



June 20, 2018

SOCIAL MEDIA: WHAT'S CHANGED & HOW TO ADAPT

Fairen Horner, VT Social Media Manager



Facebook

New Algorithm

Personal & conversation-worthy content > Popular & attention-grabbing

Person to person > Person to page

- News Feed ranking update favors posts and video content that people seek out and return to regularly and inspires interactions and conversations.

“Time spent is not a goal by itself. We want the time people spend on Facebook to encourage meaningful social interactions.”

– MARK ZUCKERBERG, NOV 1 2017 –

2017



Virginia Tech

Published by Jordan Fifer [?] · October 16, 2017 ·

"Virginia Tech has a history of excellence, highly competitive engineering teams, and, according to our student interviews, one of the friendliest campuses in the world."

We couldn't agree more, Popular Mechanics! 😊



51,765 people reached

Boost Post

Like

Comment

Share



Bee Mills, Nicholas Malay Pasquini and 696 others

Most Relevant

102 Shares

22 Comments

2018



Virginia Tech

Published by Fairen Horner [?] · April 25 ·

Rainy day reflections today at Virginia Tech. ☔



26,946 people reached

Boost Post

Like

Comment

Share



Ghdir A Khalil, Jopaul Mathew and 1.3K others

Most Relevant

102 Shares

14 Comments

2017



Virginia Tech is with Ramone Cooper and 7 others.

Published by Susan Gill [?] · April 15, 2017 ·

Scenes from campus on Saturday:

- 📍 3.2 for 32 Run in Remembrance
- 🍴 Community Picnic on the Drillfield
- 🏟️ VT Baseball and VT Softball games

Thank you, Hokie Nation, for coming out today and making it a day of love and community. For details on tomorrow's Day of Remembrance events, see weremember.vt.edu



👤 169,101 people reached

Boost Post

👍 Like 💬 Comment ➦ Share 🇻🇹

👍❤️😮 Amanda Cannada Mills, Lisa Young and 3.5K others Most Relevant ▾

561 Shares

16 Comments

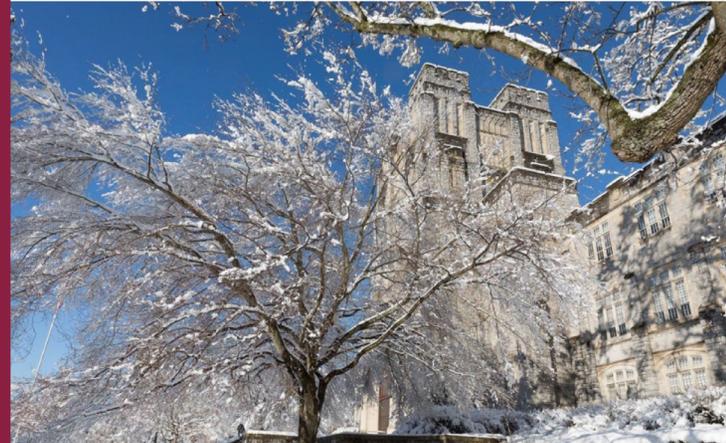
2018



Virginia Tech shared a post.

Published by Fairen Horner [?] · March 25 ·

We'll let you be the judge, Hokies. Is our Blacksburg campus as beautiful as we think? ❄️ 😊



👤 44,549 people reached

Boost Post

👍 Like 💬 Comment ➦ Share 🇻🇹

👍❤️😮 4.9K Most Relevant ▾

808 Shares

115 Comments

2017



Virginia Tech

Published by Susan Gill [?] · April 21, 2017 · 🌐

Virginia Tech Relay For Life is happening right now on the Drillfield!



2017 Relay for Life
00:58

84,597 People Reached

Boost Post

624

7 Comments 28 Shares

Like

Comment

Share



2018



Virginia Tech

Published by Fairen Horner [?] · April 20 · 🌐

Of the 18 ROTC students chosen to train as U.S. Navy SEALs this year, four are from the VT Corps of Cadets and the university's Naval ROTC.



In the past two years, no ROTC program in the country has had more students selected for SEAL training than #VirginiaTech! 🏆 #WhyVT



VTNEWS.VT.EDU

Virginia Tech becomes a top producer of Navy SEAL candidates

75,825 people reached

Boost Post

Like

Comment

Share



Jon Drumgool, Pamela Szarka and 2.8K others

Most Relevant

450 Shares

39 Comments

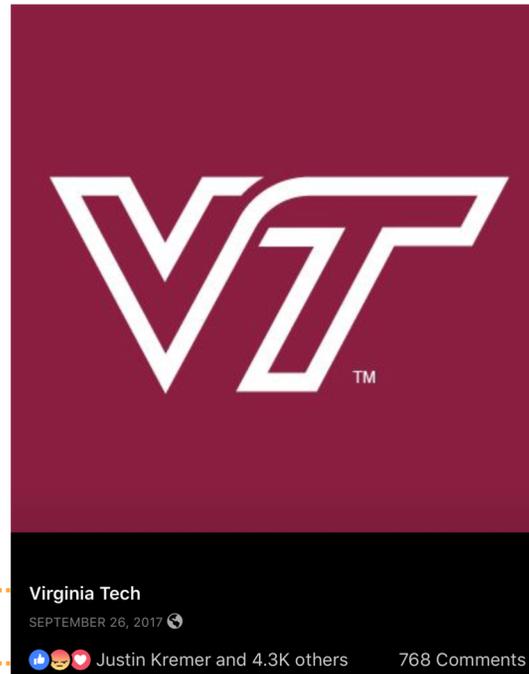
The Signals

Meaningful interactions are being prioritized

Commenting or reacting to posts

Who posted it?
A friend or page?

When it's posted



- Overall engagement already on the post
- Content type
- Multiple replies to comments on posts
- Messenger link sharing
- Engagement with a publisher post shared by a friend
- Previous negative feedback on author
- Frequency of posts from publisher
- Page profile completeness
- Friend tags and comments
- How informative the post is
- Average time spent on content

Top Signals/Meaningful Interactions

- Who posted it?** Someone you care about?
 Friends and family take priority.
- What type of content is it?** One of your favorites? A status update, photo, link, video, or live video?
- How many interactions does the post have?**
 Are they passive or active?

Active Interactions vs. Passive Interactions			
Active (Positive)		Passive (Neutral)	
• Commenting	↑	• Clicking	−
• Sharing	↑	• Watching	−
• Reacting	↑	• Viewing / Hovering	−

Top Signals/Meaningful Interactions

- Comments:** Pages making posts that people generally don't react to or comment on could see the biggest decreases in distribution. Pages whose posts prompt conversations between friends will see less of an effect.
- Comment replies:** The algorithm not only favors comments, but also replies to comments, that signals that a piece of content is inspiring conversation between users.

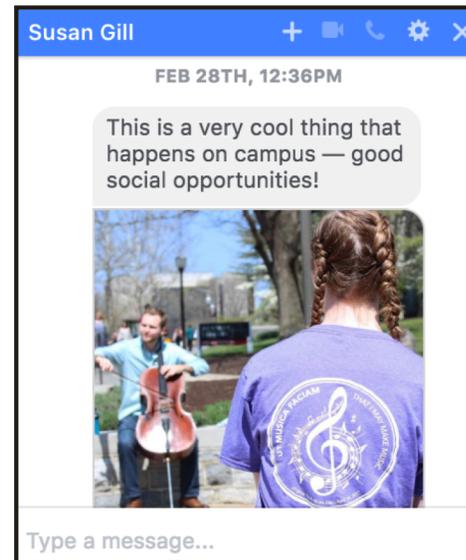


- Reactions:** **>**

“Loving” is a more valued emotional signal than “liking.”

