



# WHAT'S CHANGED ON SOCIAL MEDIA

FAIREN HORNER, VT SOCIAL MEDIA MANAGER

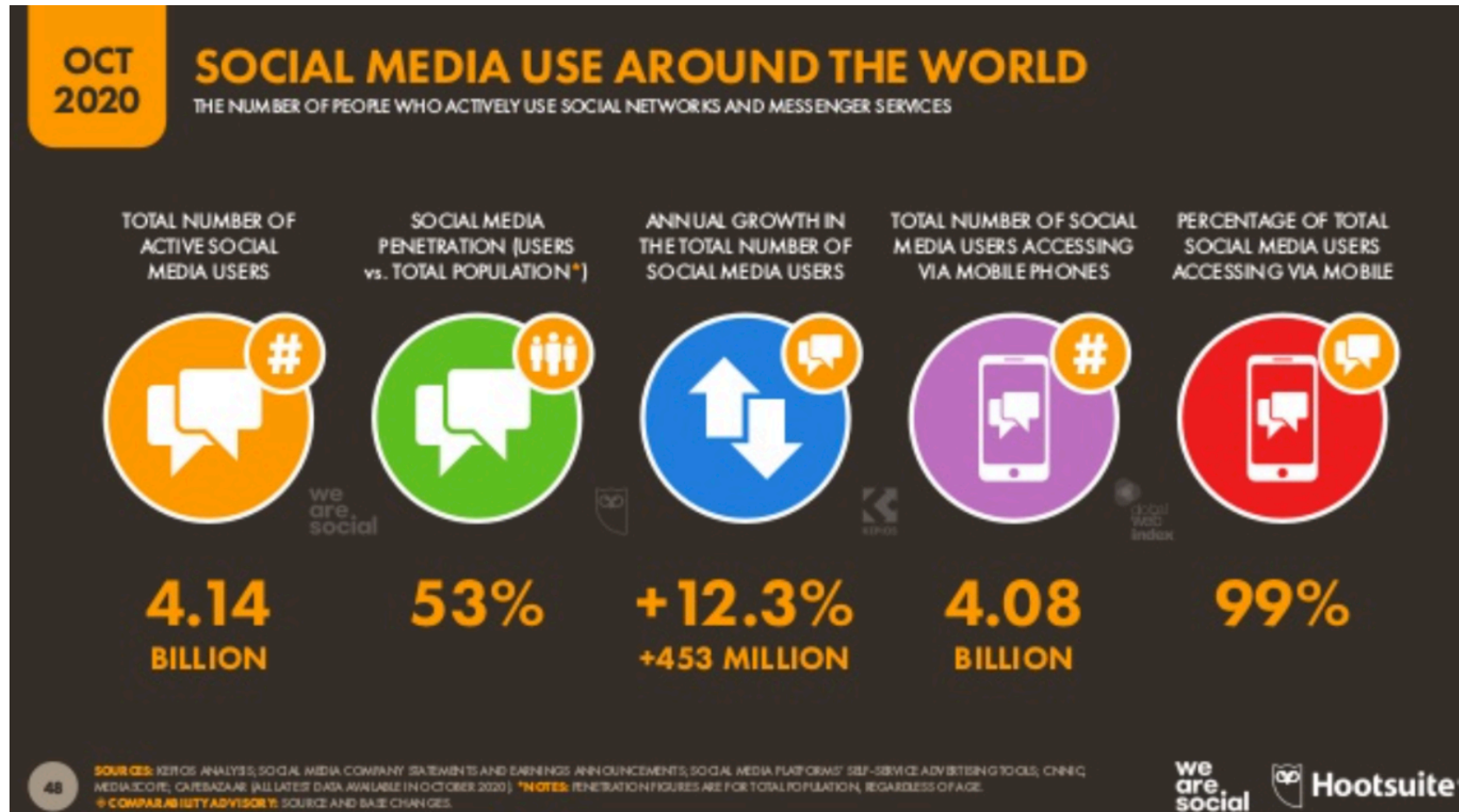
JANUARY 2021



VIRGINIA TECH.™



# 2020 STATS



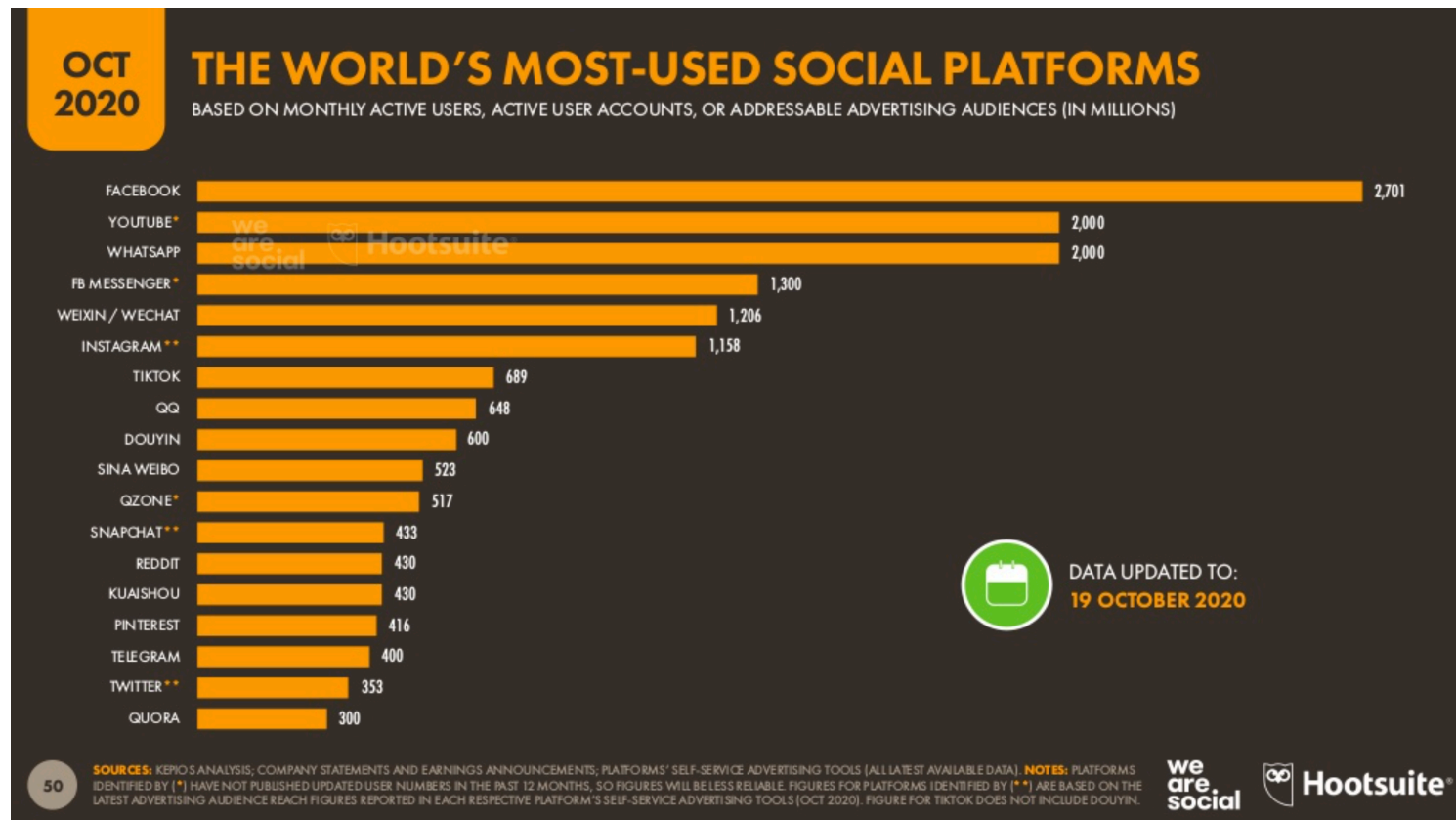


# 2020 STATS



## Top Higher Education Institutions on Instagram

Rank	University	Total Engagement	Engagement Rate
1	James Madison University	750,669	8.99%
2	Virginia Tech	962,418	6.85%





# COVID-19 updates



# COVID-19 SOCIAL UPDATES

Platforms prioritized COVID-19 content and education through COVID-19 information centers, search prompts, and prioritization of verifying COVID-19 experts.




This claim of election fraud is disputed, and this Tweet can't be replied to, Retweeted, or liked due to a risk of violence



**Linsey Marr** ✓  
@linseymarr

Engineering prof at VT with expertise in airborne transmission of viruses, air quality, nanotechnology. Intellectual omnivore and avid recreational athlete.

Following



**Help Prevent the Spread of Coronavirus**

See the latest information from the Centers for Disease Control so you can help prevent the spread of COVID-19.

[Go to cdc.gov](#)

## COVID-19 Information Center

Get updates about coronavirus to keep yourself and the people around you safe.

