TED TALKS

Engaging Social Media Posts

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Acknowledgement Of Country

UMSU acknowledges the Traditional Owners and Custodians of the lands on which we work — the Wurundjeri and Boon Wurrung people of the Kulin Nation — and pay our respects to Indigenous Elders past, present and emerging.

Sovereignty has never been ceded. It always was and always will be, Aboriginal land.



ABOUT UMSU

Socials? What?

Social media encompasses a growing number of platforms. It is essentially anything you use to connect with others, one-on-one or en masse.

The Big Three:

Facebook (30+ adult audience)

Instagram (young adult audience)

TikTok (teen+ audience)



Keep It Short

While the platforms vary greatly, our approach and interaction with them generally follow some basic rules...

If you can say what you need to say in fewer words, do. 100 words MAX fot most captions, but less is generally better.

We have literal seconds to snag a scroller's attention. Don't waste it with tonnes of preamble. Get to the point, quickly.

INCIDENT

That Being Said... Hook.

Here's a standard post format:

TITLE / CATCHY HEADLINE

BODY – talk about your event and why students should come (2-4 sentences max).

WHEN: [DATE]

WHERE: [LOCATION]

MORE INFO: [LINK]





UMSU University of Melbourne Student Union

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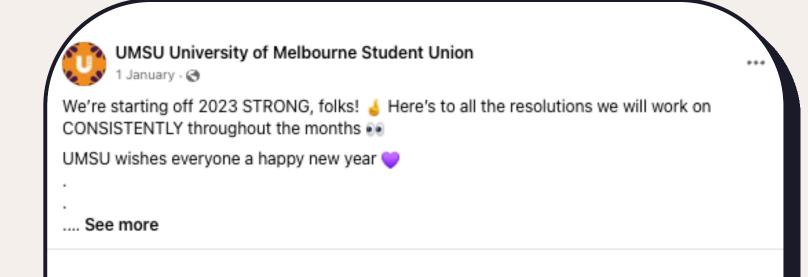
HOST TOUR TICKETS RELEASED!

SummerFest Host Tours are THE place to be this O-Week! Our expert Hosties will take you on faculty-specific tours of UniMelb's best kept secrets across the Parkville and Southbank campuses.

Discover cafés, libraries, food spots, study spots, nap spots, gardens and HEAPS more. Register now – spaces go quickly, so don't sleeping on booking your spot!

- Running 21-23 Feb, 12-4pm daily.
- Register here: https://umsu.unimelb.edu.au/ents/event/1836/





Me believing that 2023 will be a good year because I deserve good things to happen and I worked hard in 2022



@umsuunimelb



Insights

- Check how your posts are doing?
- Which ones are doing well?
- Is one post type doing better on one platform over another?
- Evaluate and learn from what you've done. It's not a race!



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Know Your Audience

- Who are they?
- What are they here for?
- How do they want to be communicated with?





OUR PURPO

Keep It Real

- People's bull-o-meter is on 24/7, beware the polished, salesy trap.
- Jump onto trends.
- Perfection is NOT the goal. Gritty, low-fi and relatable is the key.
- Be a person! Share faces.





But Also... Be Careful

Mistakes can damage more than just your rep.

- Avoid the obvious, but check your language for possible misconceptions.
- Double check your pop culture references and slang.
- Be prepared to step back and say sorry graciously.
- Moderate your feeds, including comments not made by you.



Women belong in the kitchen.

09:01 · 08/03/2021 · Twitter Web App

OUR PURPOS

ACheatsheet

- Update regularly. Stale feeds fall behind.
- Use faces, use video, use memes. Keep it varied.
- Include alt-text.
- Proofread!
- Don't forget the Help Docs!



Help Docs

Questions?