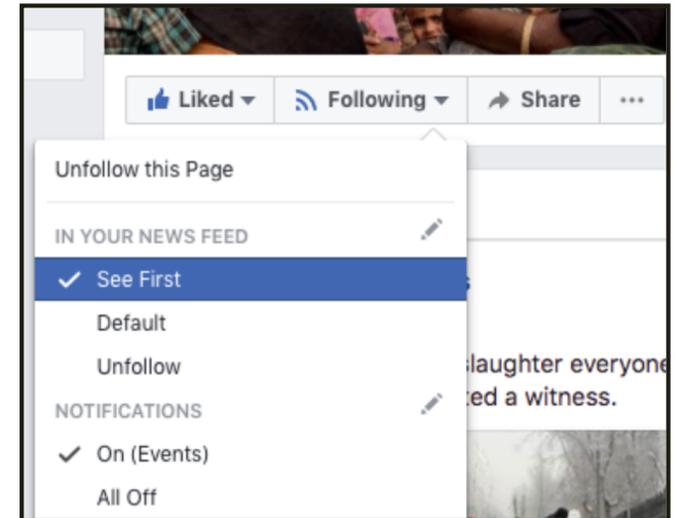
Top Signals/Meaningful Interactions

- **Sharing links over Messenger to a group of friends:** Makes sense. Think about it—what’s more meaningful? A friend posting an article to their wall? Or a friend taking time to send an article to you with a personal note.
- **Engagement on shares:** Simply getting shares is not enough. Your post must be shared and get engagement on that share to be prioritized in the algorithm.



Other important ranking signals worth noting:

- **Is your content original?** Don't overshare outside content.
- **Average time spent engaging with or viewing content.**
- **When did you post?** Are users likely online?
- **Have you hidden content like this before?**
- **How frequently are you posting?** Less is more.
- **Completeness of page profile.** The more fields you fill out on your Facebook business page, the better. This shows legitimacy of your business.
- **How informative is your post?** Facebook tweaked its algorithm to highlight "informative posts" back in 2016. However, the term "informative" depends on users' personal interpretation—"news" for some could mean recipes or celebrity gossip.



How to Adapt

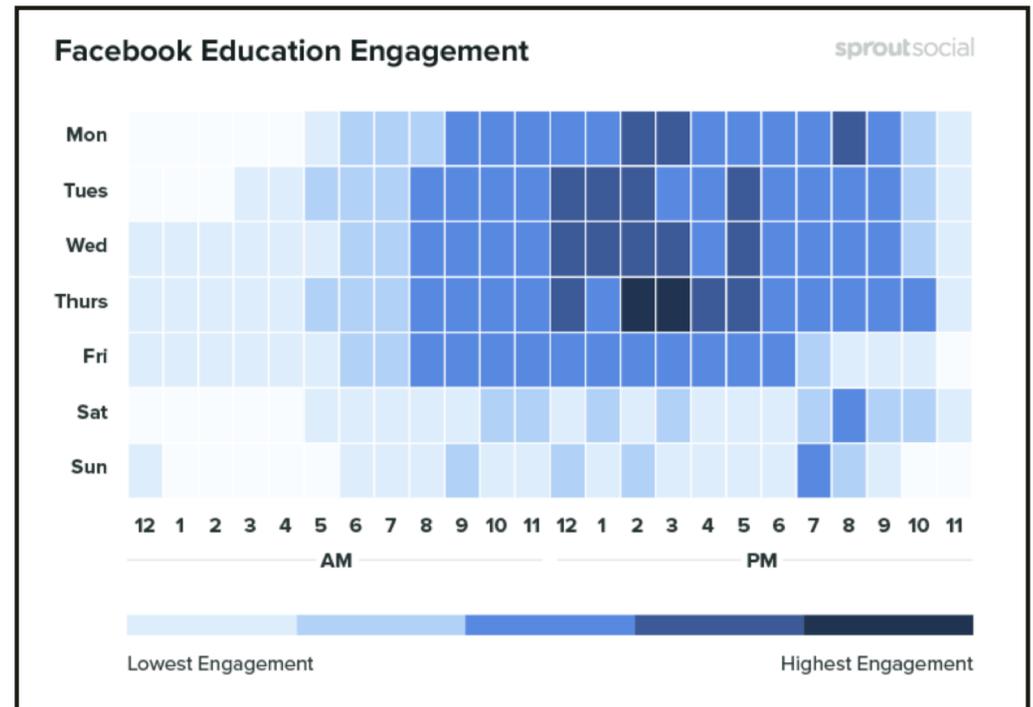
- **Focus on your audience:** Post content that resonates with them, that they will connect and engage with. Shorter, meme-related content can often see more shares, but this content may not necessarily encourage deeper interaction among people around that content.
- **Embrace the “Pay to Play” Game** 
- **Encourage your social team to communicate directly with your audience:** Following our guidelines, respond to comments, ask your fans what they want to hear about, solicit feedback, and source topic ideas.



How to Adapt

Post at a time when users are likely to be online

- Work hours, commuting hours and lunch hours.
- Schools receive the most engagement on Thursday at 2 and 3 p.m.
- Generally between Tuesday and Thursday from 11 a.m. to 5 p.m. is safe to post.
- Fridays and weekends drive the least amount of engagement.
- Engagement spikes later in the evening on weekends.



DON'T

Don't devalue your captions or post what's easiest.



Board of Visitors extends contract of Tim Sands; sets university budget at \$1.6 billion for 2018-19 fiscal year



Board of Visitors extends contract of Tim Sands; sets university budget at \$1.6 billion for 2018-19 fiscal year

Next year's budget represents a \$34.5 million increase over this year's...

VTNEWS.VT.EDU

DO

Take time to write copy that will elicit conversations. Write about timely, relevant topics that users are likely to have an opinion on.

Virginia Tech
June 5 at 3:00pm · 🌐

Replacing Slusher Hall, renovating Holden Hall, 📖 adding a new bachelor of arts degree program, and a bachelor of science degree program, and more. Read about yesterday's BOV meeting and the approved \$1.6 billion university budget 🙌

vtnews.vt.edu/articles/2018/06/bov-june-overview

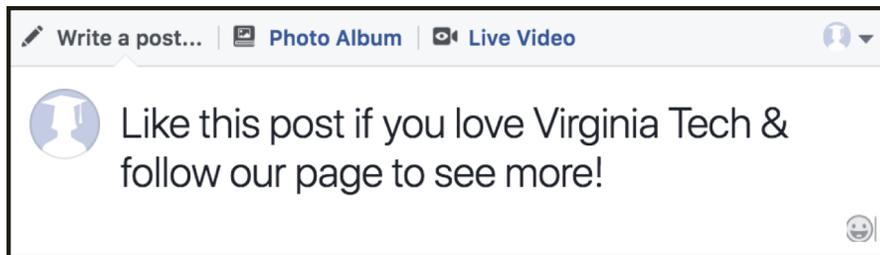
👤 122,642 people reached Boost Post

👍👎👏 1.2K 382 Comments 383 Shares

DON'T

Don't use engagement bait

- No react baiting
- No share baiting
- No tag baiting
- No comment baiting
- No vote baiting
- No follow baiting



DO

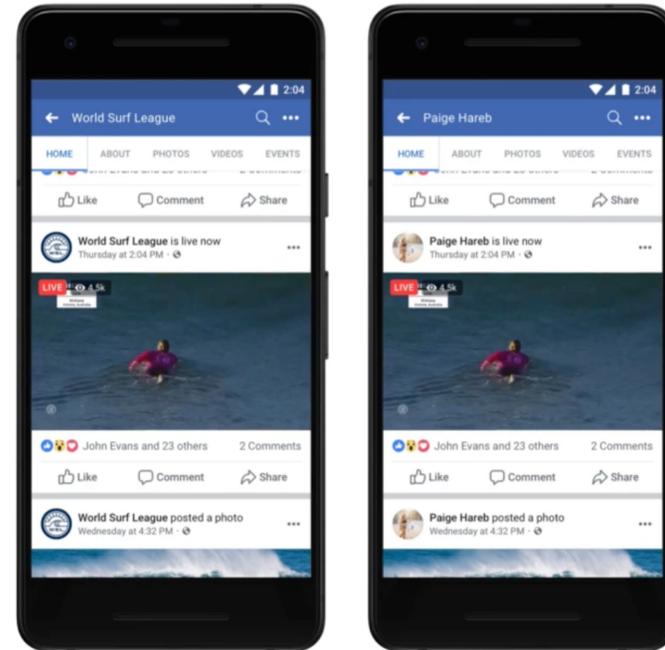
Ask questions that lead to tags, answers & both



How to Adapt: Live Video

According to Facebook, live video generates six times more interactions than regular video.

- Go live, but be strategic.
 - Have the right equipment (microphone, stabilizer, back-up battery, Mevo).
 - Promote livestreaming details ahead of time (“We will be going live here in 15 minutes”), with a description of the event. *Waiting room*
 - Ensure that there is a strong WiFi signal.
 - Check surroundings for possible disturbances.
 - When possible, have a second person monitoring the post and moderating comments — allowing the person filming the livestream to focus on capturing the best footage.