### Common Prevention Tips

[See All](#)



Along with following other tips, cover mouth and...



Stay at least 6 feet or 2 arms' length from others



Wash hands often and disinfect frequently...



Don't touch your eyes, nose or mouth



[Reduce Risk When You Go Out](#)

[Facts About COVID-19](#)

[Recognized Health Organizations](#)

[Go to COVID-19 Info](#)



### Looking for Vaccine Info?

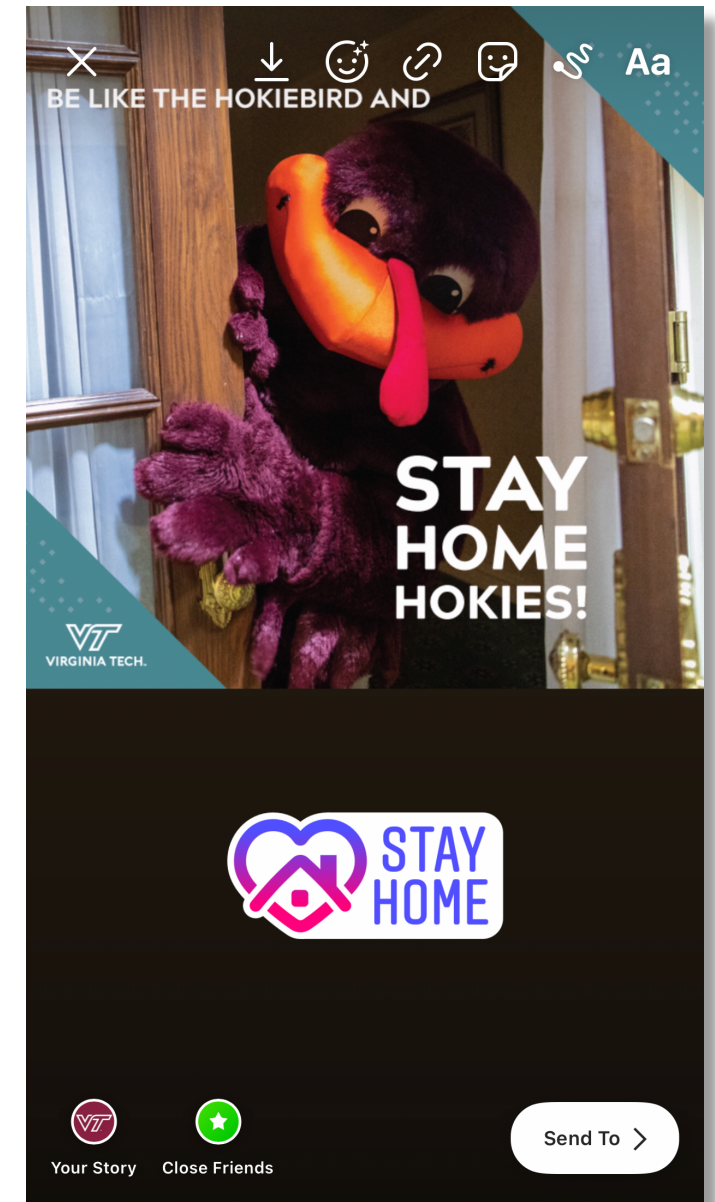
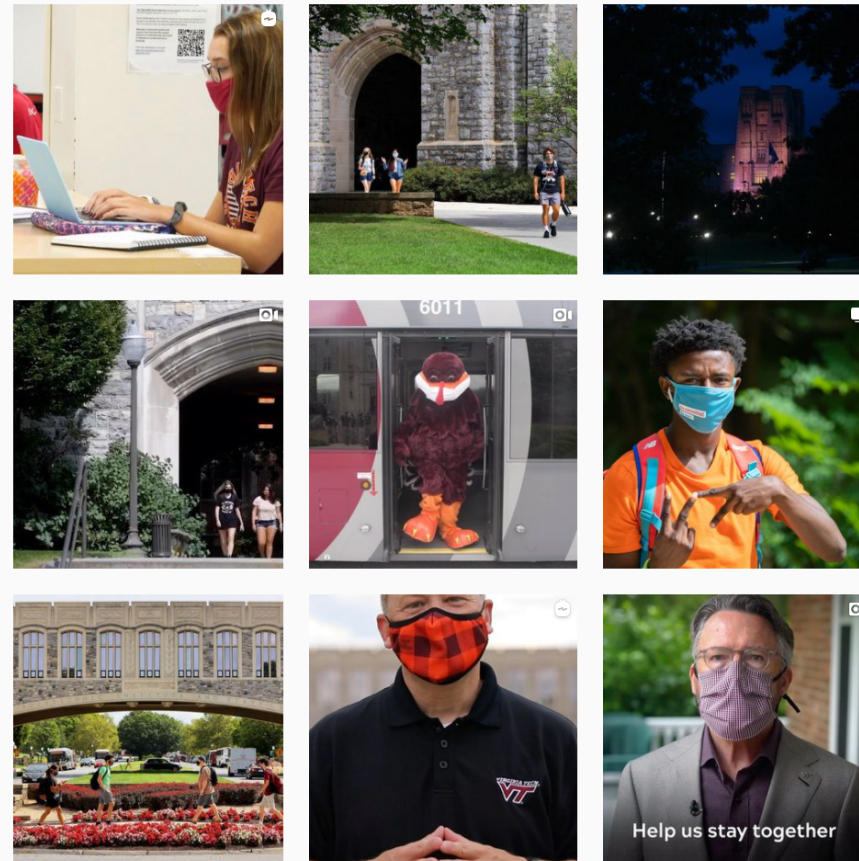
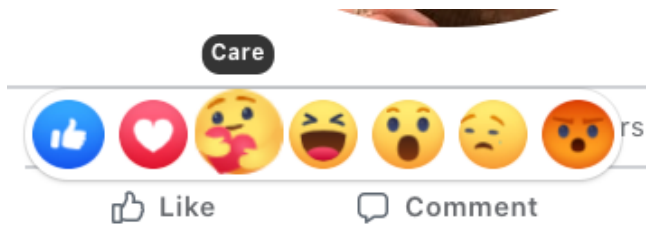
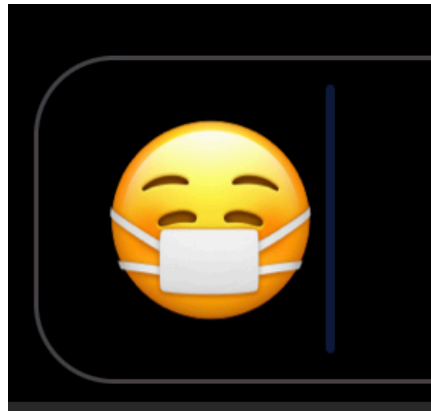
When it comes to health, everyone wants reliable, up-to-date information. Visit the website for the Centers for Disease Control and Prevention. The website has information that can help answer questions you may have about vaccines.

[Go to Website](#)



# COVID-19 SOCIAL UPDATES

Platforms prioritized COVID-19 content and education through “wear a mask” and “stay home” alerts and interactive features; we ensured our visuals sent the right message, too.







# COVID-FRIENDLY FACEBOOK EVENTS

Events default to “online” but can be changed to in-person, with warnings.

**Fairen, Stay Up to Date on Coronavirus (COVID-19) Information** ✕

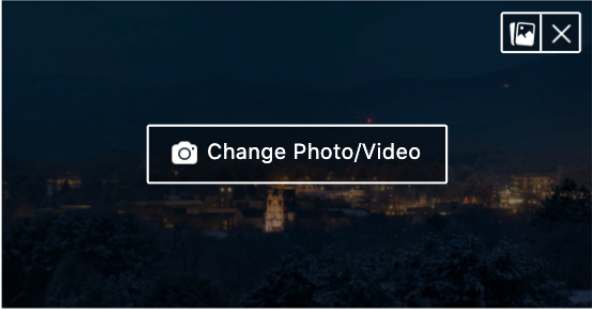
 It's up to all of us to slow the spread of COVID-19. Everyone, including young and healthy people, should avoid large gatherings during this time. Stay up to date with public health guidelines from [cdc.gov](https://www.cdc.gov). [See Guidelines](#)

