

Twitter at OHIO

*How to effectively use
this social media tool*

The best student-centered learning experience in America



OHIO
UNIVERSITY

Know Your Purpose

- Because everybody else is doing it is not a good reason
- Possible reasons:
 - Chapter and/or event promotion
 - News and information sharing
 - Conduct contests
 - Conduct surveys

Know Your Purpose

- For the main Ohio University accounts:
 - Primary purpose: To support the University's admissions, retention, and marketing goals while building engagement
 - Supplemental functions:
 - News and information dissemination
 - Community building
 - Customer service/user interaction
 - Job/internship search assistance
 - To learn what our audience is thinking about/what's important to them

Know Your Audience

- It's directly tied to your purpose
- You can (and probably do) have more than one audience
- *For the main Ohio University accounts:*
 - Primary audience: prospective and current students and parents
 - Additional audiences: everyone else, including alumni, faculty and staff, student organizations, media, and friends

Know Your Time

- Be aware of the time commitment the various social media vehicles require
- Twitter probably requires the largest time commitment to use correctly, but it also tends to provide the most immediate gratification

Survival Tactics

- Lurk and listen before you jump in
- Learn how to use keywords
- Monitor wisely
 - Use tools (such as Hootsuite or Tweetdeck) to make the job easier
- Be sincere, genuine
 - Use a human voice

Survival Tactics

- Provide value; give people a reason to come back
- Questions are great to create engagement
- Use newsfeeds
- Follow and retweet interesting items from @ohiou and other campus accounts

Survival Tactics

- Use the University's online resources
 - Create tweets that enable you to send out links to the Alumni Association website, *Ohio Today* online, local news, *OHIO Compass* stories, athletics and research news, etc.
 - Check the University's online calendar as fodder for trivia, reminders, etc.

Survival Tactics

- One person cannot do it all — use your human resources

The best student-centered learning experience in America



OHIO
UNIVERSITY