- **Recent updates:**
 - Crosspost live video to multiple FB pages at the same time
 - Rewind Facebook Live coverage
 - Persistent stream key

How to Adapt: Regular Video

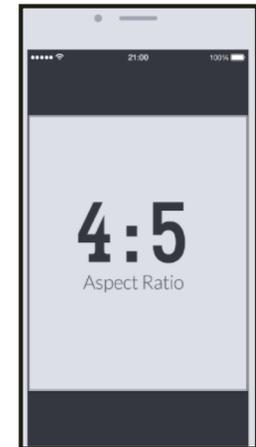
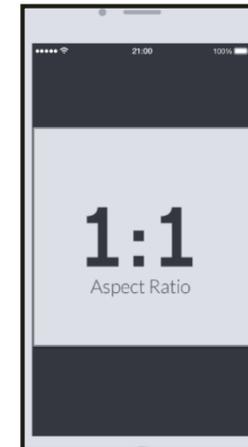
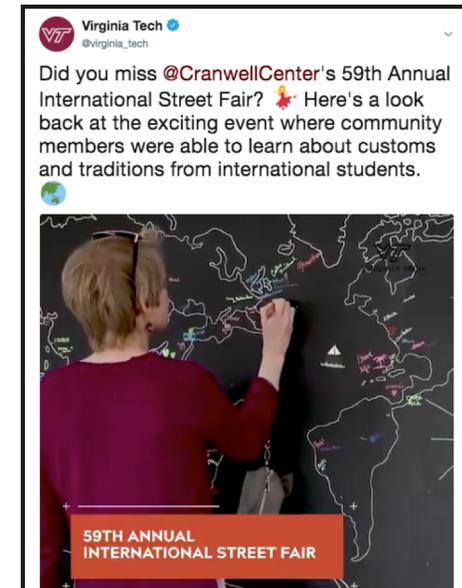
Video is important but you can't rely solely on it

Before: All video was prioritized



Now: Video is seen as passive, so it must be meaningful

- Regular video can still succeed, if done right. Create habitual and loyal viewership with regular segments, that are seasonal and topical, with great captions.
- Post natively. Facebook doesn't want people to leave its platform, so external linking isn't good for organic reach.
- Should be made specifically for social media.
 - It's in a square format, which takes up more screen real estate than 16:9 and attracts more attention.
 - It is under two minutes – 60 seconds preferably
 - It uses short, snappy cuts and graphics to grab peoples attention.

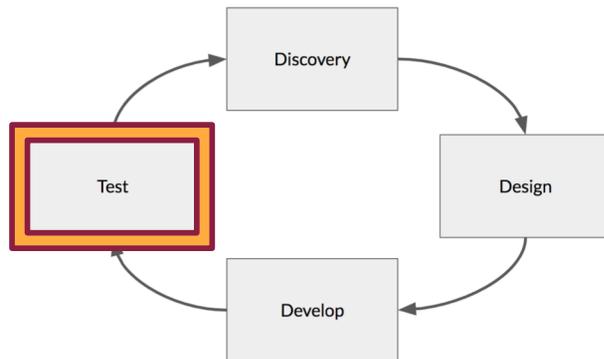
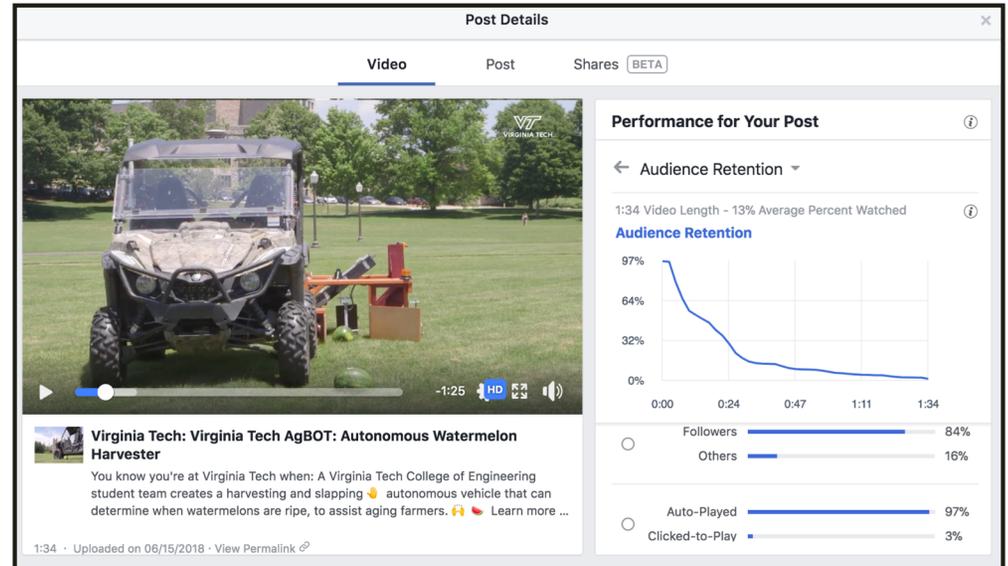


How to Adapt: Metrics

Pay close attention to your engagement and analytics, specifically with video

New Facebook video metric:

- In an effort to help advertisers better track how their audience is interacting with their videos, Facebook has announced a new update on video retention metrics.

