
**308** Post Clicks

<b>0</b> Photo views	<b>0</b> Link clicks	<b>308</b> Other Clicks
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### NEGATIVE FEEDBACK

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

# What is social media?



# Tips & Tricks

1

Different target groups should be  
treated differently



# Tips & Tricks

2

Managing social media is a serious task.

You'll need resources to do it properly.

# Tips & Tricks

3

Don't just post.

Listen to the comments of your followers and respond to discussions if necessary.

# Tips & Tricks

4

Don't just post.

(Always) respond to questions from the audience.

# Tips & Tricks

5

Post when your audience is online.

Usually, people check their social media  
during lunch breaks...

# Tips & Tricks

6

People follow plenty of people and brands and companies on social media.

You'll need interesting content to generate views.

Facebook: Videos > Pictures > Text

# Tips & Tricks

7

Users don't see all posts on their feeds.

Algorithms determine whether your content  
is still interesting for your viewers.

# Tips & Tricks



The classic: Be authentic!

# Tips & Tricks

9

There is no such thing as a free lunch.



# Tips & Tricks

10

Social media constantly changes.

Re-think your strategy on a regular basis.

# Conclusion



# Bibliography

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Thank you  
for your attention  
and enjoy the IP!



Simon G. J. Devos, M.A., M.A.  
simon.devos@th-wildau.de