



# 2022 Advancement Practitioner Training



Social Media – how to engage alumni

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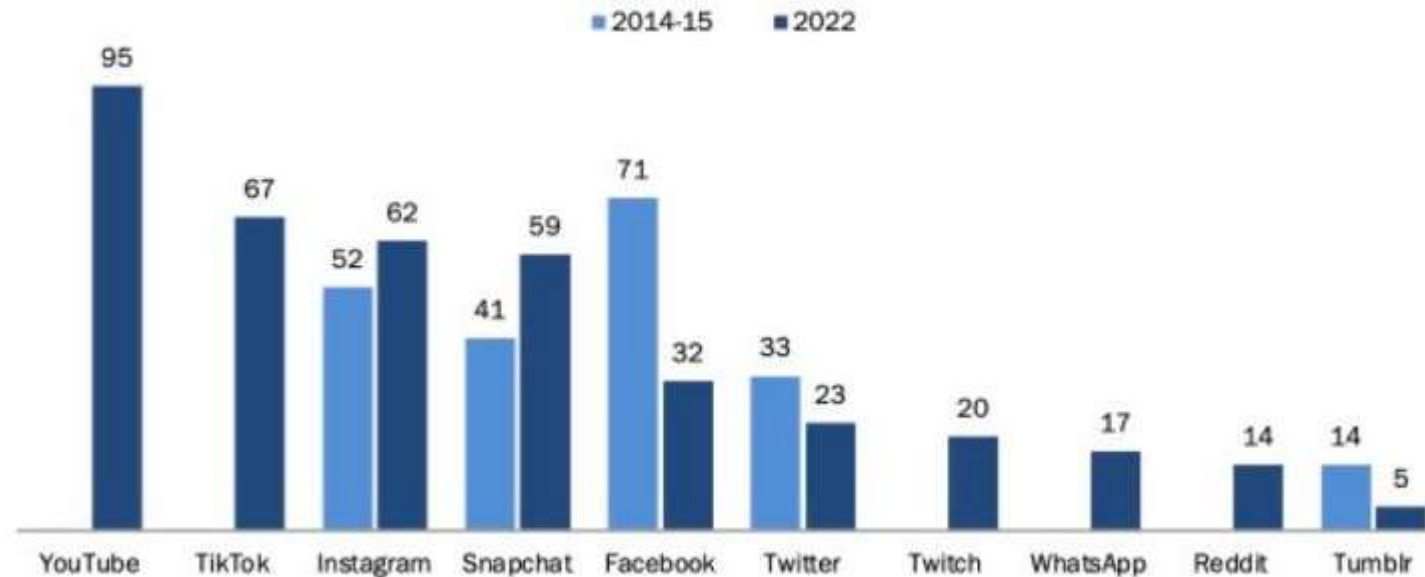
# Social Media - How to engage alumni

- update on social media statistics
- before departure, soon after, later on
- sharing stories – one tip each
- social media housekeeping
- platform specific analysis and discussion with examples
  - School Website
  - Facebook
  - Instagram
  - LinkedIn
  - YouTube
  - Twitter
  - Google Business
  - TikTok

# Social Media Statistics

## Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now

*% of U.S. teens who say they ever use each of the following apps or sites*



Note: Teens refer to those ages 13 to 17. Those who did not give an answer or gave other responses are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER

# Social Media Statistics

## Social media users as a percentage of the total population Australia 2015-2022

Published by [Statista Research Department](#), Aug 3, 2022



There has been a continued upward trend in the population share of active social media users in Australia. As of February 2022, approximately 82.7 percent of the Australian population were active users compared to just 58 percent in 2015.

### Preferred social media brands and most popular activities

Facebook was the [most popular social media brand](#) in Australia in 2019, with 56 percent saying they used the platform the most often. Elsewhere, 21 percent said they used Instagram and six percent used Snapchat.

Social media is used by Australians for a [variety of activities](#). The most popular use is as a means of communication, with over half of users regularly sending private messages and 50 percent commenting on posts. Active users also post pictures and videos, with 38 percent of users saying they have posted visual content.

### When do Australians use social media?

In 2018, most [social media use](#) took place during Australians free time; 61 percent said they used social media platforms in the evening, 59 percent were first thing in the morning users, and 42 percent said they logged on during breaks.