Post Details

Video Post Shares BETA

Performance for Your Post

← Audience Retention

1:34 Video Length - 13% Average Percent Watched

Audience Retention

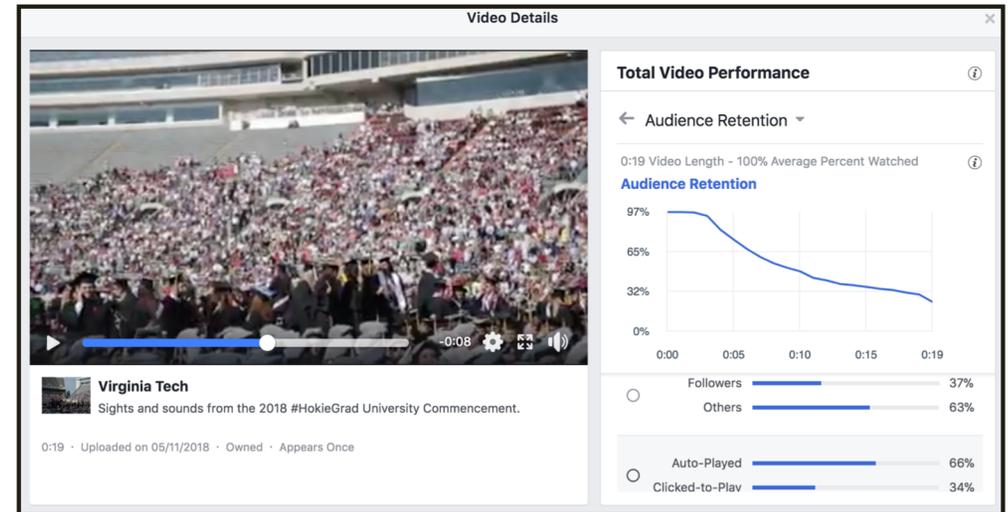
97%
64%
32%
0%

0:00 0:24 0:47 1:11 1:34

Followers 84%
Others 16%

Auto-Played 97%
Clicked-to-Play 3%

1:34 · Uploaded on 06/15/2018 · View Permalink



Video Details

Total Video Performance

← Audience Retention

0:19 Video Length - 100% Average Percent Watched

Audience Retention

97%
65%
32%
0%

0:00 0:05 0:10 0:15 0:19

Followers 37%
Others 63%

Auto-Played 66%
Clicked-to-Play 34%

0:19 · Uploaded on 05/11/2018 · Owned · Appears Once

Stories



Sharon



Ashot

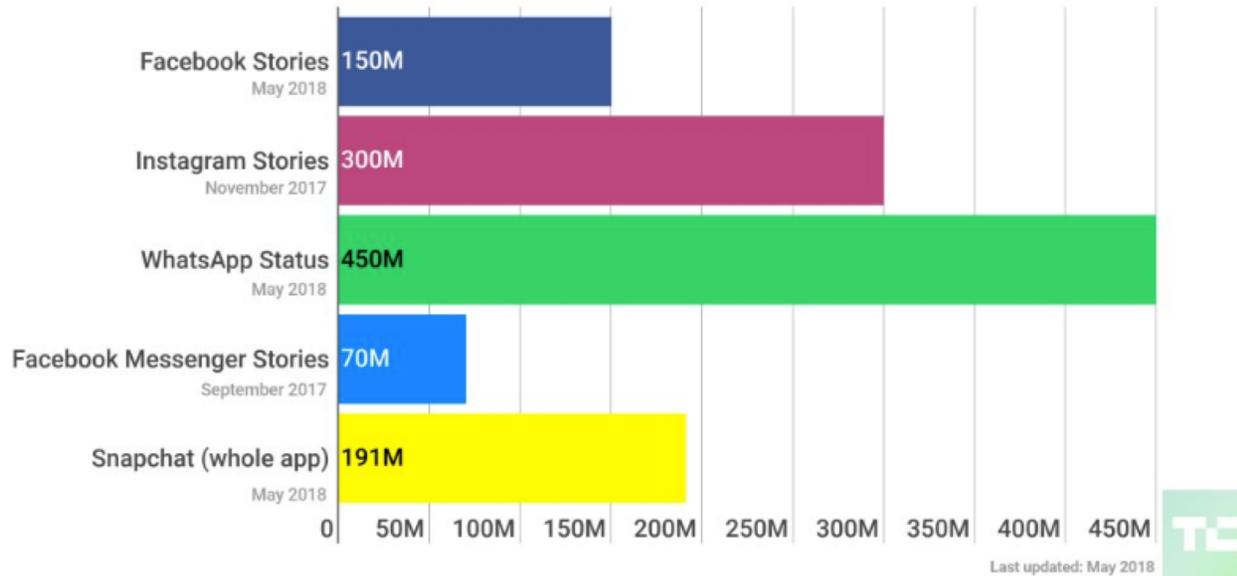


Laura



Shaon

Stories Product Daily Active Users



Twitter

Bye Spam

“Posting duplicative or substantially similar content, replies, or mentions over multiple accounts or multiple duplicate updates on one account, or creating duplicate or substantially similar accounts (automated or not) is never allowed.”



- Do not post identical or slightly similar tweets to multiple accounts (over multiple hours or days, OR in the future).
 - Example: Employees mimicking posts on their personal and brand page.
 - Instead: Post from one brand account and retweeting from the secondary accounts when needed.
- Do not post multiple similar tweets to the same account (over multiple hours or days, OR in the future).
 - Instead: Have multiple pieces of creative and different copy.
- Do not simultaneously perform engagement actions on the same posts from multiple accounts.
- Do not post multiple tweets to a trending topic.
 - Example: (Intent to subvert or manipulate the topic, or to artificially inflate the prominence of a hashtag or topic.)

DON'T

VT College/Unit Account

Come to our event!



3:05 PM - 19 Jun 2018



Joe (Faculty)

Come to our event!



3:05 PM - 19 Jun 2018



VT College/Unit Account

Our event is this week!



VT College/Unit Account

Reminder: Our event is this week!



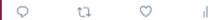
DO

VT College/Unit Account

Come to our event!

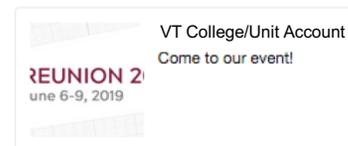


3:05 PM - 19 Jun 2018



Joe (Faculty)

See you there!



3:39 PM - 19 Jun 2018



VT College/Unit Account

Our event is this week!



Tests
@vt_tests

Our reunion is on Friday! Hurry and get your early bird tickets 🍌 *link*



Save for Later

Utilize the new “bookmark feature,” as a way to privately save tweets for later.

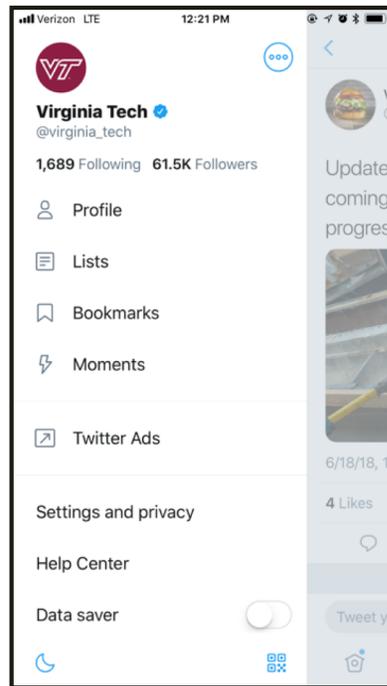
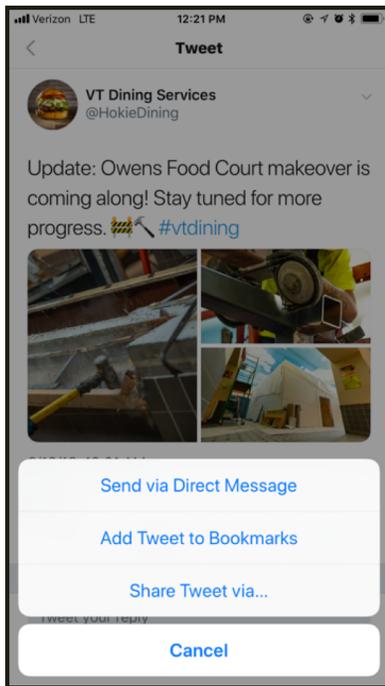
Pro: Chill on the screenshots and save tweets to monitor or look back to later in a hurry, without having to “like” them publicly or link them elsewhere. Easily share links via text now.

Con: Can only view on mobile version

Tip: <https://twitter.com>



<https://mobile.twitter.com>



More Updates



Twitter  @Twitter

We are rolling out the following features to mobile.twitter.com, Twitter Lite, and Twitter for Windows to provide more consistency across platforms. See what's new. 📌

- ✓ night mode
- ✓ real time updates on reply, Retweet, and like counts
- ✓ updated Tweet compose box

5:03 PM - May 22, 2018

2,435 likes 896 people are talking about this



Twitter  @Twitter Follow

See what's happening with 3 updated ways to find and follow news and events on Twitter.

- ✓ improved Moments format
- ✓ organized Explore tab
- ✓ your timeline and news

12:09 PM - 13 Jun 2018

Tributes to President Emeritus Charles W. Steger

 **Virginia Tech**  @virginia_tech · May 7, 2018

Virginia Tech's 15th president passed away on May 6, 2018.

5 Likes    

Edit Like Tweet ⋮



 **Mark Cartwright**  @SuppirDiversty · May 7

  1 

During my previous employment at Virginia Tech, I was fortunate to accompany Dr. Steger on a couple of flights on the Hokie Bird. He treated everyone with kindness and respect, regardless of position. [Inkd.in/d6E3qVP](https://www.linkedin.com/company/virginia-tech/) [Inkd.in/dkCgfc](https://www.linkedin.com/company/virginia-tech/)

 **Bob Goodlatte**  @RepGoodlatte · May 7

 5  19 

Under Dr. Charles Steger's visionary leadership, @virginia_tech became the premier educational institution we know today. He embodied the school's motto of #UtProsim. My prayers are with Dr. Steger's family & the entire #VirginiaTech community as we remember his life.

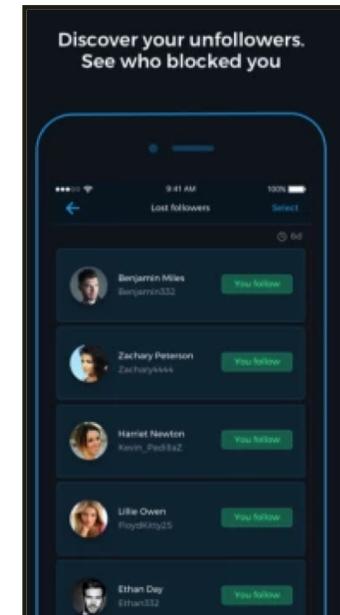
Instagram

API/AP(BYE)



Here are a few things that were changed with Instagram's new API "application program interface" (The way apps to talk to and interact with Instagram.)

- Instagram bots are officially dead. If you were using any bots to follow and unfollow accounts or like Instagram posts for you, they've most likely stopped working.
- Your Instagram "likes" are now private, meaning other companies won't be able to tell what posts you've liked or not. This mainly affected shopping apps that kept track of your interests were based on your Instagram activity.
- Apps that help you analyze your Instagram followers, or someone else's followers, no longer work. This includes any apps that showed when someone unfollowed you.
- If you're using an app to search for or share user-generated content (UGC) on Instagram, it's capabilities will be a bit more limited. Since Instagram likes are now private, you can now only search for UGC by hashtag.



