Becoming a Social Media Publisher: 
A Comprehensive Review of Social Media Management Tools

Jessica Winters, Marketing Coordinator, University of Groningen
Paul Hofmann, Assistant VP for International Affairs, California State University-Fresno
Michael Waxman-Lenz, Co-founder and CEO, Intead: International Education Advantage, LLC
Social networks @univgroningen
Main Facebook Pages
How to monitor, manage & measure?

- Team or individual
- Tasks: who does what
- Use the right tools for you
Tasks: who does what?
Groningen tools

Paid
✓ HootSuite Pro (also free version)

Free
✓ Pages smartphone app
✓ Facebook Insights
✓ SocialMention
✓ SocialBakers (also paid version)
Days
The average number of your fans who saw any posts on Facebook by day of the week.

Times
The average number of your fans who saw any posts on Facebook in an hour.
## Types of posts

### Best Post Types
The success of different post types based on average reach and engagement.

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Reach</th>
<th>Average Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo</td>
<td>3.4K</td>
<td>Reach: 303, Post Clicks: 60, Likes: 14</td>
</tr>
<tr>
<td>Link</td>
<td>1.8K</td>
<td>Reach: 84, Post Clicks: 14, Likes: 10</td>
</tr>
<tr>
<td>Video</td>
<td>1.3K</td>
<td>Reach: 127, Post Clicks: 10, Likes: 10</td>
</tr>
</tbody>
</table>
University of Groningen in Groningen

For those of you who didn’t know yet: Groningen - the World’s Cycling City 😊!

Worth the watch!

Groningen: the World’s Cycling City

15:35
Content main Page

- *Pride*
  - University
  - Students
  - Local
- College-humor
- Student-related
- Famous people
- Niche: ...
Best posts Prospective Page

- Hype: Harlem Shake
- Groningen city
- Netherlands
- Study abroad
Mentions about university of groningen

Sort By: Date | Results: Anytime

24% strength | 10:1 sentiment | 28% passion | 32% reach

1 minutes avg. per mention
Last mention 3 minutes ago
157 unique authors
96 retweets

Sentiment
- positive 134
- neutral 150
- negative 14

Top Keywords
- groningen 303
- university 294
- studies 106
- religious 96
- beasiswa 96
- netherlandsedu 96
- belanda 96
- beasiswalndo 86

Art Students, Stand UP!!! Applications are invited for University of Groningen Talent Grant for Excellent candidates from non-EEA countries....
www.facebook.com/permalink.php?id=13754256198&v=wall&story_fbid=10202918062577314
4 hours ago - by @NanaBenyinEmniful on facebook

Just got the sweetest most lovely email from the University of Groningen. The Dutch are some of the nicest people in the world.
twitter.com/Killroy121/status/427839392664829853
6 hours ago - by @Killroy121 on twitter

RT @Beasiswalndo: RT @NetherlandsEdu: http://t.co/uvGyOhn1Ui beasiswa Theology & Religious Studies di Univ Groningen BELANDA, mau?:) ~0127
twitter.com/DavidsonEn/status/427762319716646812
10 hours ago - by @DavidsonEn on twitter

@wahyudirfan Now studying global governance (basically International Relations) in the University of Groningen.
twitter.com/nadiraRdiana/status/427758868086907472
11 hours ago - by @nadiraRdiana on twitter

Sources
- twitter 100
- youtube 50
- answers_wiki 50
- flickr 50
- reddit 14
- facebook 10
- ask 8
- wordpress 8
- topix 5
- photobucket 3
Pim Muda
3:32am
Talking about passion and performance:
This saturday the Ashton Brothers will be in Martiniplaza.
Metro UK: “There haven’t been many performances at the Fringe that have caused Metro to drop its notepad through sheer excitement, but this was one. Influenced by Monty Python, the Ashton Brothers are agile, adaptable and funny enough to fill their shoes”
Even funnier: one of them is from Groningen!

Jaber Bassam
8:14pm
I will contact him tomorrow morning. thank you very much

Kathy Chan
6:19am
THANK YOU SO MUCH!