Interestingly, when it comes to users being banned from social media, just over half said in 2019 that they somewhat agree that [bans are ineffective](#).

Hide

<https://www.statista.com/statistics/680201/australia-social-media-penetration>

# Social Media Statistics

By the end of 2021, 82.7% of Australians were active on social media, an annual growth of nearly 1 million users. As time spent on social media increased to 1h and 57m per day it became the second most popular media activity for Australians after watching television.



This increase was driven primarily by TikTok, now a social media staple of 32% of the 16-64 set. Australian TikTok users scroll through the app for 23.4 hours per month – a whopping 40% jump since the beginning of 2021. Meanwhile, the Facebook – ahem, *Meta* – properties either stalled or shrunk their social growth: Instagram grew 3% while Facebook and Whatsapp dropped 3% and 4% respectively.

<https://wearesocial.com/au/blog/2022/01/digital-2022>



<https://www.youtube.com/watch?v=f9TrE3W4HwE>

# Before departure

- ensure students are following most of your social media channels – you will need to organise a list of links and make this happen on campus – provide both laptop and mobile options
- ensure 80% of students in second last year (11 in Australia) list your school in the Education section of their LinkedIn Profile – hopefully with a video link that showcases your school, college or university as well
- ensure that students have subscribed to your alumni offerings (not just email, but any other supported channels)
- do this ‘from now on’ – very hard to go back in time



# Day 1 alumni – 3 years

- remind graduates / alumni to follow most of your social media channels and/or engage with content (can provide specific links to posts)
- ensure alumni number growth continues to occur year on year on LinkedIn and other channels (record your statistics)
- consider personal contact at least once with each individual with something tailored for that person (social media contribution, guest speaking, mentoring, newsletter update etc)
- follow up with alumni platform and reach out to people who do engage with your content and people who do not engage – consider sharing relevant content on social media





# Alumni – 3 years plus

- ask alumni to ‘find’ other alumni you may have lost contact with (especially for reunions)
- ensure alumni social media activity is associated with various contributions and recognition via awards or notable posts
- Consider different verticals – not year of graduation but perhaps industry sector – more people are connecting through interests on social now rather than relationships – may also like to consider location based options
- re-engage through alumni platform and ensure contact information is current and provide specific updates on your initiatives – outcomes of funding not just requests for funding



# Sharing stories

- one tip any one of these
  - School Website
  - Facebook
  - Instagram
  - LinkedIn
  - YouTube
  - Google Business
  - TikTok

# Social media housekeeping

- please update your website with all of your social media links (including YouTube, Twitter etc)
- please login and update all of your social media profiles (for every section)
- please do a social media audit and find any old / unused / created by someone else accounts in your name and organise for them to be closed (one enterprise had six YouTube channels – can you beat that?)
- ensure three administrators for all accounts (including one from IT) and a school phone for mobile content

## Terminology

- Post – content that you prepare and share on social media
- Hashtag - #word can be a Subject, a Name or a Statement (click to see more)
- @Mention – also known as a ping, notification – used for a person or an enterprise (notifies)
- Short form video – usually shot in portrait mode, shorter length – YouTube Shorts, Instagram Reels and TikTok videos
- Stories – sends more notifications to followers but usually does not last as long
- Digital Asset Value – appears in search results beyond date of publication or in the newsfeed for it's own cycle
- Include QR codes in presentations for 'instant' follows and subscribes – but also provide URL link

# Social media housekeeping

- All online content is publishing
- Need to know who your audience is
- Need to know where your audience is
- Need to know what they are interested in
- Need to know when they will be interested in it (time of day to post or share – consider international too)
- Need to know how they would like to engage (make it snappy, scroll stopping and worth engaging with)

This will then determine which platforms you choose to use, how you engage, how you prepare content, how you distribute the content and what reporting and analysis you complete

<https://sueellson.com/downloads/basic-social-media-statistics-spreadsheet> (keep all post links)

# Social media housekeeping

- Does the website department talk to the social media department?
- Do the marketing, communications, admissions, alumni, community relations, fundraising and careers departments all share the same school social media profiles – and if so, how do you engage, create, distribute and re-use in a collaborative and cooperative way?
- How do you manage complaints, bad reviews, risks, incidents (ie photo of previous teacher now in jail)?
- Do you have a social media policy and have you read it and do you abide by it?
- Do you have a style guide for social media content? TOPICS // Keywords, #hashtags, @mentions, links strategy, native or live uploads, captions on videos
- What does your own personal social media look like? Is it time for an update?