Show Us What We Want

After negative feedback, Instagram alters their algorithm to show more recent posts, instead of focusing so heavily on what's relevant to you.

Result: 800 million-plus users are now seeing 90 percent of their friends' posts and spending more time on the app.



Updated "Explore" page soon

Ranking Criteria

Instagram relies on machine learning based on your past behavior to create a unique feed for everyone. Even if you follow the exact same accounts as someone else, you'll get a personalized feed based on how you interact with those accounts.



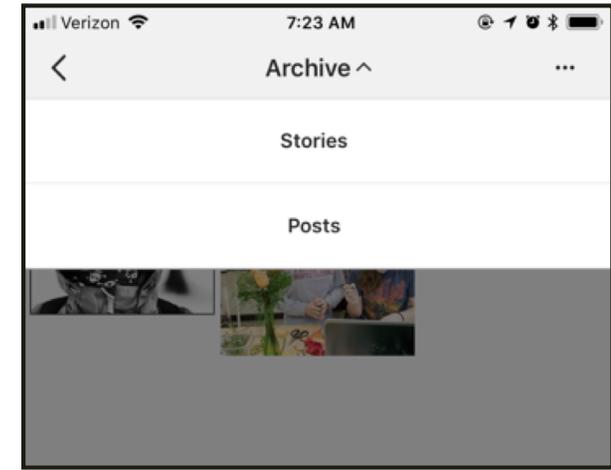
Three main factors determine what you see in your Instagram feed:

- **Interest:** How much Instagram predicts you'll care about a post, based on past behavior.
- **Timeliness/Recency:** How recently the post was shared, with prioritization for timely posts over weeks-old ones.
- **Relationship:** How close you are to the person who shared it, with higher ranking for people you interact with most (comments or being tagged)

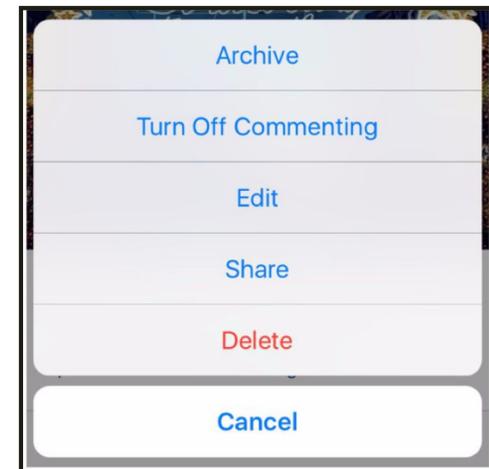
Other signals that matter:

- **Frequency:** How often you open Instagram, as it will try to show you the best posts since your last visit.
- **Following:** If you follow a lot of people, Instagram will be picking from a wider breadth of authors so you might see less of any specific person.
- **Time Spent Usage:** How long you spend on Instagram determines. You might be seeing the best posts during short sessions, or it's digging deeper into its catalog if you spend more time browsing.

There's an Archive for That



- Reminder: You can easily archive photos that are odd or outdated. Decide you want them back on your feed? No problem.
- Stories now automatically save to your archive when they expire. This makes it easy for you to revisit your favorite moments later on, share again or bring them back to life in a highlight.
- Highlights are permanent additions to your profile that can be added only from photos posted to your story and only after 24 hours of being live.
- Only you can see your archived stories, and you can choose to turn off auto-archiving at any time in your profile settings.



Scheduled Auto-Publishing

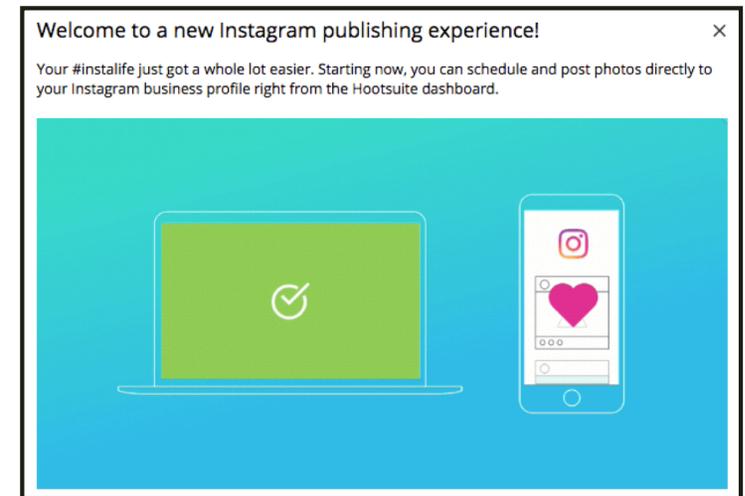
You can finally schedule and publish on Instagram automatically – the number one request for 16 million customers

Pros:

- Works with partner platforms such as Hootsuite.
- No more notifications reminding you to post from third party apps.
- Better content planning.
- Secure account management - removing the need for employees to share login credentials to gain account access to insights or create a post

Cons:

- Hit or miss functionality
- Can't post albums
- Can't post videos
- Can't use filters
- Can't add comments (with hashtags)

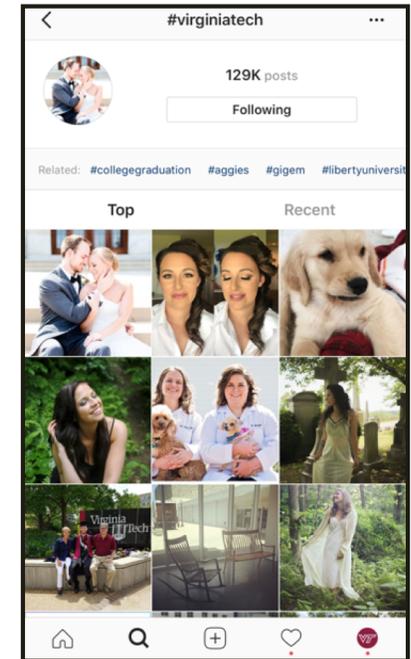
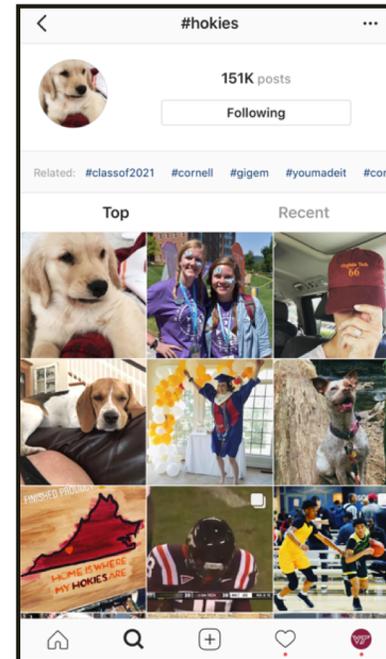


Following Hashtags

You can now follow hashtags and Instagram will use automated and manual systems for flagging inappropriate posts and blocking their authors.

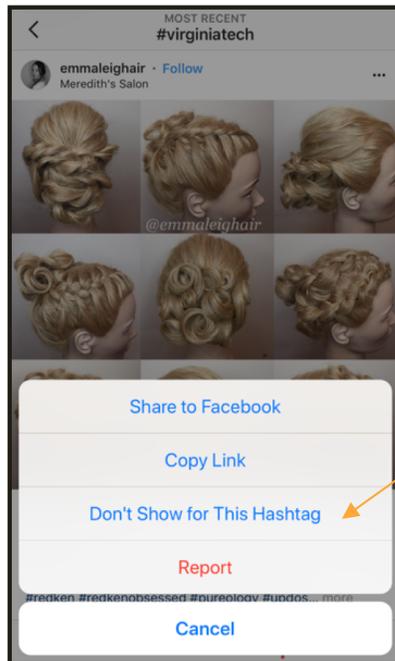
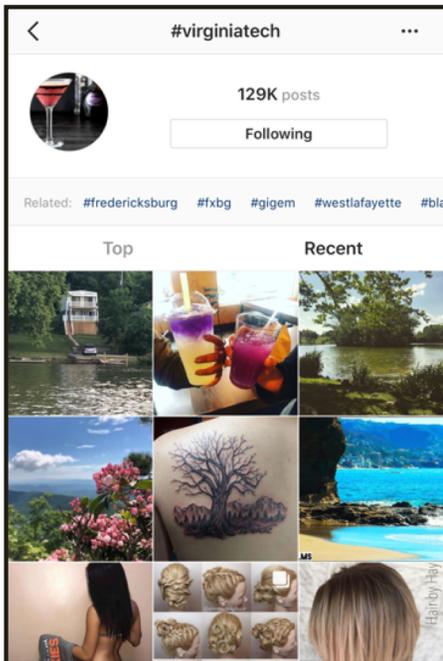
Pros:

