ADVANCED USE OF SOCIAL MEDIA: BEST PRACTICES & MAKING IT WORK FOR YOU

POWERFUL TOOLS THAT CAN MAKE AN IMPACT
QUICK INTRODUCTION:
TOM MIX, NDHSAA MEDIA SPECIALIST

So what do I do?

• I help the NDHSAA promote itself on different media platforms (web, print, social media, etc.)
• I coordinate the NDHSAA’s Social Media efforts
• I update the NDHSAA’s NOW website, which is where fans find information on events, teams, athletes, sports, activities, tournaments, brackets and much more.
• I work with statewide media members that cover NDHSAA events and make sure they have the information they need to do their jobs.
• Design and edit the NDHSAA Monthly Bulletin
NDHSAA NOW WEBSITE AND SOCIAL MEDIA

- NDHSAA website is www.ndhsaa.com (This houses general information, regulations, member school information, etc.)

- NDHSAA NOW website is: www.ndhsaanow.com (This site is geared more to students, fans and parents. It houses team rosters, team photos, brackets, schedules, tournament information, etc.)

- Twitter: @ndhsaa

- Facebook Page:

- Instagram profile: ndhsaa
• Common target audiences for all state associations are: Member Schools, Students, Parents, Teachers, School Administrators and Fans. Those are large groups but that’s a good thing!

• Keeping that in my mind, the best practice I’ve tried to use with NDHSAA’s Social Media efforts is to find intersecting points of what those groups might be interested in: Event Information, History, Scores, Schedules, Brackets, Photos, etc.

• Most of your social media efforts should be concentrated in those intersecting areas.

• Best Practice: Be sure your State Association’s website has what people want on it.
LINKS, PHOTOS, HASHTAGS ARE IMPORTANT: SOCIAL MEDIA CAN WORK FOR YOU

- A large percentage of Social Media posts I post for the NDHSAA include the following:
  1. Link to the NDHSAA NOW site (This is where we want to drive traffic ... It's where we feature our schools, student athletes and sponsors!)
  2. Hashtags “#NDHSAA” and “#NDpreps” (These are searchable so social media users can narrow what content they are trying to find.)
  3. Photo element (Action Photo, Logo, Photo of Tournament Venues) NOTE: This helps it stick out among the mass of other posts that populate social media platforms. “Faces and Places” Philosophy.
EXAMPLES:

West Fargo Wins NDHSAA Class A Baseball State Championship | NDHSAA NOW STORY: ndhsaanow.com/news/1378/clas... #NDHSAA #NDpreps

NDHSAA Class B Softball State Champions: Kindred-Richland Vikings | BRACKET: ndhsaanow.com/brackets/softb... #NDHSAA #NDpreps

Reminder: NFHS Network is streaming select 2017 NDHSAA Spring State Tournament Games | Details: ndhsaanow.com/news/1520/nfhs... #NDHSAA #NDpreps
EXAMPLE OF TAKING SOCIAL MEDIA EFFORTS UP A NOTCH: USING ADVANCED APPS LIKE TWEETDECK

• TweetDeck is a social media dashboard application for the management of Twitter accounts.

• I use this application in addition to the regular Twitter site for NDHSAA’s account and have found it to be highly effective in managing the account.
TWEETDECK IS A WAY TO TAKE THINGS TO THE NEXT LEVEL “CUSTOMIZATION”

Create a custom Twitter experience.
Organize and build custom timelines, keep track of lists, searches, activity and more—all in one interface.

Find exactly what you’re looking for.

Tweet together.
Share an account with your team, without sharing your password. Maintain full control over permissions at all times.
TWEETDECK FEATURES

• The “Dashboard” concept is very helpful as it organizes functions into columns. You can create a column that only includes tweets with a specific hashtag or phrase. (I.E. #NDpreps or #NDHSAA).

• Also allows you to schedule content, which is setting up a tweet that is scheduled rather than posted instantly. When I've scheduled tweets they usually are for promoting upcoming events and are scheduled for the evening hours 6 p.m. – 9 p.m. is when our account and website receives the most amount of traffic/interactions.
SCHEDULING TWEETS WITH TWEETDECK

• Example to the left shows a tweet from the NDHSAA Twitter account scheduled for a 7:30 p.m. posting time.
• You can also add an image to a scheduled tweet.
• No limit to how many you can schedule.
• Great option if you are promoting a certain event and know people will be logged on at time of the scheduled post. This allows you to plan in advance rather than post that evening. Basically “Set It & Forget It”
NDHSAA EXAMPLE OF SCHEDULED CONTENT

• During the 2016-17 school year I produced a daily “NDHSAA FACT” Tweet, which highlighted our association’s history throughout the different seasons. In summary, during July/August I produced all the “Facts” in a google doc for each week of the school year and then scheduled them in TweetDeck for the whole year. It was a summer project that was a big hit with our fans.

• Scheduled content helps promote and remind audiences about upcoming events. Example to the left shows a tweet w/ link to our officials registration page.
DON’T IGNORE ANALYTICS: LOOKING AT THE DATA CAN HELP YOU BECOME MORE EFFECTIVE

• Most Social Media Platforms have analytics data that can provide the user a look at trends with how people are interacting with their account.

• I try to look at the analytics at the end of each month on our NDHSAA Twitter and Facebook page to see what was effective and what content our audience responded to & interacted with.

• The analytics data collected is there so you may as well use it.

• May introduce you to new ways to engage your audiences or connect your sponsors/partners with those audiences.
A LOOK AT ANALYTICS:

Engagements
Showing 31 days with daily frequency

Engagement rate 1.9%
1.1% engagement rate

Link clicks 16.3K
37 link clicks

On average, you earned 527 link clicks per day

Retweets 1.2K
2 Retweets

On average, you earned 38 Retweets per day

28 day summary with change over previous period

Tweets 840 ↑313.8%
Tweet impressions 1.33M ↑320.0%
Profile visits 43.4K ↑1,066.3%
Mentions 228 ↑79.5%
Followers 6,068 ↑122

Impressions 14,522
Total engagements 1,802
Media engagements 1,337
Likes 198
Detail expands 154
Retweets 52
Profile clicks 43
Link clicks 11
Hashtag clicks 6
Replies 1
ADVANCED TECHNIQUES CAN HELP YOU EXPLORE WAYS TO BENEFIT FROM SOCIAL MEDIA

• NDHSAA Social Media efforts are evolving like most companies. My first full year was primarily about building up our following on social media.

• Always be committed to adding followers, but also be aware of opportunities to use existing following to your advantage.

• Analytics give you an idea of who your audience is and their trends. This data can help you target certain sponsors you may not thought of previously.

• Monetize Your Social Media Following: Marketing Land April 25, 2017 article
SUMMARY: BRINGING IT HOME

- Make consistent periodic posts to social media mediums to grow your audience.
- Include photos because they are enormously important online. Posts with images receive the highest levels of engagement on websites (Twitter and Facebook).
- Encourage your followers to share updates with their friends. This simple effort will increase your reach.
- Try to get the social media traffic to go to your website by including links to your content.
- Don’t ignore analytics pages because the data tells you a lot. Increases effectiveness and efficiency.
QUESTIONS?

TOM MIX
NDHSAA MEDIA SPECIALIST
tom.mix@ndhsaa.org
PHONE: (701) 845-3953