# Platform – School Website

- Includes all social media links
- Place to publish content first and then share on social media
- Necessary to have an archiving process rather than delete all content each year
- To gain search engine results, need an active social media presence
- Consider use of QR codes on real estate signs to bring people to the Contact page and ensure details of alumni on contact page
- Consider individual blog articles with name of famous alumni in title and URL link so that your school can appear in search results when person is searched for online
- Consider linking to the alumni's LinkedIn URL when mentioning them on your website to optimise their name – remember, a school is a high Domain Authority (DA) website

Immanuel Lutheran College <https://www.immanuel.qld.edu.au/inspiring-old-scholars/>  
<https://www.immanuel.qld.edu.au/melanie-wright/>

# Platform – Facebook

- Include all website social media links on your profile – maybe also alumni page of website and make sure it is at https:// not http://
- Can list alumni events on Facebook Page (maybe helpful for older demographics)
- Can turn reviews on or off – may like to encourage alumni to write a review (include the link to click)
- Content – images that tell a story on their own will support your post – faces, signs, buildings, action shots
- Can post using Meta Business Suite and schedule and post to Instagram at the same time (also connect to Instagram)
- Ensure you list related alumni Facebook Pages or Groups on the Facebook Page



<https://www.facebook.com/StAndrewsCollegeSydney/posts/pfbid0363aUNWprKdi75AgL6kLYwQtubQU75A4z7hgkcPWqoemFb2C32F7uVzt2nTqPFpNI>

# Platform – Instagram

- images square
- video portrait – reels auto replay therefore likely to be more views than videos
- check where you are tagged
- see who engages / comments / follows you
- +New = see archive of stories, can Highlight
- add Shop to your profile (maybe alumni merchandise) so you can tag products
- QR code to Follow – many more options on Instagram on phone app compared to desktop – can use Meta Business Suite as well to post on Facebook and Instagram



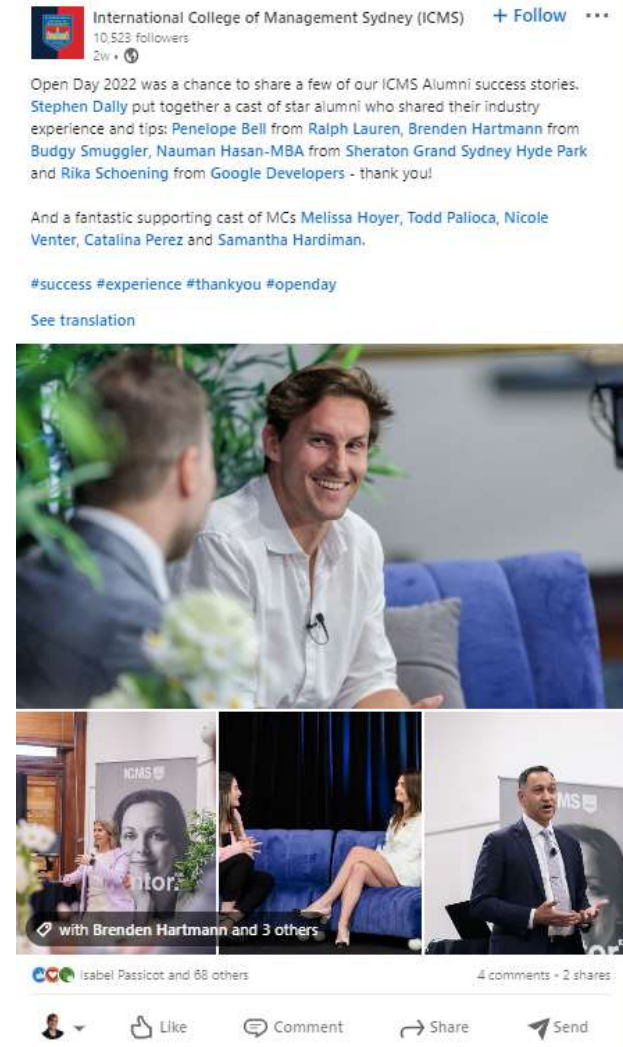
<https://www.instagram.com/p/Chtj8vLOtCT> Picture - Ivanhoe Girls Grammar