**Event Host**  
Select the Page or profile who will host this event

 Virginia Tech ⌵

**Required Info**  
Enter the following information to create your event.


**Event Photo or Video** ?

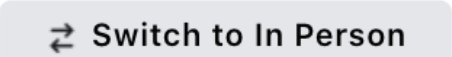


**Event Name**  0 / 64

**Event Type** ☒ Online Event

**Online Format**  ⌵

 **Other** ○  
Include clear instructions in your event details on how to participate.



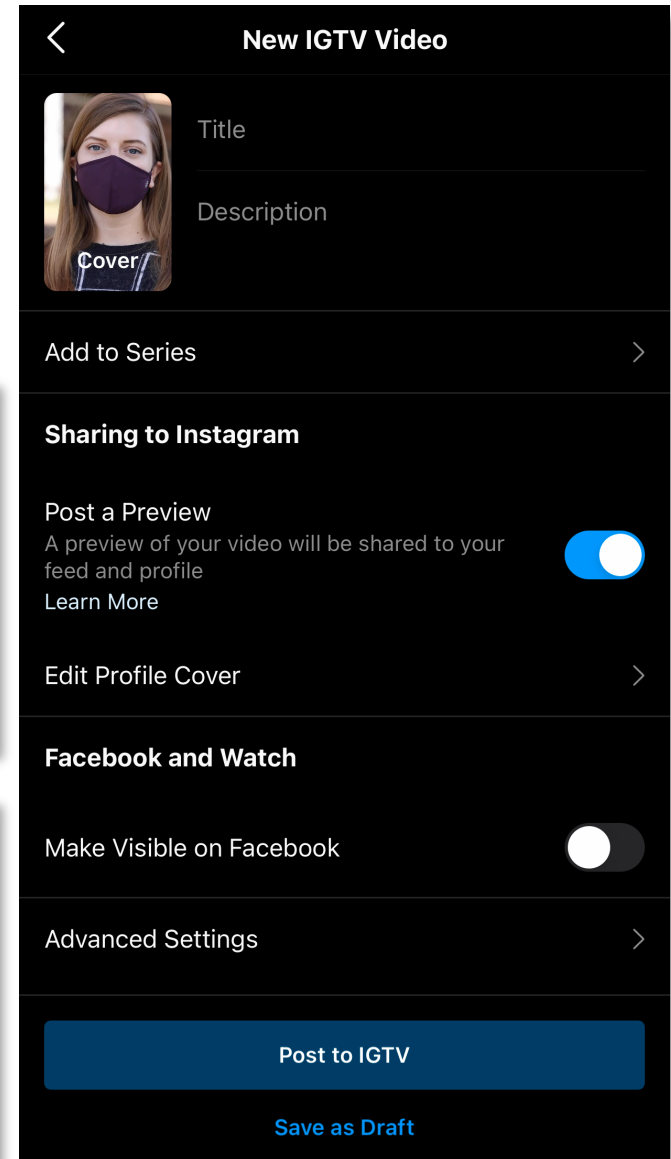
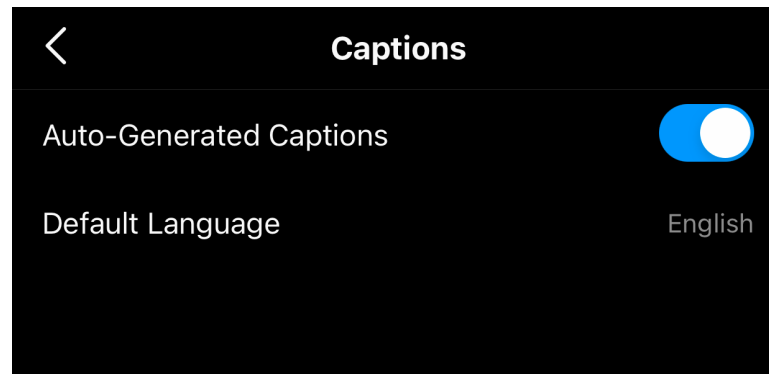
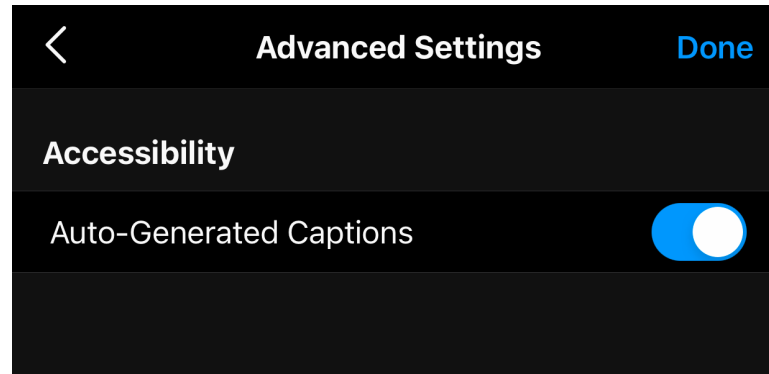


# Accessibility updates



# ALT TEXT AND CAPTION UPDATES

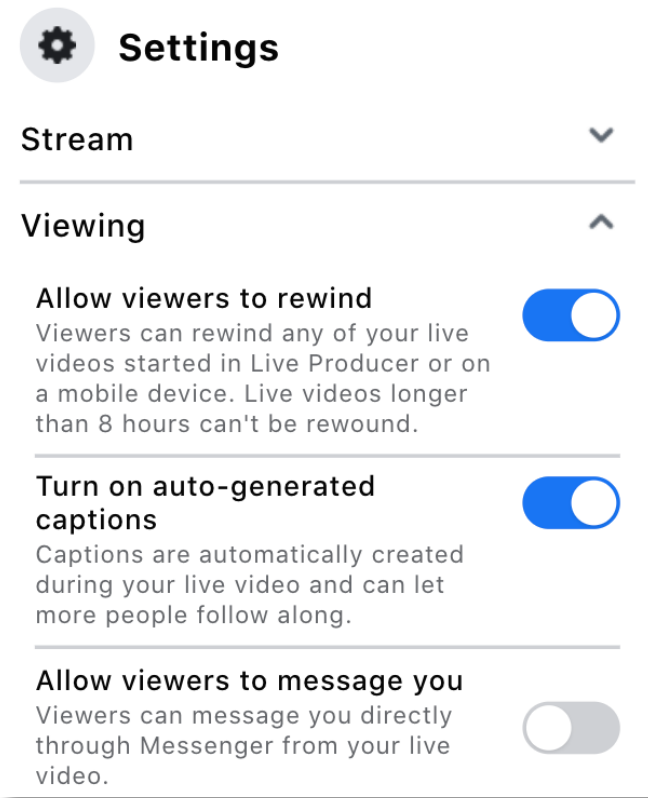
- Instagram adds auto-generated captions to IGTV videos (but be cautious before using this)





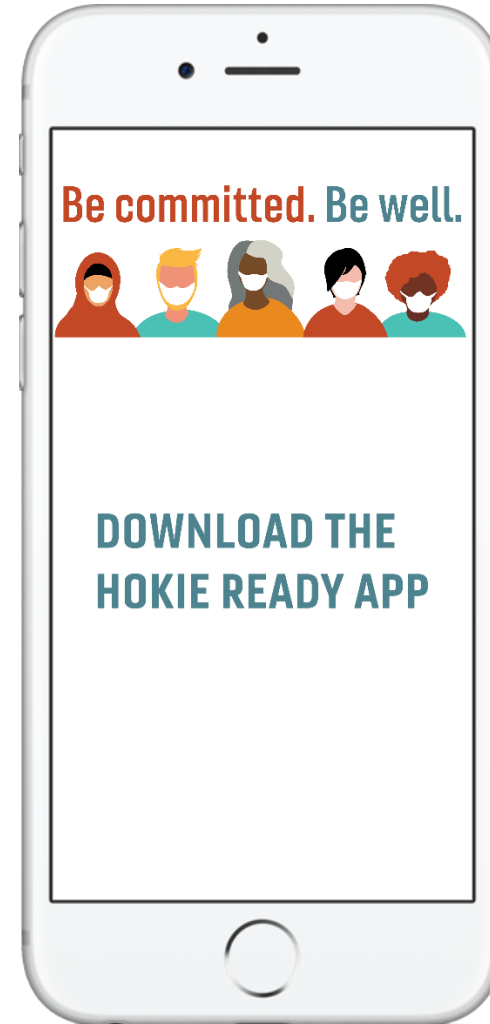
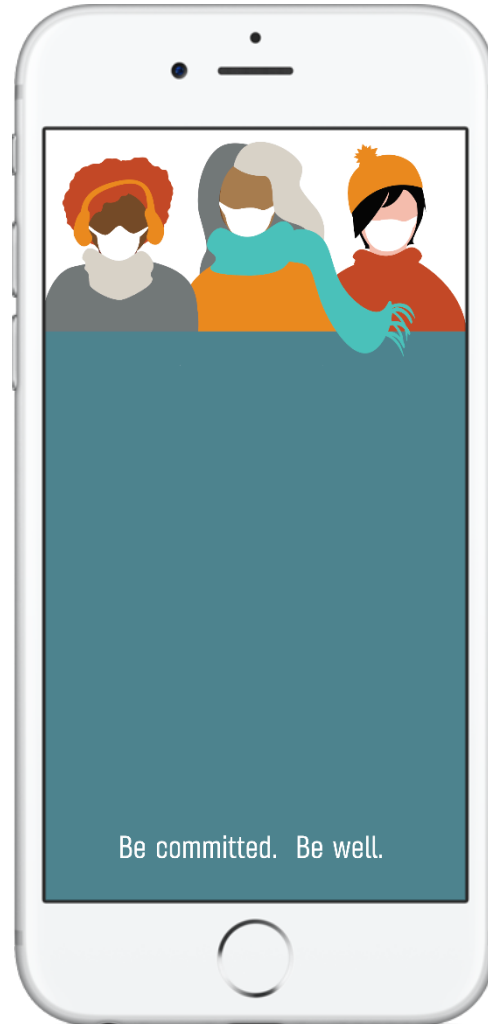
# ALT TEXT AND CAPTION UPDATES