University of Groningen
Jan 24, 3:32am
Hey Nargiz, please contact me. Regine van Groningen (r.j.van.groningen@rug.nl). She can give you detailed information on the EM2 programmes. Good luck and let us know if you need more info! Have a great weekend ;)

Mariam Davlishvili
Jan 23, 1:10pm
Thanks for advice. Danke schön. Mit freundlichen Grüßen, M.D.

Rifka Sumsayya Syahidah
Jan 23, 12:32pm
okay thank you so much ;)

University of Groningen
Jan 23, 11:55am
Beste Suzan, je kan het best even
Pitfalls

HootSuite
✓ Easy to post with wrong account
✓ Works with Facebook, not advisable though

Data overflow
✓ What does it all mean?
  - set goals!
Social media policy

• guideline
• to protect:
  – company/organization
  – staff
  – users
Content

• goals
• general rules of behavior
• general rules concerning work/personal matters
• responsible staff members
• management, monitoring, metrics
• crisis protocol: chain of communication
“Happy hour is on! Show us what makes you proud to be British for a chance to win. Don't forget to tag #MyFrappuccino http://bit.ly/JlXOcu”
Fresno State’s Social Media

Facebook

Flickr

Twitter

YouTube

Instagram

Pinterest

Linkedin Business Page & Linkedin University Page
Facebook Posts

Agriculture students from the Plant Science Club, Alpha Gamma Rho and Alpha Zeta picked oranges and grapefruits from trees at the University House over the weekend.

All the fruit was donated to Bulldog Pantry to help those in need!
31% growth over the past year
<table>
<thead>
<tr>
<th>June 2013</th>
<th>Feb. 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. New Mexico - 63,658</td>
<td>1. New Mexico - 68,512</td>
</tr>
<tr>
<td>5. Hawaiʻi - 20,413</td>
<td>5. Fresno State - 45,700</td>
</tr>
<tr>
<td>7. Fresno State - 18,056</td>
<td>7. San Diego State - 28,891</td>
</tr>
<tr>
<td>8. UNLV - 8,522</td>
<td>8. UNLV - 10,234</td>
</tr>
</tbody>
</table>
Twitter

Fresno State
@Fresno_State
The official Twitter for California State University, Fresno (Fresno State). Serving the San Joaquin Valley since 1911. #FresnoState
Fresno, CA • fresnostate.edu

7,173 TWEETS  947 FOLLOWING  11,400 FOLLOWERS

Tweets

Fresno State @Fresno_State t³ RETWEET  FAVORITE
TODAY @ 7pm in Alice Peters Auditorium PB 191, attend a reading by award-winning Barbara Brinson Curiel. Event is free w/ reception to follow
31 Jan

Fresno State @Fresno_State t³ RETWEET  FAVORITE
53 #FresnoState student-athletes earn fall 2013 @MountainWest academic honors! http://t.co/3jL9VU0XVn #BulldogBornBulldogBred
30 Jan

Fresno State @Fresno_State t³ RETWEET  FAVORITE
RT @USUProductions: Fresno State Students FREE bowling, billiards & X-box 2nite 7pm USU Recreation Center. Get #pawpass for discounts http:...
111% growth over the past year
<table>
<thead>
<tr>
<th></th>
<th>June 2013</th>
<th>Feb. 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>New Mexico - 13,792</td>
<td>New Mexico - 16,600</td>
</tr>
<tr>
<td>2.</td>
<td>Boise State - 11,690</td>
<td>UNLV - 14,300</td>
</tr>
<tr>
<td>3.</td>
<td>UNLV - 11,439</td>
<td>San Diego State - 13,300</td>
</tr>
<tr>
<td>4.</td>
<td>San Diego State - 10,266</td>
<td>Nevada - 12,400</td>
</tr>
<tr>
<td>5.</td>
<td>Nevada - 10,169</td>
<td>Boise State - 12,400</td>
</tr>
<tr>
<td>6.</td>
<td>Wyoming - 7,780</td>
<td>Fresno State - 12,100</td>
</tr>
<tr>
<td>7.</td>
<td>Hawai‘i - 7,756</td>
<td>Wyoming - 10,000</td>
</tr>
<tr>
<td>8.</td>
<td>Utah State - 6,999</td>
<td>Hawai‘i - 9,395</td>
</tr>
<tr>
<td>9.</td>
<td>Fresno State - 6,439</td>
<td>Utah State - 8,699</td>
</tr>
<tr>
<td>10.</td>
<td>Air Force - 5,414</td>
<td>Air Force - 6,871</td>
</tr>
<tr>
<td>11.</td>
<td>Colorado State - 3,893</td>
<td>Colorado State - 6,126</td>
</tr>
<tr>
<td>12.</td>
<td>San Jose State - 3,831</td>
<td>San Jose State - 5,656</td>
</tr>
</tbody>
</table>
What Social Media Management Tools Can Do For You