- Less searching for content you're interested in. Instead, by following a hashtag, it will now appear on your feed.
- Easily monitor your own hashtags to review user-generated content
- Quick overview of top-performing content and new content through "recent" and "top" tabs
- Use hashtags you know your audience is likely to follow, but don't abuse this



Following Hashtags

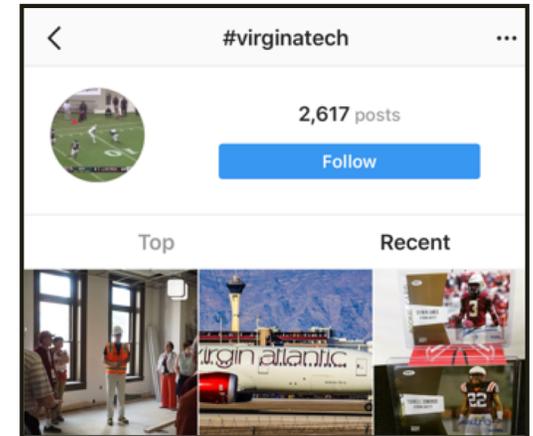
Report irrelevant hashtagged photos



Thanks for your feedback.
We'll show fewer posts like this for this hashtag.

Cancel OK

Consider following variations of your brand hashtag (yes, even incorrect or misspelled versions)

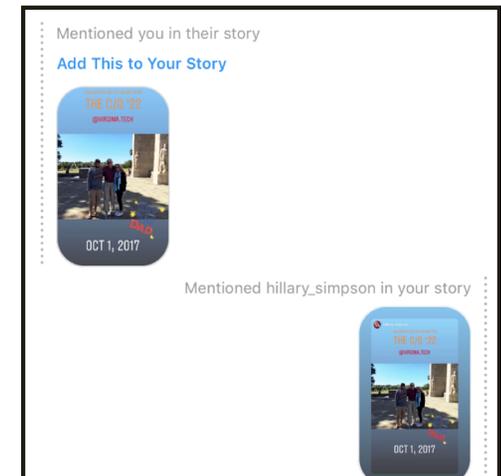
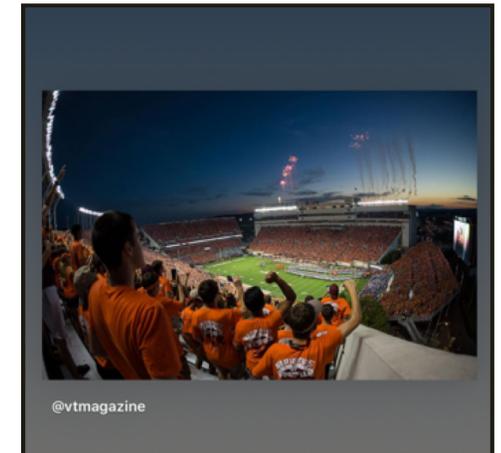
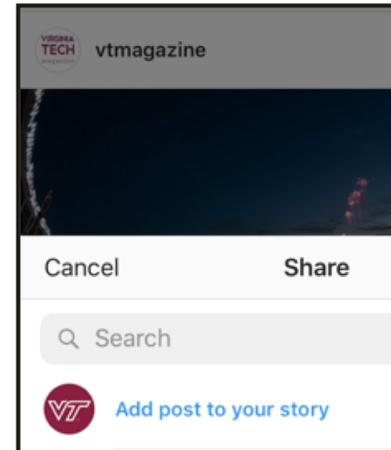


'Regramming' ...Kind Of

This is not the regramming we asked for, but it will do for now.

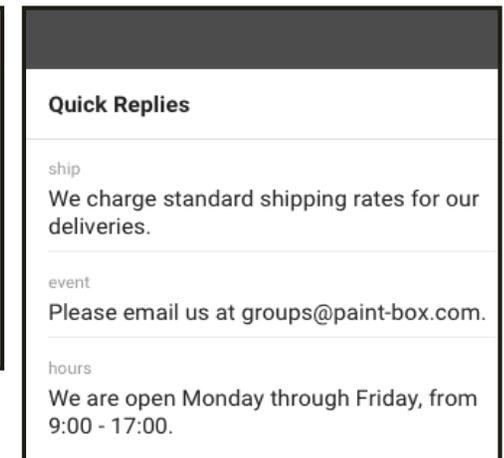
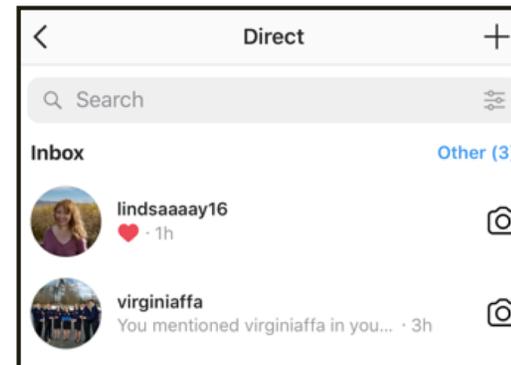
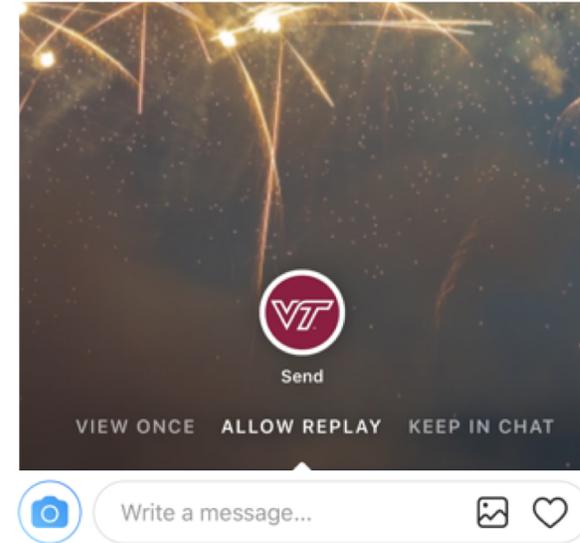
Share in-feed posts to your story and story
@mentions to your story (newer)

- Scale, rotate and position it and add creative tools like text or stickers on to it as well.
- Build your audience, while stocking up on content.
- No permission ask is needed because user-credit is retained

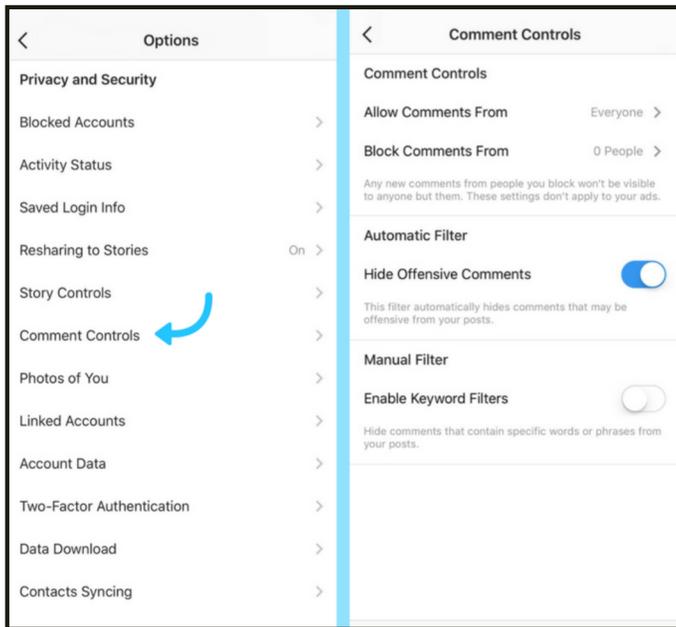


Insta Inbox

- New privacy settings (like Snapchat) allowing for a range of viewing time options. (View once, allow replay, keep in chat). Pay close attention!
 - **Tip:** Can only send this way using left icon
- A new, improved, and heavily simplified inbox to help separate the clutter (story mentions & replies) from inquiries
 - You can star and filter messages you want to follow up on, allowing you to ensure that nothing (and no one) falls between the cracks.
- Soon, they will test a new “quick replies” feature to save you time & assist with common questions.