<https://www.instagram.com/reel/CQNIDFonJIU> Gif Reel - Melbourne Girls Grammar  
18 Australia Day Honours



# Platform – LinkedIn

- convert Company to School Page  
<https://www.linkedin.com/help/linkedin/ask/CP-primary>  
so students / alumni can list in Education section of their LinkedIn Profile
- update LinkedIn Profile before leaving school or in first year of college / university – can include subjects studying / completing
- ensure senior leaders have updated profiles
- compare Employees / Followers / Alumni increasing yearly
- If you consider a Group, it may not be easy to convince people to join or engage Toorak College Empower Network  
<https://www.linkedin.com/groups/13649867>
- <https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities> (lots of links and references)



[https://www.linkedin.com/posts/international-college-of-management-sydney-icms-success-experience-thankyou-activity-6965092736576221184-1\\_er](https://www.linkedin.com/posts/international-college-of-management-sydney-icms-success-experience-thankyou-activity-6965092736576221184-1_er) International College of Management Sydney (ICMS) – lots of followers and employees, 7 alumni

# Platform – YouTube

- landscape videos – title very important, thumbnails, sort into playlists (create a Playlist for your videos on other YouTube channels) and embed on your website in blog posts or pages
- portrait <60 second videos YouTube Shorts – auto replay but no description or details to redirect back to school website
- set up Alumni Playlist (or Alumni Channel)
- remove duplicate YouTube Channels and make sure all comments must be approved before publication
- Can profile alumni in various ways see Monte Sant Angelo Mercy College Women Leaders Episode 10 <https://vimeo.com/571097411> (on home page of school website)
- One video a month = Google Search Results for your school, college or university name and edit captions and consider copy/paste transcript into description (including names)



<https://www.youtube.com/watch?v=bLCnAUFZ0o8> Photo montage The Hamilton and Alexandra College



<https://www.youtube.com/shorts/JpJgldUhAfY>



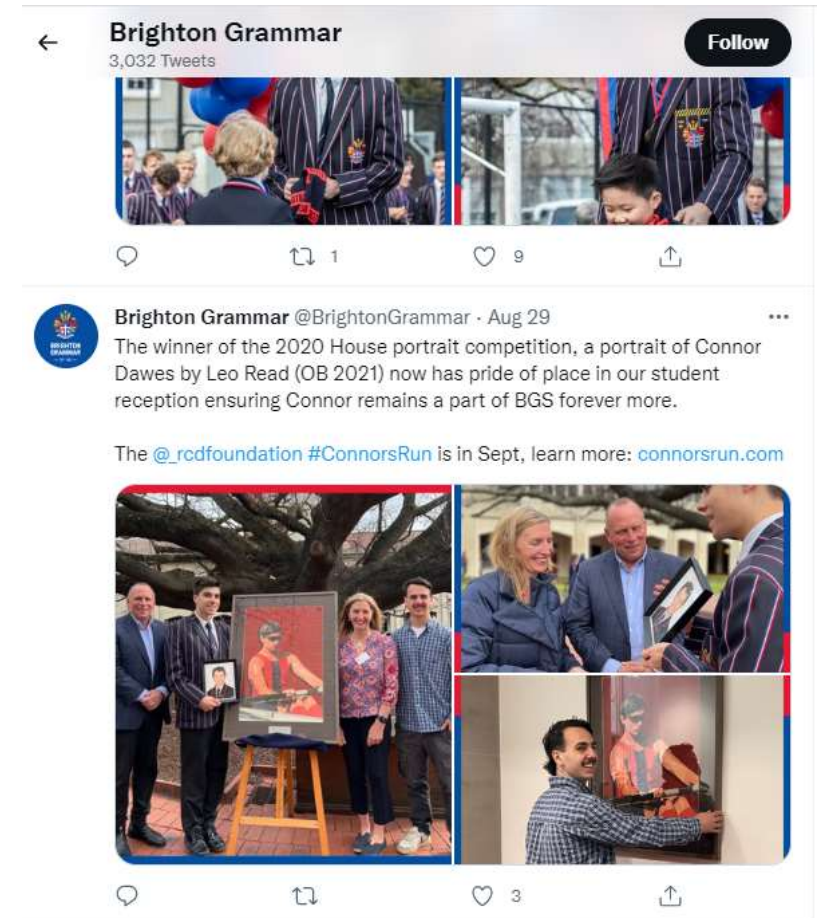
<https://www.youtube.com/watch?v=M4kCBq-82-I> University of Melbourne