Image: HootSuite
Listening

Tweetdeck Keyword Search

Create a new stream

Rate of keyword mentions: About 18 tweets per day.

Back to: Social Monitoring

Hubspot Social Monitoring
Engaging

HootSuite engagement features

Hubspot
Providing Customer Service

LEAD

JOHN P. (Digital Strategist)

Viewed pricing page 7 times

Sales Rep:
John Smith

Latest Tweet:
“the business results speak for themselves”

CUSTOMER

SARAH W. (Dir. of Marketing)

Customer for 3 years

Package Level:
Enterprise

Latest Tweet:
Roughly a month later and @bhalligan @dharmesh followed through on their promise. Called @HubSpot support and got right in, no wait!

Hubspot Social Inbox
Additional Considerations

- SEO
- Analytics
- Add-on Features
- Content Creation

Social Media Management
Handout

- Social Media Management Tools
- Links to social media policies
# Social Media Tools

Features update frequently. Information shown as of 8/16/13.

<table>
<thead>
<tr>
<th>Social Network/App Compatibility</th>
<th>Comprehensive Digital Marketing Solutions</th>
<th>Social Media Aggregators and Analytics</th>
<th>Social Media Aggregators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hubspot (#$600/mo)</td>
<td>SocialBro (#$15/mo)</td>
<td>Nimble</td>
</tr>
<tr>
<td></td>
<td>Pro (#$65/user/mo)</td>
<td>MarketMeSuite (#$59/mo)</td>
<td>Basic (#$250/mo)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SocialBro (#$195/mo)</td>
<td>Nimble</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SproutSocial (#$150/mo)</td>
<td>Free</td>
</tr>
<tr>
<td>Facebook</td>
<td><img src="symbol" alt="Symbol" /></td>
<td>Hootsuite</td>
<td><img src="symbol" alt="Symbol" /></td>
</tr>
<tr>
<td>Twitter</td>
<td><img src="symbol" alt="Symbol" /></td>
<td>Zendesk, UserVoice</td>
<td><img src="symbol" alt="Symbol" /></td>
</tr>
<tr>
<td>LinkedIn</td>
<td><img src="symbol" alt="Symbol" /></td>
<td></td>
<td><img src="symbol" alt="Symbol" /></td>
</tr>
<tr>
<td>Google+</td>
<td><img src="symbol" alt="Symbol" /></td>
<td></td>
<td><img src="symbol" alt="Symbol" /></td>
</tr>
<tr>
<td>Other</td>
<td><img src="symbol" alt="Symbol" /></td>
<td><img src="symbol" alt="Symbol" /></td>
<td><img src="symbol" alt="Symbol" /></td>
</tr>
</tbody>
</table>

### Features
- **Reporting & Analytics**
- **Listening/Monitoring**
- **CRM integration**
- **Content Scheduling**
- **Content Management (create, edit, publish, workflow)**
- **RSS Feeds**
- **Multi-user access**
- **Mobile Marketing**

### International Social Networks
- **International Social Networks**: Xing, Mii, Xing, Renren, Sina/Tencent, Weibo, VK

### Multilingual Capabilities
- **Multilingual Capabilities**

### Geo-targeting
- **Geo-targeting**

**NOTES:**
1. Additional $100/1,000 contacts  
2. Baseline  
3. Features of Builder PRO 2.0  
4. Product currently in free beta testing. Pricing for previous version.  
5. Offers separate tools: Analytics PRO, Builder PRO, Market Insights, as well as free statistics.
Breakout Sessions

• QUESTIONS HERE: