

BYU-IDAHO SOCIAL MEDIA TRAINING MANUAL

BY JOEY JONES

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WHAT YOU NEED TO KNOW



AUDIENCE

Wellness:

The wellness team markets to only full-time staff and faculty on campus. They are about gaining followers, but mainly keeping the employees engaged with what the Wellness team has to offer to them.

Training and Development:

The training and development team will be working with all employees on campus, including student employees. These social media accounts are here to give all employees access to the training material available.



WHAT IS AVAILABLE TO MAKE CONTENT

Multiple resources are available to make content for all social media pages. Some require experience, and others are for beginners.

Entry Level

- Canva
 - Made-easy graphic design
- Videos
 - Making videos taken from any device

Experienced Level

- Adobe programs
 - Illustrator and InDesign
- Photoshop



WELLNESS PAGE STATISTICS

Facebook

Facebook does not get as much attention or interaction. It has more of an older audience, and Facebook will require more effort to engage with them.

Instagram

Instagram gets more likes and reach, but still lacks interaction from followers. More people have a better chance on Instagram to engage with the posts.



PAST STATISTICS

Facebook

	Average Likes	Average Reach	Average Post Reaction
Canva	0.67	27.53	0.067
Employees	1.29	42.71	0
Events	2.2	44.2	0



PAST STATISTICS

Instagram

	Average Likes	Average Reach	Average Post Reaction
Canva	3.5	33.69	0.13
Employees	7	40.71	0
Events	5.4	44.2	0.6

CONTENT PROCEDURES



CONTENT CYCLE

Schedule and Post Content

Once you have finished making content, I recommend posting three times a week with the best content you can think of and create.

2



1

Watch Engagement

Look how much response or likes the posts get, and evaluate what worked and what did not. If a post got the most likes for the week, replicate that content while trying new ideas.

3

Brainstorm Ideas

Think of ideas that would help the BYU-Idaho employees to develop overall new skills, and think about what will be most beneficial.



CONTENT CYCLE CONTINUED

- ▶ Repeat the pyramid content cycle to achieve continual success
- ▶ Do not feel discouraged if you have a bad week
- ▶ Learn from each failure and success
- ▶ Push your team to think outside the box
- ▶ Get feedback from people who engage with the content



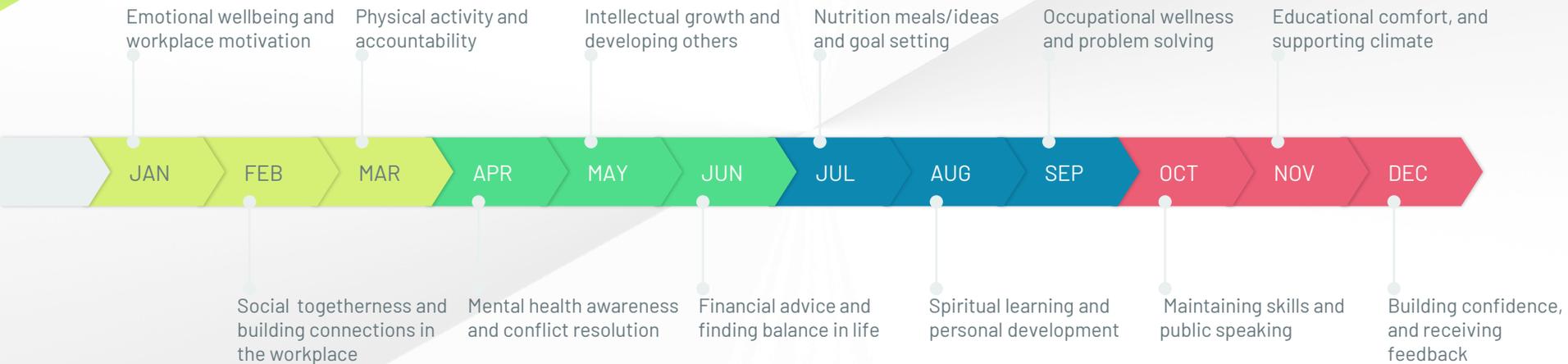
CONTENT OVERVIEW

Content Ideas

Typically, following a theme works best with employees and helps them stay engaged. You can do it by week or month, but on the next slide you will see a pattern that could work well with your content ideas.



CONTENT TIMELINE



2-4 POSTS A WEEK

Keeps consistency and attention

ENGAGEMENT IS KEY

Keeps the audience wanting more from content created

FOCUS ON THE NEEDS

Helping the employees means success

HOW TO BE SUCCESSFUL



WHAT HAS WORKED IN THE PAST

- ▶ Videos of the teams in the HR office
- ▶ Posts of employees or experiences
- ▶ Creating useable content to benefit employees

Videos have had the best performance in engagement. Posts of employees help spread the word of social media accounts, benefits employees, and retains followers.

27,374

Our videos received this many views in one semester!

Videos are a great tool for content.



WHAT DO I NEED TO BE DOING?

Avoid Using Canva Often

Canva can be good to use and edit posts but do not have every post be Canva. Canva content gets the least engagement unless it involves an event.

Create Content From Scratch

Creating content that is unique like videos, events, or information will increase engagement. Push your creative skills and think outside the box.

Post Quality Over Quantity

Quality of posts will impact the experience of followers more than quantity. Doing both is beneficial, but allow the time to develop content that will make an impact.



ROADMAPS

Make goals for yourself and the social media accounts.

1

Forecast what you hope the performance will be for your goals.

3

Evaluate the content you have posted and see how you can improve.

5

Create a theme in content. (Refer to monthly timeline on page 13.)

2

Sometimes the best option if you are stuck is to get feedback.

4

Create new goals every semester, hold yourself accountable for how you perform, and involve others on your goals.

6

“

Do what you do so well that they will want to see it again and bring their friends.”

— Walt Disney

FINAL ADVICE



CREATE A PROCESS THAT WORKS FOR YOU

Week 1

Week 2

Week 3

Week 4

Share Your Passions

Find content you love to research, and develop yourself while finding/creating content.

There Is No Wrong Process

Find the process that works best for you. Do not feel you have to follow a rule book, but use the principles you have learned.

Collaborate With Others

You have a team working with you. Keep collaboration in the process as often as you can to make the best work together.

Continue to Adapt

Processes are not always 100% right. Look at how the process is working, and make it more efficient.

FINAL REMINDER

Have fun and make the experience a learning opportunity!

**FOR FURTHER QUESTIONS, ASK YOUR CO-
WORKERS OR SUPERVISOR**