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

Like Comment Share
Bee Mills, Nicholas Malay Pasquini and 696 others
102 Shares

2018

Virginia Tech
Published by Fairen Horner ⏰ April 25 ⏰

Rainy day reflections today at Virginia Tech.

26,946 people reached

Like Comment Share
Ghadir A Khalil, Jopaul Mathew and 1.3K others
102 Shares
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 wearemembervt.edu

169,101 people reached

Like · Comment · Share

Amanda Cannada Mills, Lisa Young and 3.5K others · Most Relevant

561 Shares

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

Like · Comment · Share

4.9K

Most Relevant

808 Shares

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

2018

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 "Virginia Tech! " #WhyVT
The Signals

Meaningful interactions are being prioritized

- 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?

<table>
<thead>
<tr>
<th>Active Interactions vs. Passive Interactions</th>
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<tr>
<td><strong>Active (Positive)</strong></td>
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<tr>
<td>• Commenting  🔄</td>
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<td>• Sharing  🔄</td>
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<td>• Reacting  🔄</td>
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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.

DO

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

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
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

Virginia Tech is with Addie Segerdahl.
Published by Fairen Horner

#Meetahokie (Rachel Anderson) who recently revealed her Hokie feet to her friends. 😚
Do you ever get suspicious that your friend might be a HokieBird too? 😆

Virginia Tech updated their cover photo.
Published by Fairen Horner

Doesn’t campus just look magical sometimes? 😊
What are your favorite Torgersen Bridge memories?

Paighton Vanzant Kim Kramer I remember crying here during finals week at 5am one night freshman year

Like · Reply · Message · 1h
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 people’s 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.
Stories

Stories Product Daily Active Users

- Facebook Stories: 150M (May 2018)
- Instagram Stories: 300M (November 2017)
- WhatsApp Status: 450M (May 2018)
- Facebook Messenger Stories: 70M (September 2017)
- Snapchat (whole app): 191M (May 2018)

Last updated: May 2018
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!

REUNION 2019
June 6-9, 2019

Joe (Faculty)
Come to our event!

REUNION 2019
June 6-9, 2019

DO

VT College/Unit Account
Our event is this week!

REUNION 2019
June 6-9, 2019

VT College/Unit Account
Our event is this week!

REUNION 2019
June 6-9, 2019

Joe (Faculty)
Reminder: Our event is this week!

Joe (Faculty)
See you there!

VT College/Unit Account
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

Today we are rolling out a new ‘share’ icon that allows you to:

- Direct Message Tweets to others
- Share Tweets via email or text message
- Bookmark Tweets you want to save
More Updates

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

Twitter
See what’s happening with 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's 15th president passed away on May 6, 2018.

Mark Carwright
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 Inkd.in/dkCgfjc

Bob Goodlatte
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
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.
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.
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

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.
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.

Silencing Bullies
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

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.

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

This #hokiepet wants in on the grad action

Should we graduate this pup?

Yes, that's a doctor
No he failed his exams
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.
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

Ten years after graduating from Virginia Tech, 93.5% 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 lend you a job. 🙃 @whyVT

The best college in every state to help graduates find a job
businessinsider.com
847 Likes · 23 Comments

Use video

Virginia Tech
215,679 followers

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

0:18/1:56 🎧 🎥

798 Likes · 30 Comments

Finally! You can edit your posts

Posted by Fairen Horner

Edit update

Delete update

Pin to top

Copy link to post
Questions?

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