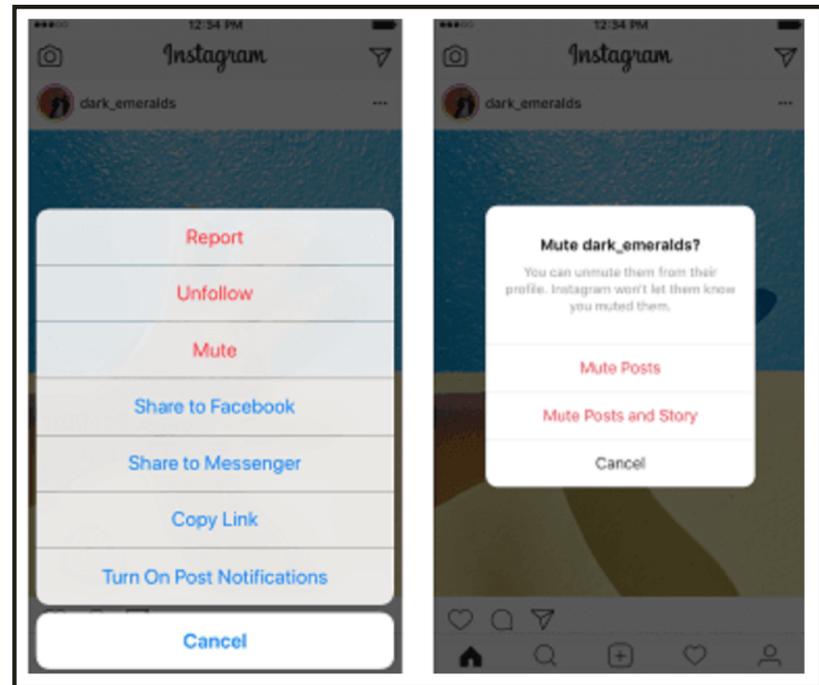


Silencing Bullies



You can turn on an offensive comment filter to aid your moderation. This new filter hides comments containing attacks or threats.

- You can mute users now. (Similar to the Facebook “unfollow,” unsubscribing from updates without actually unfollowing someone.)
- It’s unlikely that business pages will have to use this or be too worried about this; if users don’t like your content, they’ll just unfollow you.



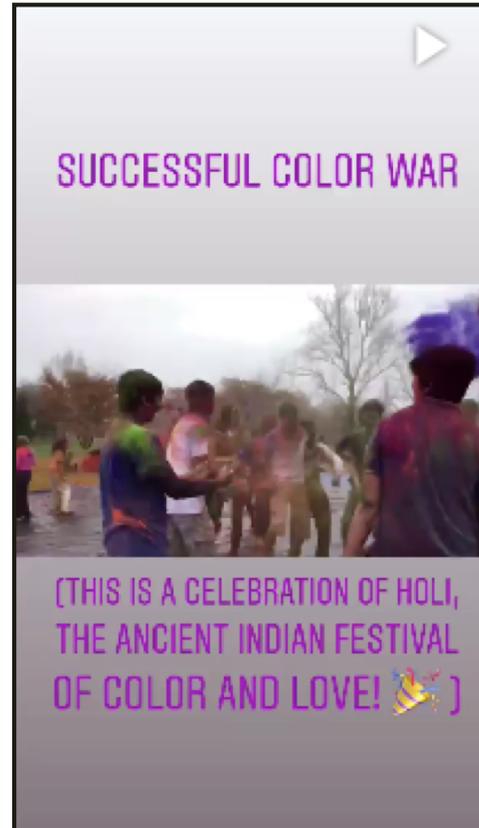
Spectacular Specs

Pro: Upload photos and videos of any size to your story — handy if you don't have time to edit to social specs. You'll also you never have to cut people out of content.

Con: Doesn't look great

Tip: Create all video 1:1 or 4:5

Coming REAL soon (today): Longer Instagram video (possibly up to an hour longer). Currently only 60 second videos or albums of multiple 60 second videos are allowed. Instagram is set to debut a look at this today.

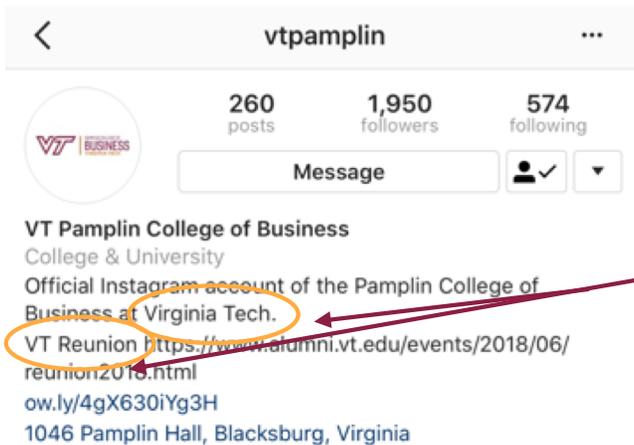




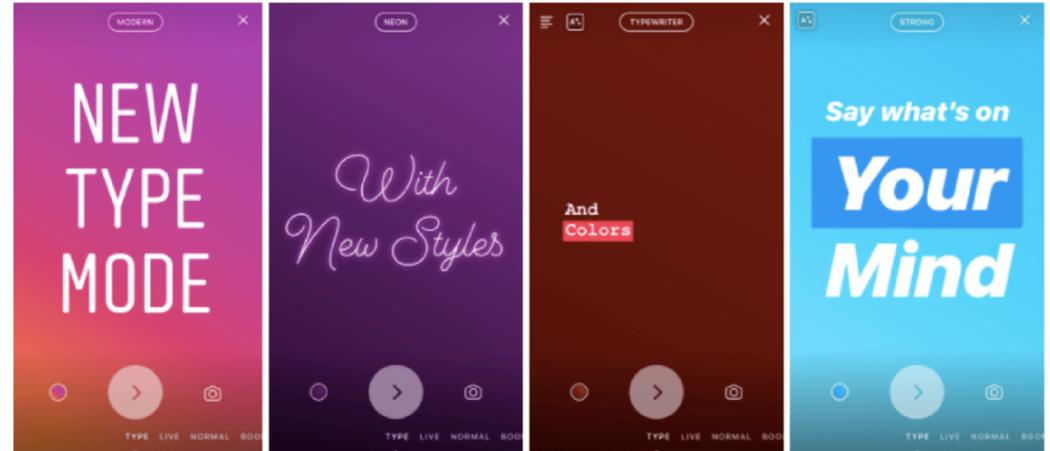
New Features

You can now turn profile usernames and hashtags into clickable hyperlinks on your bio.

*Note: Your profile isn't searchable by this hashtag though



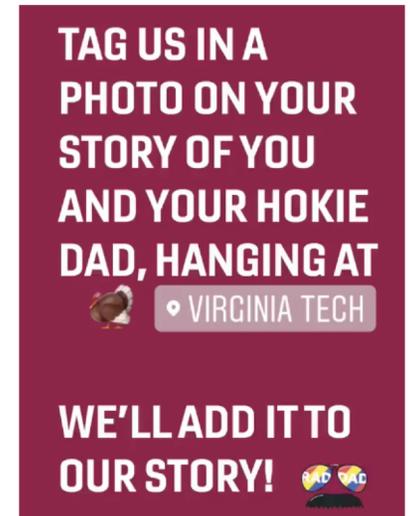
(Example)
Would now be:
@virginia.tech and
#VTReunion18



Pro: Help your message stand out and keep users tapping through your Stories with new fonts.

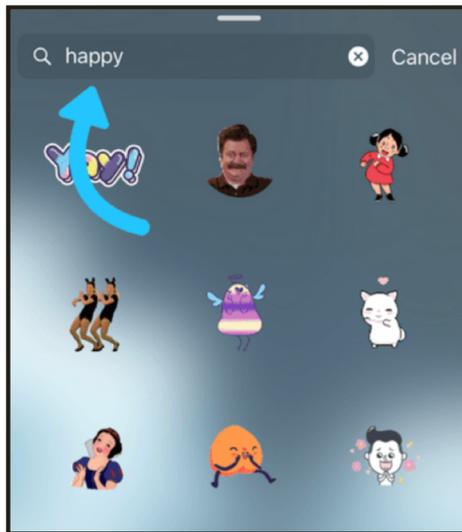
Con: No brand font integration (yet).

