The How-Tos of Social Media for CBS Alumni Club Leaders
Agenda

1. Objectives and takeaways
2. Best Practices
3. Homework
4. Demo
5. Wrap-up
Objectives and Takeaways

How to:

- Find or create content
- **Promote** events before, during, and after
- **Grow** your social media channels
- **Measure** success
- **Utilize** resources
Create
Creating Relevant Content: Facebook

Columbia Business School shared Blockchain at Columbia's event.
February 6 at 1:55 PM · ⬆
Blockchain at Columbia presents LedgerFest: Columbia University's first blockchain and cryptocurrency conference, sponsored by IBM.
Once you secure your tickets, let us know you're coming with an RSVP on the Facebook event: bit.ly/2TAbxXv

- Alumni Club updates
- Upcoming events
- Member highlights (i.e., promotions, releases, launches)
Creating Relevant Content: Twitter

- Alumni in the news
- Event registration
- School news
Creating Relevant Content: LinkedIn

Columbia Business School
100,805 followers
6d • Edited

The Columbia Business School Private Equity Club presents their 25th annual conference in New York City, this Friday, February 8. This year we welcome keynote speakers Peter Wallace, Senior Managing Director, The Blackstone Group and Peggy Koenig, Chair, ABRY Partners. Register now for the opportunity to network with top investment industry leaders, professionals from across the private capital landscape, and Columbia Business School faculty and students → https://lnkd.in/g7K4v-5

- Career advice
- Work-related accolades
- Networking opportunities
Creating Relevant Content: Instagram

- Social events
- Nostalgic/throwback photos or videos
- Holiday greetings

*columbia biz* Last night, @AriannaHuff became an honorary CBS woman in business at the Bernstein Center’s #KlionsForum! Melissa Sanvictores ’16, Aliya LeeKong ’07, Susan Fellner ’98, Kristin Selvala ’93, & Anna Coatsworth ’01 proudly represented the CBS alumnae community at Huffington’s inspiring fireside chat, where she spoke about leadership, work ethic, & the importance of getting eight hours of sleep. #WhyCBS

View all 2 comments
Social Media Best Practices

1. Avoid text-only posts

Columbia B-School
@Columbia_Biz

Small explaining how he built/launched CBS Matters program. Very inspiring to learn history of a key CBS initiative.
#CBSAtTheCenter

1:47 PM - 7 Sep 2017
2. Use high-quality photos and videos
Social Media Best Practices

3. Don’t forget to tag

Columbia B-School @Columbia_Biz · Jan 25

This week on Hidden Brain: Having a deep connection with someone from a different culture can boost your creativity, says Professor @AdamGalinsky.

@npr @parthfm @shankarven @taranoelleboyle @maggiepenman

Creative Differences: The Benefits Of Reaching Out To People Unlikely To Your Own

What happens when we connect with people whose view of the world is very different from our own? This week on Hidden Brain, we look at the li.
4. **Shorten your links**

*Columbia Business School*

Even with the right qualifications, people often fall short of meeting their career aspirations—unless they also have presence. With the help of executive coach Karen Gray, ACC, MSOD, MBA ’81, learn how to achieve professional presence: [https://lnkd.in/gFcVQHF](https://lnkd.in/gFcVQHF)
Social Media Best Practices

5. Proofread and edit
Post Examples

**YES**

_Columbia B-School_ 😎
@Columbia_Biz

📸 #Throwback to last Friday’s Young Alumni Paint Night @TheArtStudioNY! To find out more about your local alumni events, visit: bit.ly/2n7rohB #TBT

**NO**

_Columbia B-School_ 😎
@Columbia_Biz

Check out School News for a round up of last week’s BRITE ’09 conference: http://tinyurl.com/briteconf

3:19 PM - 11 Mar 2009
Content Resources

**Canva:** Free templates for designing creative flyers and social media images.

**Unsplash:** Free stock photos that will improve your posts.

**Chromic:** Enhance your iPhone videos with this filter app.

**Bit.ly:** A link shortener tool that will also track clicks.

**Linktree:** A tool that organizes your links for Instagram.
Promote
Updating Your Accounts

- Post updates on the major platforms:
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
Before Your Event

Facebook

LinkedIn

Columbia Business School Alumni Club of London

23 followers
15mo

Join us for a great Italian wine & pasta tasting on Wednesday 2nd of May for our next CBS alumni club social event in London - registration: https://lnkd.in/eYrTEjN

Italian Wine and Pasta Tasting
cbasclublondon.org

RegTech Innovation
Public - Hosted by Columbia Business School Alumni Club
NY

JAN 24

Thursday, January 24, 2019 at 6 PM – 8:30 PM
about 1 week ago

The Conference Center, 130 East 59th St., NYC
Show Map

Details

According to the American Bankers Association, US financial institutions spent $70B on regulatory compliance in 2018, and that number is expected to grow to $118B by 2020. Using technologies such as AI, machine learning, and blockchain analysis, a number of startups and technology vendors have turned the regulatory burden into a commercial advantage, developing innovative startups and compliance initiatives. Join us for a lively discussion with our expert panel.

