The nuts & bolts of social media

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Social Media

Noun

Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc.

Source: https://www.merriam-webster.com/dictionary/social%20media
Social Media | Getting started

1. Establish goals
2. Select your channel(s)
3. Define your audience & demographic
4. Content Strategy
5. Track success
Purpose/Scope

@UlowaEye
• Promote research, education, department happenings
• Promote awareness and eye safety
• Drive traffic to department website

@IowaEyeAlumni
• Keep in touch with alumni

@EyeRounds
• Discuss new cases, atlas entries, tutorials, videos on EyeRounds.org
• Drive traffic to EyeRounds website
Select your platforms

- Department: @UIowaEye
- Alumni: @IowaEyeAlumni
- EyeRounds: @EyeRounds
Select your platforms | Facebook

2 BILLION TOTAL ACTIVE USERS
1.32 BILLION DAILY ACTIVE USERS
1.74 BILLION ACTIVE MOBILE USERS
1.94 BILLION MONTHLY VISITORS
1.2 BILLION FACEBOOK MESSENGER USERS

Select your platforms | Twitter

- **328 MILLION**
  MONTHLY ACTIVE USERS

- **100 MILLION**
  DAILY ACTIVE USERS

- **262 MILLION**
  ACTIVE MOBILE USERS

- **500 MILLION**
  TWEETS SENT PER DAY

## Who is your audience?

<table>
<thead>
<tr>
<th>Audience</th>
<th>@UiowaEye</th>
<th>@IowaEyeAlumni</th>
<th>@EyeRounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Public</td>
<td>• Current and prospective patients</td>
<td>• Current and former residents, fellows, faculty</td>
<td>• Ophthalmologists</td>
</tr>
<tr>
<td>Current and prospective patients</td>
<td></td>
<td>• Current and former employees of the dept.</td>
<td>• Physicians</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Optometrists/vision scientists</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Residents/fellows</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Medical students</td>
</tr>
</tbody>
</table>
Who is your audience?

Facebook:

- 18-24: 18%
- 25-34: 16%
- 35-44: 14%
- 45-54: 14%
- 55-64: 16%
- 65+: 2%

Twitter:

- 18-24: 50%
- 25-34: 45%
- 35-44: 30%
- 45-54: 25%
- 55-64: 15%
- 65+: 5%
Content Strategy | Topics

- Eye-related observances/awareness
- Tips about eye care
- Patient stories
- Awards
- Recognition of department and current faculty
- General news items related to the eye
- Upcoming sales of UI Optical
Content Strategy | Sources

- Department faculty, staff, alumni
- Patients (signed consent form)
- Online resources: i.e. American Academy of Ophthalmology, National Eye Institute
- UIHC, CCOM, other departments
- News (google alerts)
Content Strategy | Quick Tips

• Use hashtags (key words, but don’t go overboard)
• Always tag those involved in your post (if they have a social media account – individuals, institutions, organizations, other departments)
  • If @ handles does not fit in 140 characters of tweet, you can tag them in the photo
• Do your research
• Fact check and spell check
• Facebook posts can be edited after posting, tweets cannot
Content Strategy | Posting

• Scheduling posts ahead of time
  • Buffer/built in scheduling through platform
  • Upcoming events (UI Optical Sale, Clinical Conference)
  • Awareness and eye health observances
  • #tbt (not time sensitive)

• Live/in the moment
  • Events/conferences
  • Breaking news

• Follow-up/after the fact
  • Recap of events (include images)
  • Awards/recognition
When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

<table>
<thead>
<tr>
<th>DAYS</th>
<th></th>
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<tbody>
<tr>
<td>Sun</td>
<td>6,669</td>
</tr>
<tr>
<td>Mon</td>
<td>6,654</td>
</tr>
<tr>
<td>Tue</td>
<td>6,678</td>
</tr>
<tr>
<td>Wed</td>
<td>6,697</td>
</tr>
<tr>
<td>Thu</td>
<td>6,703</td>
</tr>
<tr>
<td>Fri</td>
<td>6,680</td>
</tr>
<tr>
<td>Sat</td>
<td>6,691</td>
</tr>
</tbody>
</table>

TIMES

![Graph showing times of day with peak engagement between 3:00 pm and 6:00 pm.](image-url)
Content Strategy | Monthly Campaign (AMD Awareness)

Week 1
• Kick off message about Age-related Macular Degeneration awareness; link to NEI messaging. Share importance of screening/eye exam.

Week 2
• Feature/link to AMD research (ex: did you know? Linked to WIVR)

Week 3
• Share relevant EyeRounds tutorial: Age-Related Macular Degeneration: From One Medical Student to Another
• More NEI content promoting eye exams

Week 4
• Physician profile video – interview of Dr. Sohn (organic post – no paid boost)

Post/share/retweet other AMD related content as necessary (along with regular scheduled posts)
Content Strategy | Monthly Campaign (AMD Awareness)

- Awareness
- Patient education
- Video
- Organic post
  - Reach: 883
  - Engagements: 52
**Content Strategy | Paid advertising**

- **Awareness**
- **Video**
- **Boost post**
  - Reach: 4,203
  - Engagements: 578
  - New followers: 23
  - Budget: $10.00 total
  - 7 days
Content Strategy | Spotlight Tweet

Top Tweet = Potential Reach = 138,735

Original Post

Tweet Activity
Impressions: 11,290
Engagements: 264

All Engagements

Retweets -> @uiowa has 98k followers
Measuring Metrics | Why do this?

- Understand trends
- Measure current strategy
  - Compare monthly, quarterly, yearly results
- Find out what is working (or failing)
- Understand user engagement
- Make changes as needed
Measuring Metrics | Key metrics

- Reach/Impressions
- Follower growth
- Current # of followers
- Engagement
Measuring Metrics | Definitions

Impressions
Number of times users saw the post (whether it’s clicked or not -- people may see multiple impressions of the same post)

Engagements
Total number of times a user has interacted with a post. This includes all clicks anywhere on the tweet/post (including hashtags, links, avatar, username, and post expansion), retweets/shares, replies/comments, follows, and likes.

Reach
The number of people your posts have reached -- plus likes, comments, shares, and more.
Measuring Metrics | Popular Analytics tools

- Hootsuite
- Sprout Social
- Simply Measured
- Buffer
- Keyhole
- Google Analytics
Social Media | The good and the bad

• Challenges
• Positive outcomes
Social Media | Follow/Tag/Share

@uiowaeye  /uiowaeye

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