Tip: Make story slides in Photoshop occasionally. →

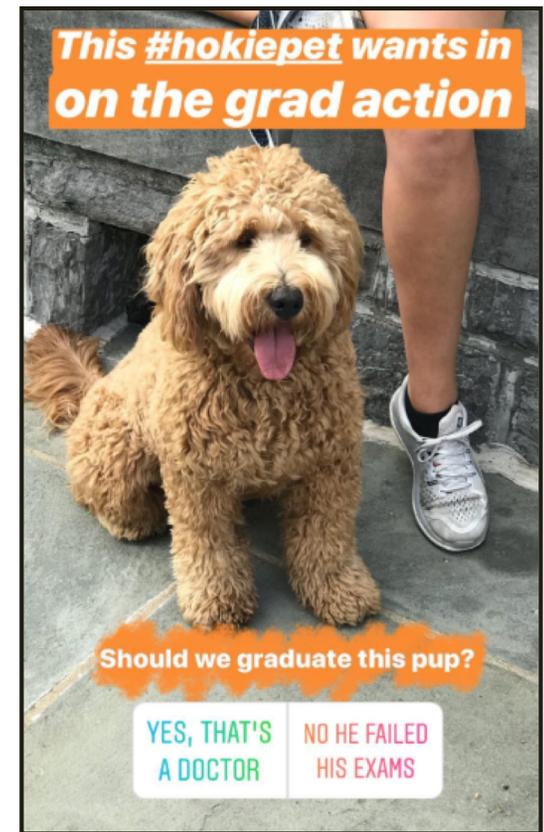
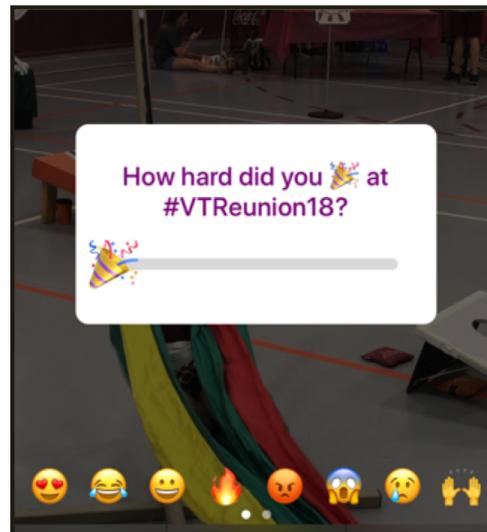


Why So Serious? – Go Play!

Instagram partnered with Giphy! Using GIFs consistently can add a ton of personality to your Instagram Stories and help you build a loyal following.



Utilize the interactive tools like the poll sticker and emoji slider help you get closer with your friends and followers, conduct market research, and drive engagement



More New Features

- @mention stickers make it even easier to connect with friends in your stories. (You can rotate, scale and place wherever.)
- New “Focus” camera format. This rivals iPhones Portrait mode.



Coming Soon...Everywhere

- (Only on Android currently) You can upload multiple photos and videos to your story all at once.
- Pros: Preview entire story before posting and upload faster and easier after the moment has passed.

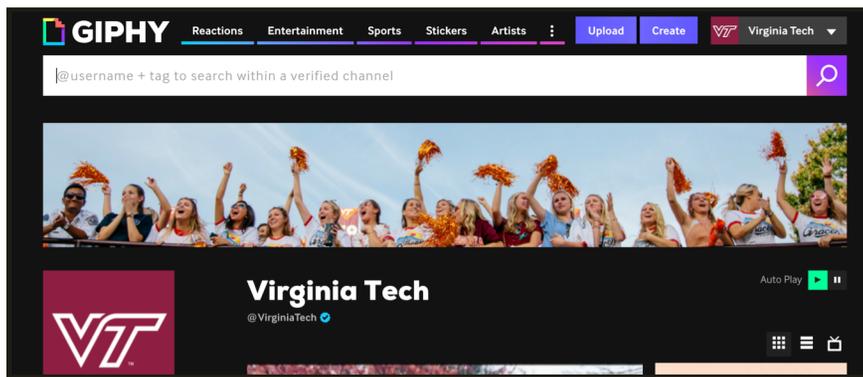


- Existing Instagram posts can be turned into ads through the Power Editor/Ads Manager, instead of just boosting the post on Instagram itself, which means better targeting.
- All post engagements that are aggregated during the campaign will go to live permanently on the original organic post.

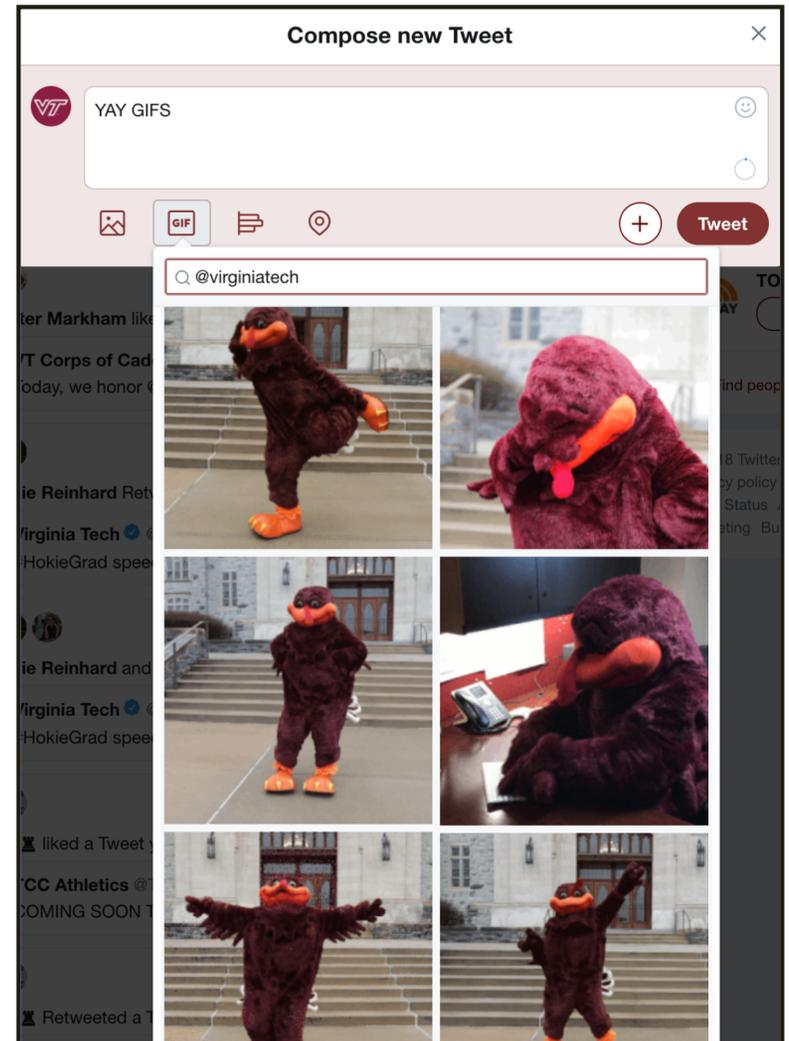




Giphy



- All GIFs are indexed in the Giphy.com search function and distributed throughout their API, which powers GIFs in over 600 platforms like FB Messenger, Twitter, Microsoft Outlook, Tinder, Slack, etc.
- The more these GIFs are viewed and used, the higher they will appear in searches. In time, they will also be found using more general search terms, but for now, type our channel name (@virginiatech) or use our main "tags." (#virginiatech, #hokies, #hokie, #hokiebird)



LinkedIn

Hashtags are in

Virginia Tech
215,679 followers
1w

Ten years after graduating from [#VirginiaTech](#), 93.6% of alumni are employed full time, the highest of all public and private institutions in Virginia. 🙌🙌🙌

So obviously, we were just named the top college in Virginia that is most likely to land you a job. 🙌 [#WhyVT](#) 🙌

The best college in every state to help graduates find a job
businessinsider.com

947 Likes · 23 Comments

Use video

Virginia Tech
215,679 followers
1mo

Congratulations to the recent Hokie graduates and newest VT alumni. 🎓 Who remembers their graduation day? 🙌🙌

0:19/1:59

799 Likes · 30 Comments

Finally! You can edit your posts

Posted by Fairen Horner

Virginia Tech
215,679 followers
4d

Congratulations to Polly Mic
Marching Virginians! 🙌🙌
year history of the 330-mer

- Edit update
- Delete update
- Pin to top
- Copy link to post



Questions?

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(540) 315-2387