Networking
During Your Event

Instagram Stories
Facebook Stories
After Your Event

Columbia B-School 🤝 @Columbia_Biz · 9 Nov 2018

"I look forward to someday doing what many of you have done—making this experience possible for students who may not otherwise be able to enroll."
Ariel Merrick ’19 spoke to a room full of fellowship & scholarship donors & recipients at today’s CBSFellowScholars event. #WhyCBS

Twitter Recap
Updating Your Accounts (continued)

- Posting updates on the major platforms
  - Facebook
  - Instagram
  - Twitter
  - LinkedIn
- Using hashtags like #CBSACNY or #CBSPanEuro18
Scheduling Resources

**Facebook:** Utilize the platform’s publishing tool to draft, schedule, and backdate your posts.

**Buffer:** Suggested for Clubs who rely on their Twitter account for social media promotion.

**Hootsuite:** Post, schedule, interact, and analyze in one place; free online courses.
Grow
Amplifying Your Reach

- Cross-promote
- Leverage in-person connections
- Hashtags, location (geotags), and mentions

In conversation with Jim Sullivan ’89 @GreenStAdvisors (left)—CEOs from @AcadiaRealty and @RegencyCenters say digitally native retailers are finally recognizing the importance of bricks and mortar stores. @goodwinlaw #RECMConf #retailrealestate #CRE #PaulMilsteinCenter
Measure
Analytics Tools

Native Platforms
- Twitter analytics: all verified and unverified accounts have access
- Facebook insights: only available for Pages
- Instagram analytics: only available for business accounts
- LinkedIn analytics: only available for company pages

External Platforms (with accounts)
- Bit.ly
- Hootsuite
- Buffer
Finding Analytics: Facebook

You must have a Facebook Page to see Insights.

1. Click Insights
2. Set time window
3. Go in depth
4. Export custom selections
Finding Analytics: Twitter

1. Go to Analytics in Profile dropdown
Finding Analytics: Twitter (cont.)

28 day summary with change over previous period

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<table>
<thead>
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<tr>
<td>Tweets</td>
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<td>308</td>
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Feb 2019 • 12 days so far...

**Top Tweet** earned 2,907 impressions

Minimum volatility, a concept developed by #ChazenSeniorScholar Robert Hodrick of @Columbia_Biz has driven returns over long periods. buff.ly/2WzNw44

**Top mention** earned 3 engagements

Muni Jaitly
@MuniJaitly • Feb 4

Don't forget to check out the #MuniMeterLLC #MBARugbyVideo page on Facebook and YouTube! FB: facebook.com/MBARugbyVideo/ . YouTube: youtube.com/channel/UCw5P8…

@ColumbiaChazen @Columbia_Biz @ColumbiaBizCMC @ColumbiaAlumniA #CBSRugby #Dominate !!! #AFD

pic.twitter.com/uSQqBDDKwj

**3. Go in depth**

**Account home**

Chazen Institute @ColumbiaChazen

**2. See tweet highlights**

**FEB 2019 SUMMARY**

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<td>Tweets</td>
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<td>Profile visits</td>
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<tr>
<td>New followers</td>
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1. From your page, click Analytics & go to the dropdowns to explore.
Finding Analytics: LinkedIn (cont.)

2. Set date range & metrics

Must be in Admin view
Finding Analytics: Instagram

Must be a Business account and viewed on mobile.

1. Click hamburger menu while on the homepage of your profile.

2. Select Insights

3. Go in depth
Facebook Profile

This is what a Facebook Profile looks like.

1. A Facebook Profile is only for personal use.

2. You must have a Facebook Profile to create a Facebook Group or Facebook Page.

3. Your Facebook Profile can be public or private. This depends on your settings.
Facebook Group

This is what a Facebook Group looks like.

1. A Facebook Group is for personal or public use.
2. You can create a public, closed, or secret Facebook Group.
3. Facebook Groups have administrator settings and are great for those who only want to share updates/information with people they can confirm are part of their specified group.

*You can create a Facebook Event within your Group.
1. A Facebook Page is a public facing account.

2. Having a Facebook Page will allow you to gather analytics about your post performance and follower demographics.

3. Your Facebook Page will have a unique URL or handle like for easy searching and sharing, like: @columbiabusiness.

*You can create a Facebook Event within your Page.*
LinkedIn Profile

This is what a LinkedIn Profile looks like.

1. A LinkedIn Profile should only be used for personal accounts.

2. In your LinkedIn Profile, you will be able to add your work experience, skills, and join groups.

3. Do not confuse your LinkedIn Profile dashboard with company page analytics.
LinkedIn Group

This is what a LinkedIn Group looks like.

1. A LinkedIn Group can be a standard or unlisted account.
2. You can set rules for your LinkedIn Group.
3. Your LinkedIn Group must have a group owner and can have multiple group managers.
4. A LinkedIn Group must be started by a personal LinkedIn Profile.
LinkedIn Company Page

This is what a LinkedIn Company Page looks like.

1. A LinkedIn Company Page is a public account.
2. Having a LinkedIn Company Page will allow you to gather analytics and follower demographics.
3. Your LinkedIn Company Page can have groups associated with your page.
4. Your LinkedIn Company Page will allow multiple admin privileges.
1. An Instagram Business account is a public profile.
2. Your Instagram Business account must be linked to a public Facebook page.
3. Analytics are only available with an Instagram Business account.
4. If you have the budget, you can create sponsored/promoted posts through your Instagram Business account.
Share
What can you do right now?

- Collaborate with other alumni clubs
- Follow and repost social media from:
  - Columbia Business School
  - Columbia University
  - CBS Centers and Programs
  - Columbia Alumni Association
  - Your members!
- Shoutout, like, tag, congratulate, share, promote…
- Include an announcement about your social presence in your next email or newsletter
Follow
Homework

Follow @Columbia Biz on Twitter and Instagram

Follow @ColumbiaChazen on Twitter and Instagram

Post an update on your Club’s page, tagging Columbia Business School and use #WhyCBS
Contact

Rachel: rs3840@gsb.columbia.edu

Leigh: lr2349@gsb.columbia.edu
Thanks