TELLING THE OU STORY WITH SOCIAL MEDIA

☑️ Tell shareable stories
☑️ Make meaningful connections with influencers
☑️ Engage in the conversation, recognizing social media as a customer service platform

CONTENT STRATEGY

Align social strategy to business objectives
- ☐ Attract new students
- ☐ Retain current students
- ☐ Make alumni and external community proud

Use high-quality photography
- ☐ Photo posts on Facebook get 53% more likes than the average post
- ☐ Post a select representation of photos from an event or milestone

Real-time content marketing resonates with audiences
- ☐ Be in-the-know and talk about what's happening now
- ☐ Make sure it ties back to OU somehow
- ☐ Be ready to react and throw resources at something that could go viral

Follow the 80/20 rule
80% of content is “interesting”
- ☐ Retweet influencers who are talking about OU
- ☐ Share relevant, user-generated content
- ☐ Share relevant news stories, offering additional insight or posing a question (create Google alerts to find news about OU or specific topics)
- ☐ Engage with followers, answer questions, comment, and congratulate
20% of content is “marketing” with persuasive calls to action
- ☐ Create a content calendar of all planned posts
- ☐ Tie it all into the overall marketing plan
- ☐ Use branded graphics

Use established hashtags
- #ThisIsOU
  The official OU hashtag
  Use it to show:
  - OU’s physical space and campus beauty
  - the behind-the-scenes of campus life and academics
  - student and alumni achievement that’s a direct result of an OU education

- #FightOakland
  OU’s official Division I Athletics hashtag
  #OUFamous
  OU’s influencers become famous by being involved in everything, including photo and video shoots (it’s like the #backchannel for marketing at OU)

- #FutureGrizzly
  Used when talking to prospective or admitted students

SET SOCIAL MEDIA GOALS AND MEASURE SUCCESS

☑️ Influencers are telling their version of the story
☑️ Followers are interacting with the content, expanding its reach
☑️ Your followers are your intended audience

Use measurement tools
Insights within each platform and third-party
- Twitter & Facebook (Hootsuite)
- Instagram (Iconosquire)
- Twitter Counter (Twitter)

Stay up-to-date on current trends and social media news
(Mashable.com)