<https://www.youtube.com/c/UniversityofMelbourne>

# Platform – Twitter

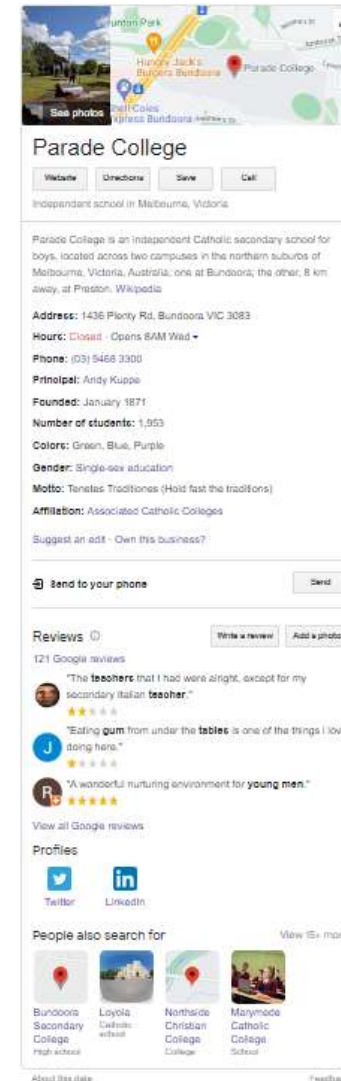
- popular with the media, journalists, celebrities, artists, experts, academics etc
- three tweets per week provides Google Search Results tiles
- watch stats – Tweets / Followers / Following
- many schools have dormant accounts – no Tweets for a long time – aim at least one a week
- many schools usually have an ‘advocate’ who uses it e.g. Sports but often not listed on the school website
- maximum of four photos, can include video up to two minutes 20 seconds and threads for longer announcements
- Review followers and consider following and getting blue tick verification <https://help.twitter.com/en/managing-your-account/about-twitter-verified-accounts>



<https://twitter.com/BrightonGrammar/status/1564146055696027648>

# Platform – Google Business

- Add to same Google Account for Google Analytics, Google Search Console, Google Alerts via signing in at <https://business.google.com>
- ensure all details completed – see how many social media profiles your school has been found for
- respond to reviews – ask alumni to review
- share regular Posts to advise Google of new content on your website and let the Google robot index your school website
- see how other content can be auto-indexed – like Events
- be aware that photos may be re-used
- update Wikipedia listing




<https://www.google.com/search?q=Parade+College>

<https://www.google.com/search?q=st+joseph%27s+college+geelong>

# Platform – TikTok


- consider claiming the identity for your school (lots of ‘false’ accounts being created)
- for security reasons, may need to use a separate school phone and be aware desktop version is very limited compared to mobile app version
- can share from TikTok to Instagram (but has watermark)
- some people use trend music to capture the current wave
- auto-replays when opened – need to swipe or slide to move on
- people follow according to interest rather than knowing the person
- film in portrait mode – lots of add ons available via the app
- lot less schools on TikTok and YouTube Shorts than Instagram but could re-use same video on all three


 **yarravalleygrammar**  
YVG


**Follow**

0 Following 16 Followers 35 Likes

No bio yet.

**Videos**  Liked

 927  
Year 12 sport stars Teag...

 2289  
Nice work Charlie Begg ...

# Summary

- What is something you can implement within three business days?
- What will you investigate further (in terms of social media platforms)?
- What ways do you believe are going to help your school, college or university connect and engage with your alumni?

(record on whiteboard and participants take photo)



# Stay connected to Educate Plus!



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<https://www.linkedin.com/company/educateplus>

<https://www.linkedin.com/groups/13972504> New Zealand Chapter Group

<https://www.youtube.com/channel/UCraRdiEmuww6WS8f303bTA>

<https://vimeo.com/educateplusvideo>

<https://soundcloud.com/user-965980990>

Google Review <https://search.google.com/local/writereview?placeid=ChIJRU6SG7-nEmsRumIdx8HQmsc>

Get your Google Place ID at <https://developers.google.com/maps/documentation/places/web-service/place-id>

Feel free to get in contact!



[sueellson.com/contact](https://sueellson.com/contact)

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