Live Social Media

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Brady Burns

- B.A. in Strategic Communication (UNT)
  - VP of Marketing for University Program Council
  - VP of Social Media & Design for UNT Ad Club
- Social Media Coordinator – City of Grapevine
- Continued Education in Communication at Master’s level – TAMUCC
  - Graduate Assistant & Ad Manager for TAMUCC Student Publications “Island Waves”
  - Interim New Media Specialist for TAMUCC Marketing & Communications
Today

• Marketing Coordinator for the Division of Student Affairs
  • Social media, photography, graphic design & video
  • Master of Journalism with a focus on social media in higher education (UNT ‘19)
What is Live Social Media?
Live Social Media

- Facebook Live
- Instagram Stories
- Live Tweets
- Snapchat
Why Live?
Best Practices For Going Live On Social Media

1. Know your Audience
2. Notify your followers
3. Develop promotional visuals
4. Rehearse
5. Check in on connectivity
6. Conduct a sound check
7. Go live
8. Have fun

Ten Tips Specific to UNT

1. Always use #UNT somewhere in your post
2. Ask UNT accounts with a large following to share (@untsocial, @untunion, @unt_upc, @unt_dsa)
3. Interact with students during the live coverage
4. Consider students, alumni, stakeholder’s schedule when going live
5. Schedule content in advance to promote your live coverage
6. Consult the UNT Social Media webpage: social.unt.edu
7. When in doubt, ask students
8. Have fun
Facebook Live

- Is the platform right for your audience?
- Plan, Plan, Plan!
  - Consider audio first.
  - First timer? Test it out on your personal profile
- Check your equipment on site.
  - Laptop, phone, microphones, camera, lighting, etc.
  - Always shoot vertical if you can!
Facebook and Instagram Stories

• Video is the new picture
• Great option for coverage at events
• Shoot Vertical
• Use Instagram stories and share on Facebook
  • Consider the messaging
    • Students are on Instagram
    • Parents are on Facebook
Instagram Stories Cont.

- Great for photos & videos
- Over 800 million monthly active users
- 63% of 13 to 17-year-olds use Instagram daily
- 80% of Instagram users come from outside of the U.S.
  - Great for reaching international students
Instagram Story Takeovers

- Allows student to be the voice for your organization
  - Be sure to monitor these
  - Issues temp passwords
Live Tweeting

- UNT is a Twitter heavy campus
  - Student rely on this platform for the majority of SM information
- Adding visuals to your posts will increase engagement.
  - If you have a speaker, you can create graphic quotes in advance.
- Provide links with more info… Don’t be wordy.
Hashtags

• Connect with students by finding them first
  • Search #IamUNT, #UNT, #UNT(and the graduating year) and comment info about your events
  • Create a # for your live tweets
    • This will allow students and you to find all of them easily
Custom Snapchat Geofilters

- Allows attendees to share live content with followers
- Consider creating a Geofilter to boost engagement.
- [https://www.snapchat.com/create](https://www.snapchat.com/create)
- New feature: Lenses
Snapchat Takeovers

- Allows student to be the voice for your organization
  - Be sure to monitor these
  - Issues temp passwords
Social Media Scheduling

- Social Media scheduling and management service.
  - Allows you to focus on live content.
- https://hootsuite.com/plans/free
  - Others: Tweet Deck, Sprout Social, Buffer, etc.
Gaging Success & Failures

- How many people tuned in?
  - Who tuned in? Sometimes it’s quality over quantity
- What platforms are working for you?
  - Consider your time and resources
- What can I do for overall growth?
To Recap

• Don’t be scared to try something new
  • Social media changes all time anyway so why not
• Plan in advance
  • Even though you’re covering a live event, you can make your life easier if you plan ahead
• Seek help when needed
  • Facebook group (HigherEdSocial), Or contact DSA Marketing & Communications…
Need Marketing Help?

The DSA Marketing & Communications team is here to help tell your story

- Ray Willhoft – Sr. Communications Strategist | (940) 565-2464 Raymond.Willhoft@unt.edu
  - Contact for: Publicity (Announcements, Articles, Awards, Communication Strategy, News, Newsletters, Successes)

- Brady Burns – Marketing Coordinator | (940) 369-7255 Brady.Burns@unt.edu
  - Contact for: Marketing (Graphic Design, Photography, Social Media)

- Kara Ottinger – Sr. Web Developer | (940) 369-6172 Kara.Ottinger@unt.edu
  - Contact for: Web (New Websites, Website Updates)
New Social Media Channel?

- https://studentaffairs.unt.edu/social-media
- Email Kara.Ottinger@unt.edu
Follow DSA!
Thank you!

Questions? Comments?
Goodbye!