- Twitter improves accessibility by adding an alt text field to GIFs
- Two new accessibility teams and automated captions coming in 2021
- Facebook adds auto-captions to live videos
- Updates for screen readers





# DESIGNING FOR INCLUSIVITY



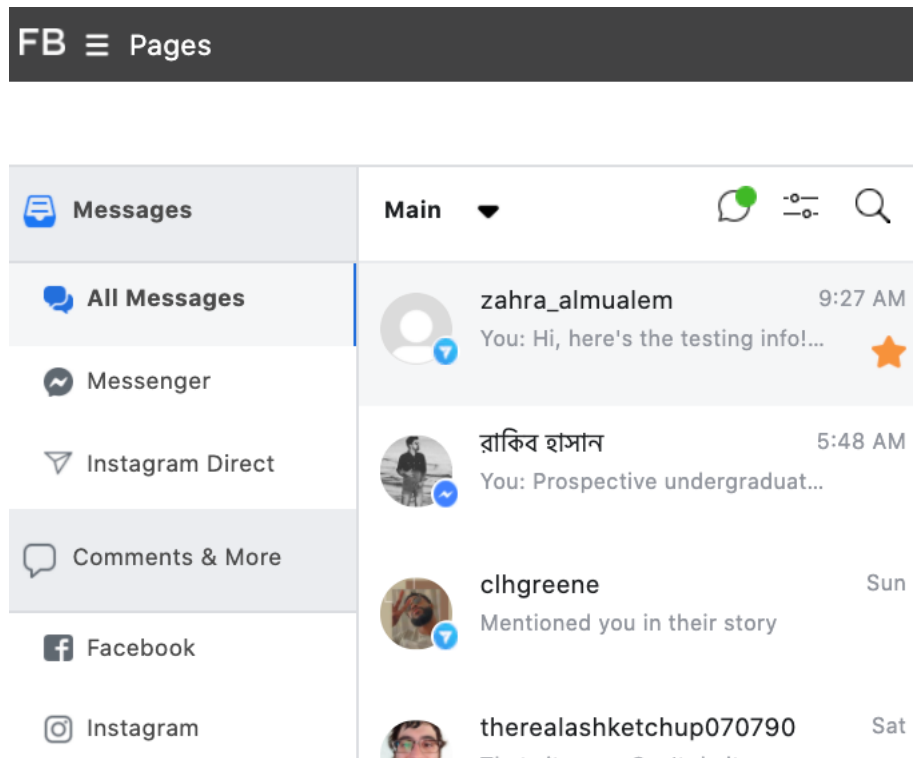


# Facebook updates

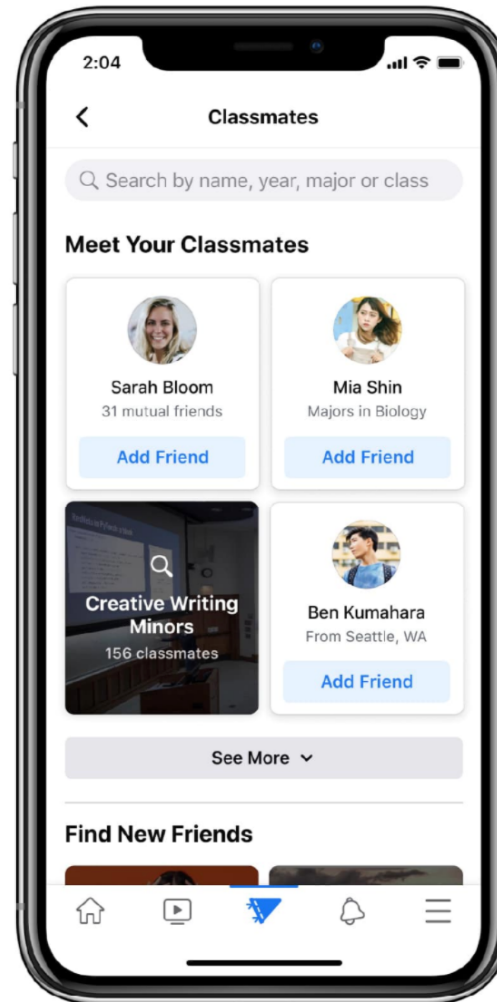


# NEW WAYS TO CONNECT AND SHOP

## Merged inbox



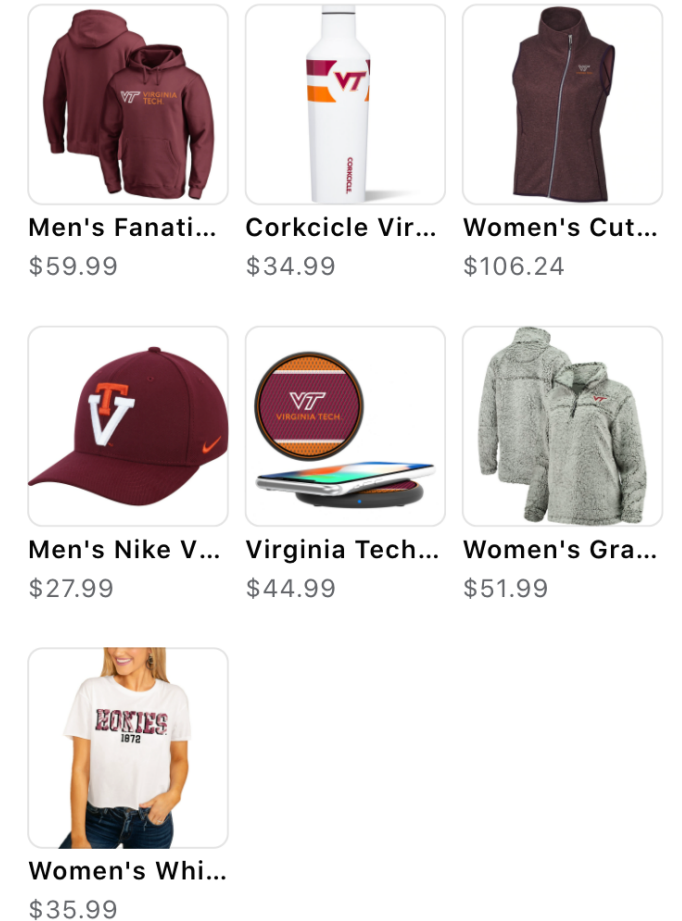
## Facebook Campus



## Facebook Shops

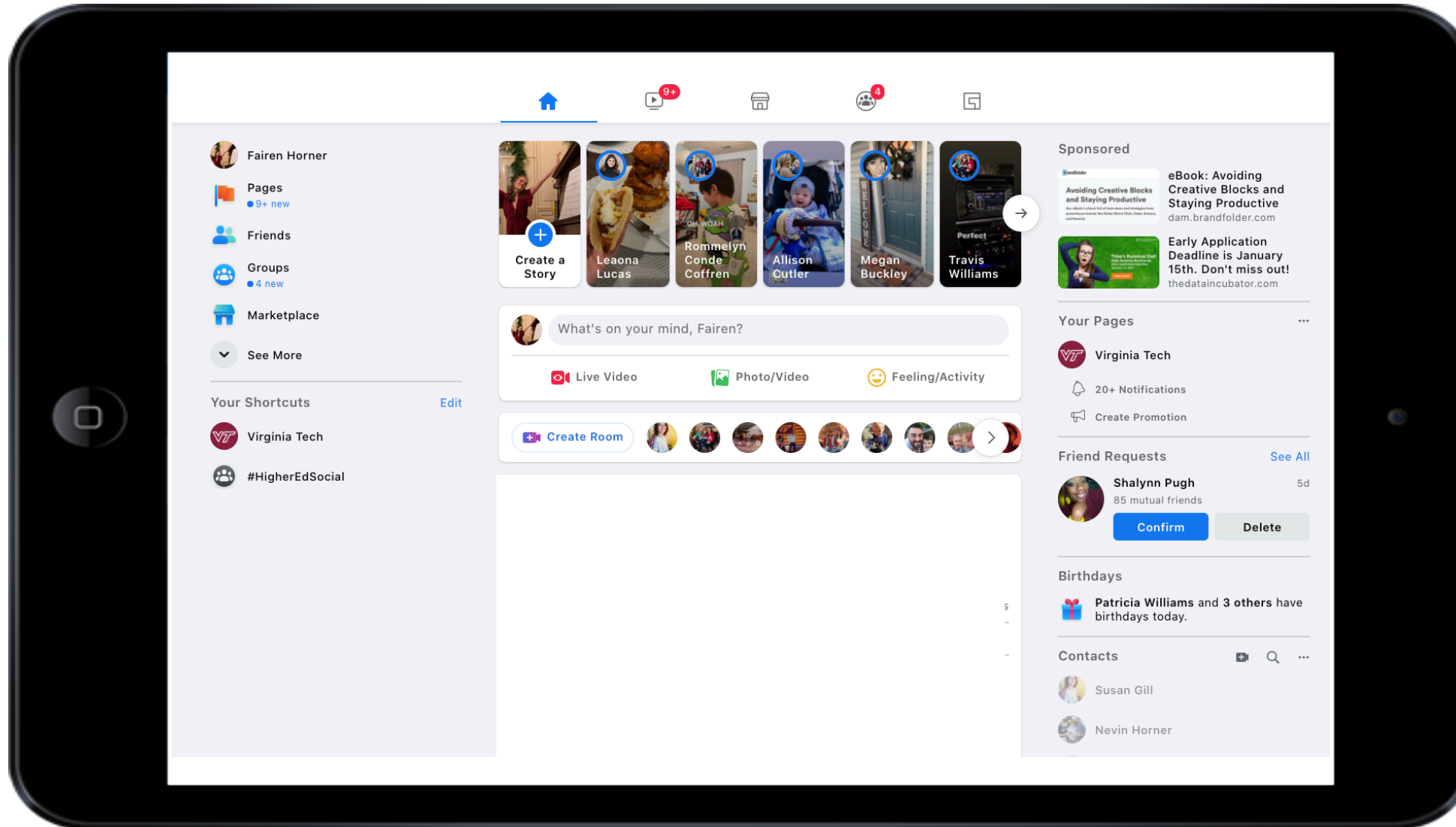
### Shop

[See All](#)





# NEW FACEBOOK LAYOUT THAT EVERYONE HATES



- UX closer to mobile experience
- New design favors groups and events
- FB Notes removed
- Creator Studio app launched

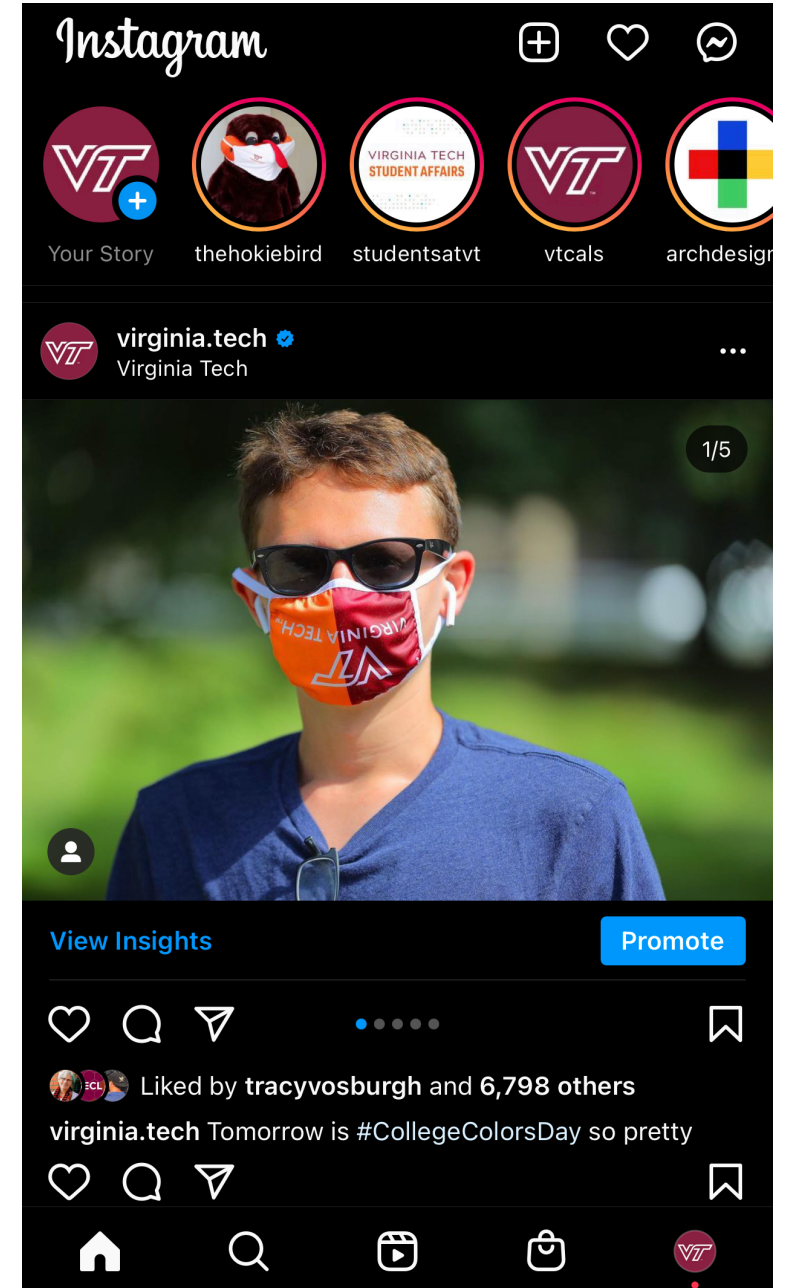
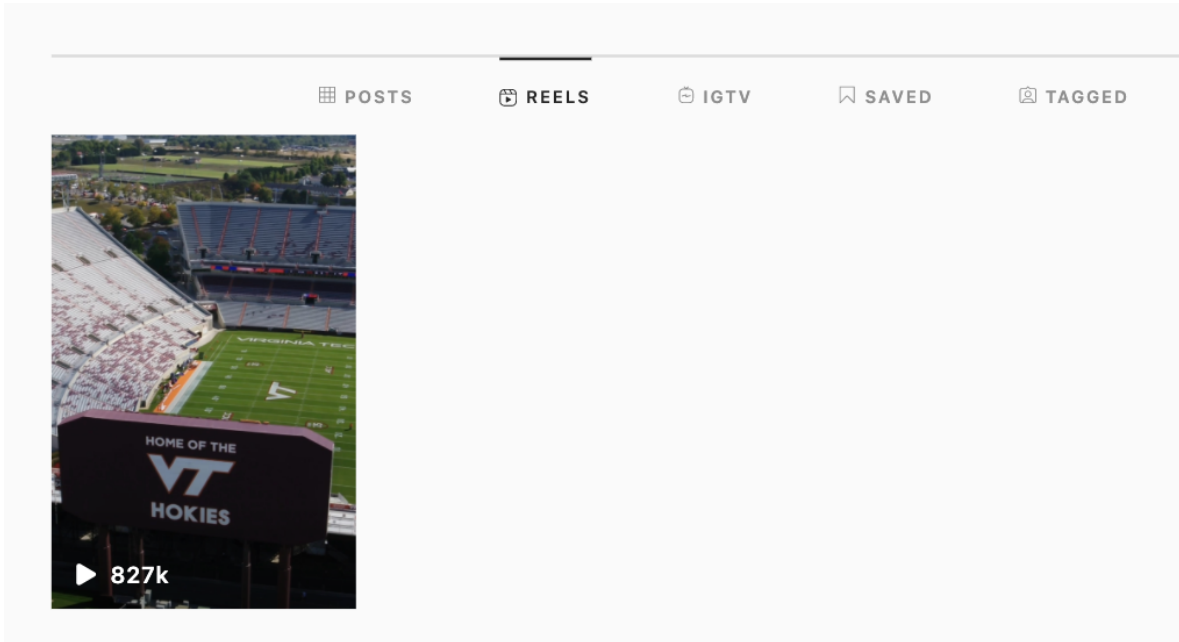


# Instagram updates



# REELS AND A REAL FRUSTRATING NEW LAYOUT

- Instagram launches TikTok rival, Reels, putting them front-and-center on the home screen (replacing the compose button)
- Activity tab is replaced with the Shop tab; activity and compose have been moved to the top right

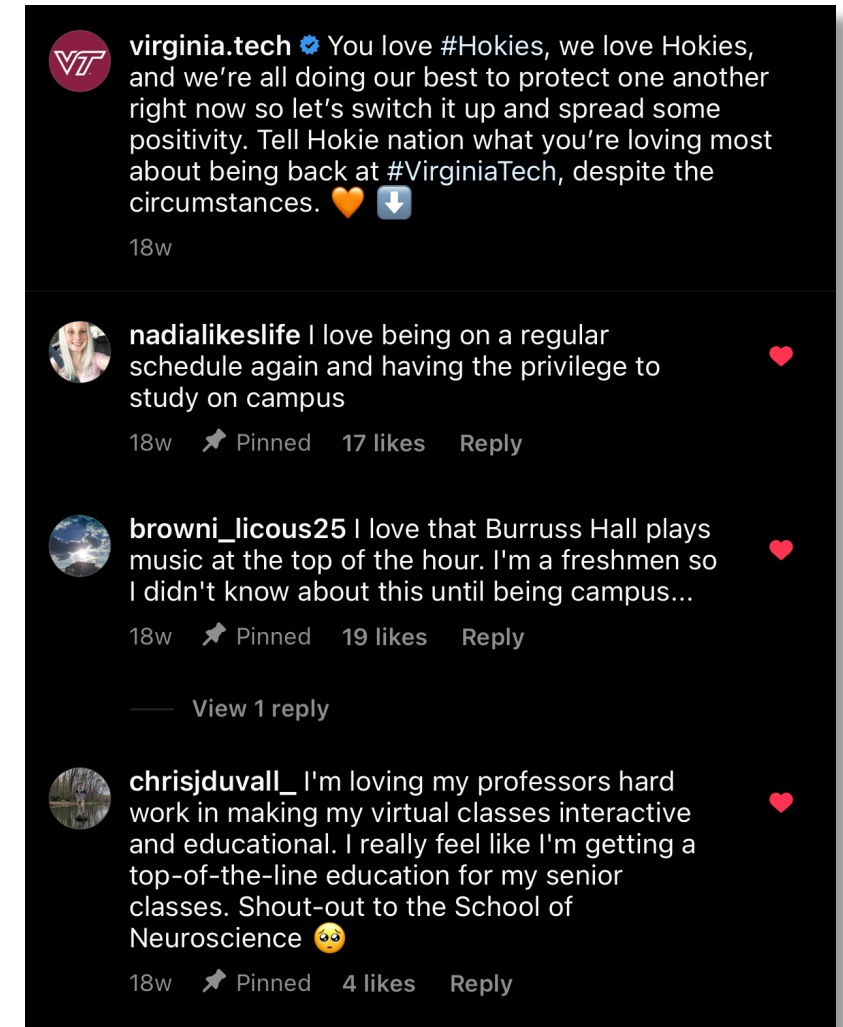
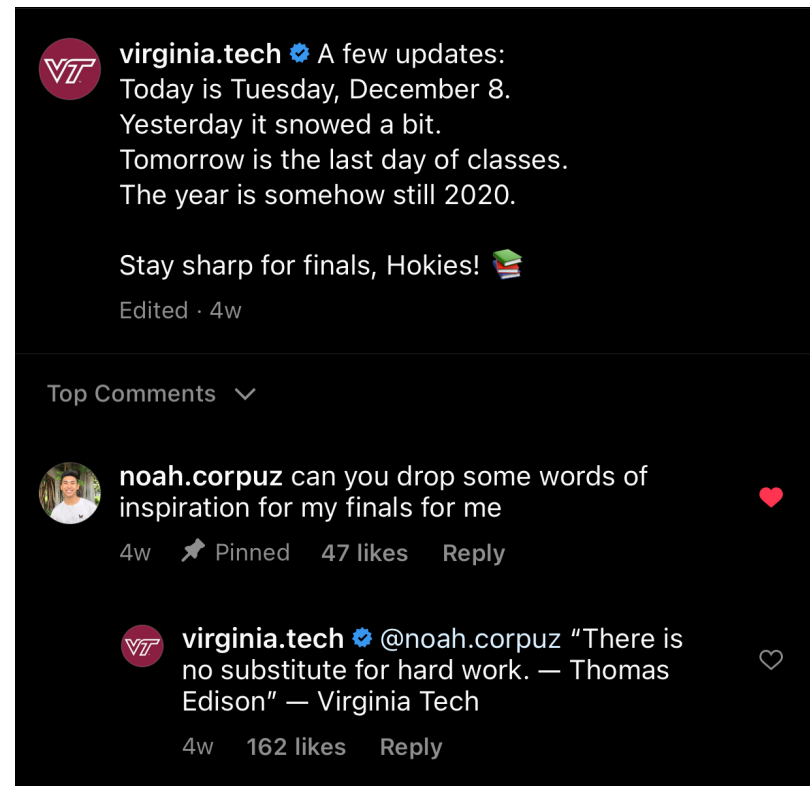
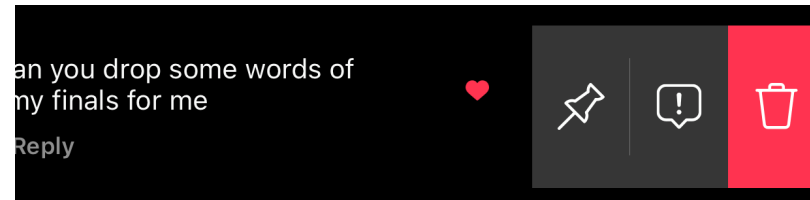






# HIGHLIGHT THE BEST

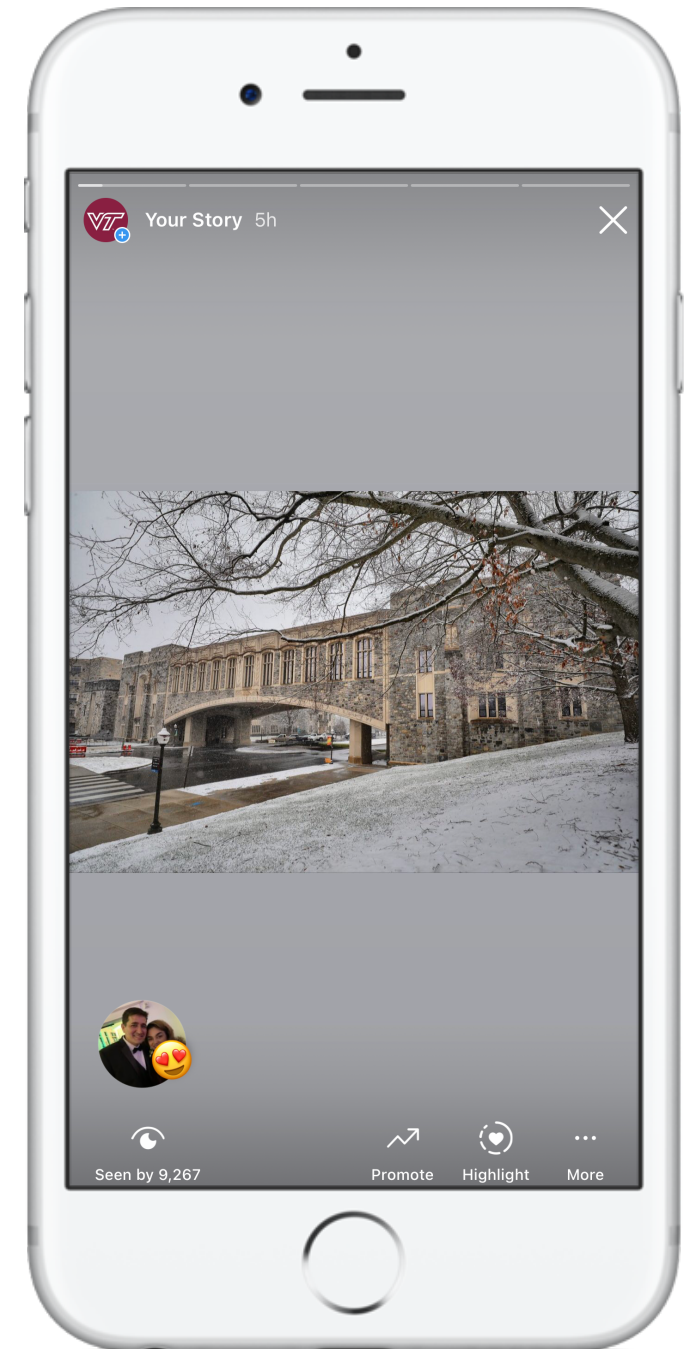
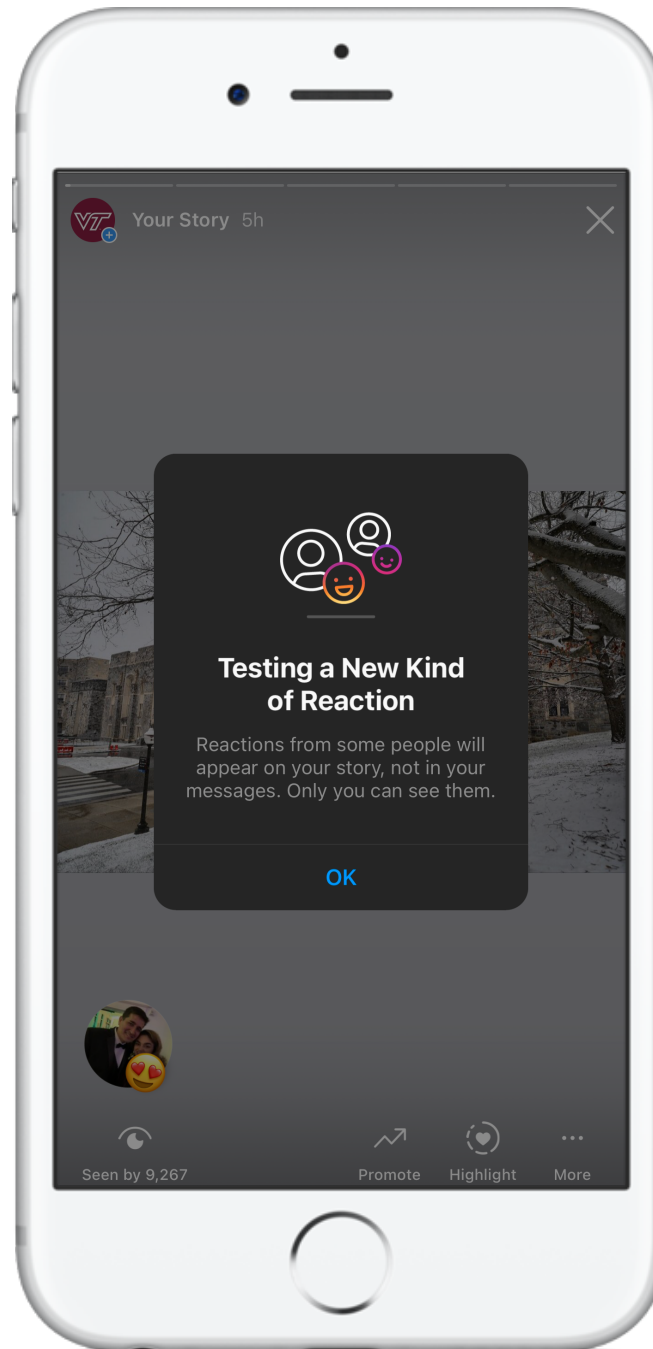
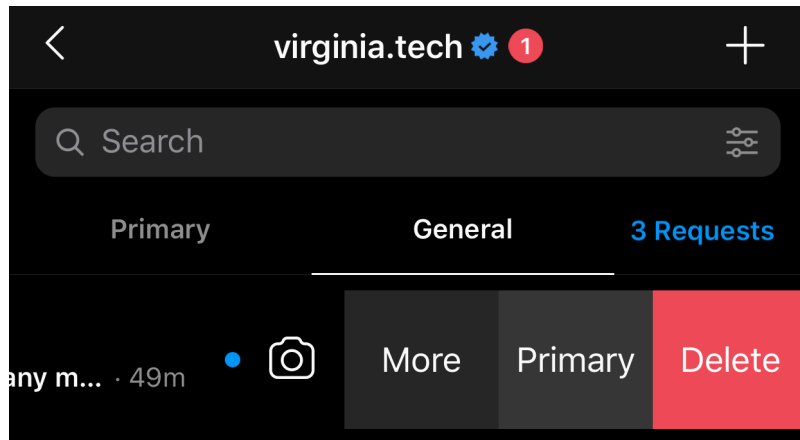
“Pin” three strong  
comments to the  
top of your post





# TESTING NEW STORIES FEATURES

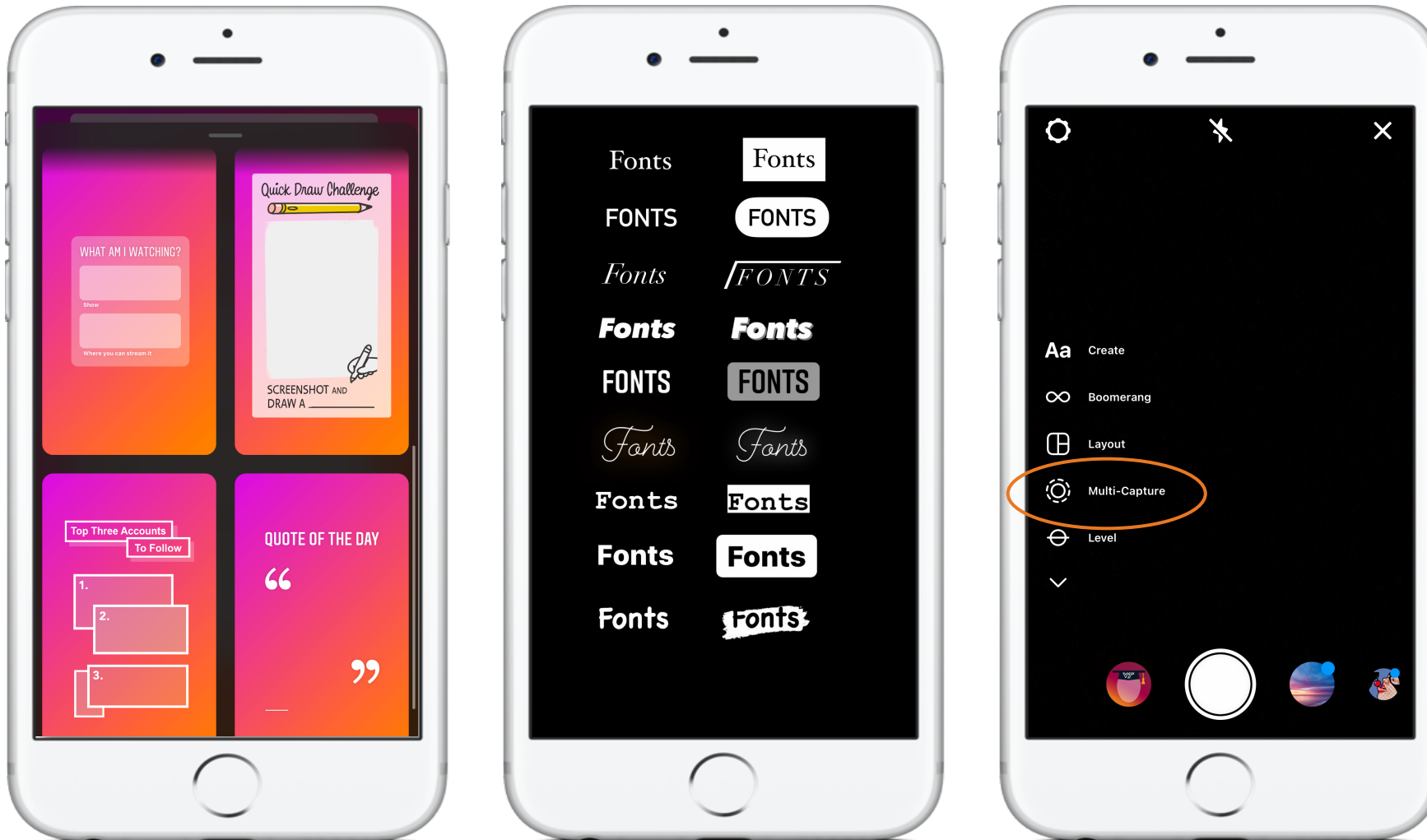
- No more reacting to reactions and having them take up space in your inbox
- General vs. primary inbox and new desktop inbox





# UPGRADED STORIES FEATURES

New templates, fonts, and capture modes



- Interactive prompts
- 18+ new font options
- New multi-capture feature

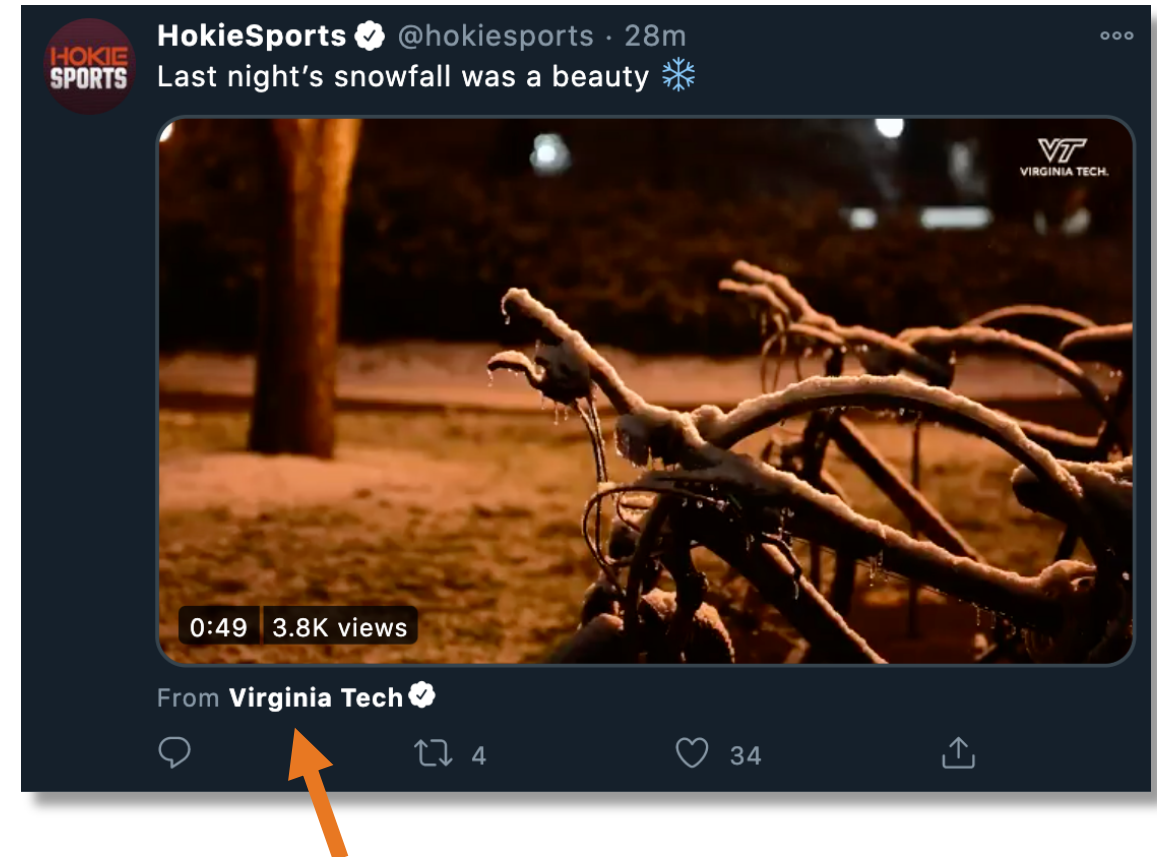
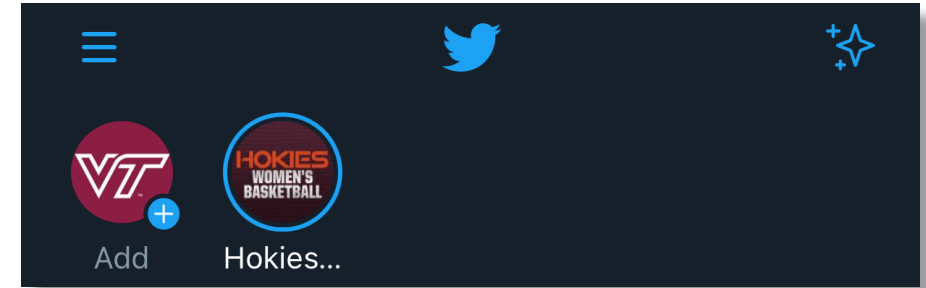


# Twitter updates



# NEW WAYS TO SHARE

- MORE. STORIES. Well...“fleets.” This disappearing feature has a long way to go before it comes anywhere near IG Stories’ success. The interactive features are severely lacking.
- Embed a Twitter user’s native video in your own tweet on mobile to retain credit and native analytics, while adding your own narrative.
- See replies with context without additional clicks





# NEW REACTIONS

Appreciate it! I'll share this over the weekend

😂 😮 😭 ❤️ 🔥 👍 👎

Dec 18, 2020, 5:25 PM ✓

Thanks so much!

Dec 18, 2020, 5:26 PM

A screenshot of a social media post on a dark background. At the top, a blue rounded rectangle contains the text "Appreciate it! I'll share this over the weekend". Below this, a row of eight emojis is displayed: a laughing face with tears, a shocked face, a crying face, a red heart, a flame, a thumbs up, and a thumbs down. To the right of the emojis is a red heart icon with the number "1". Below the emojis, the text "Dec 18, 2020, 5:25 PM ✓" is visible. At the bottom left, there is a circular profile picture of a person with a red "VT" logo. To its right, a grey rounded rectangle contains the text "Thanks so much!". Below this, the text "Dec 18, 2020, 5:26 PM" is visible.

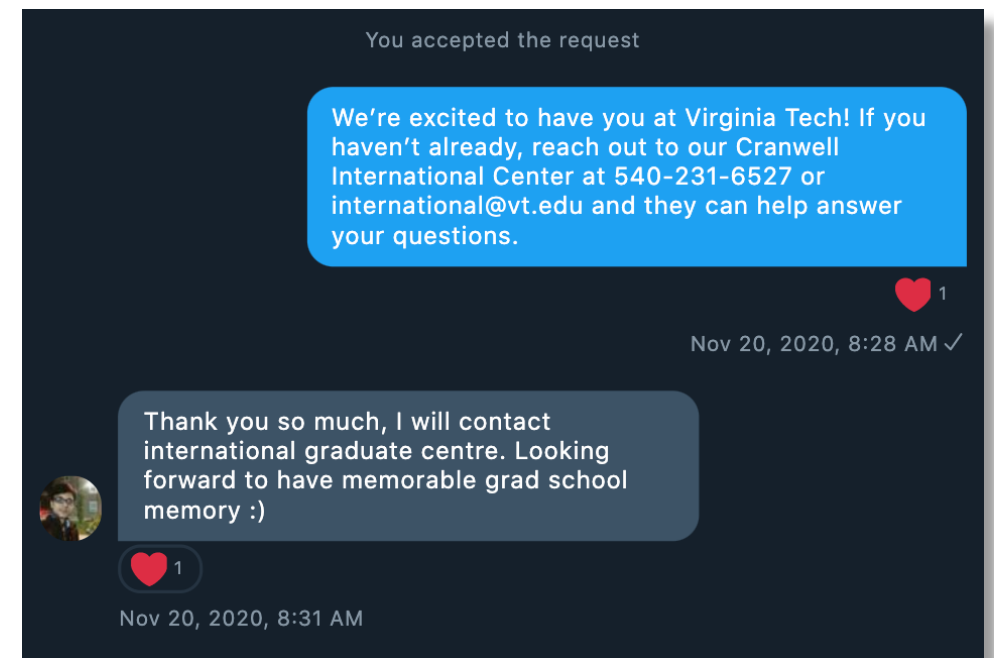
You accepted the request

We're excited to have you at Virginia Tech! If you haven't already, reach out to our Cranwell International Center at 540-231-6527 or international@vt.edu and they can help answer your questions.

Nov 20, 2020, 8:28 AM ✓

Thank you so much, I will contact international graduate centre. Looking forward to have memorable grad school memory :)

Nov 20, 2020, 8:31 AM

A screenshot of a social media post on a dark background. At the top, the text "You accepted the request" is visible. Below this, a blue rounded rectangle contains the text "We're excited to have you at Virginia Tech! If you haven't already, reach out to our Cranwell International Center at 540-231-6527 or international@vt.edu and they can help answer your questions." To the right of this text is a red heart icon with the number "1". Below the blue bubble, the text "Nov 20, 2020, 8:28 AM ✓" is visible. At the bottom left, there is a circular profile picture of a person. To its right, a grey rounded rectangle contains the text "Thank you so much, I will contact international graduate centre. Looking forward to have memorable grad school memory :)". Below this, the text "Nov 20, 2020, 8:31 AM" is visible.



# NEW DESKTOP FEATURES

## Quick account swap

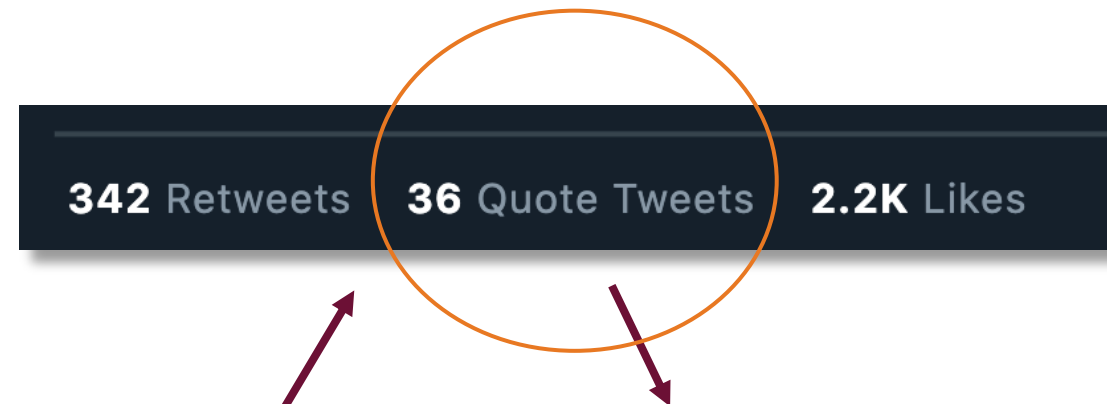


## Docked inbox





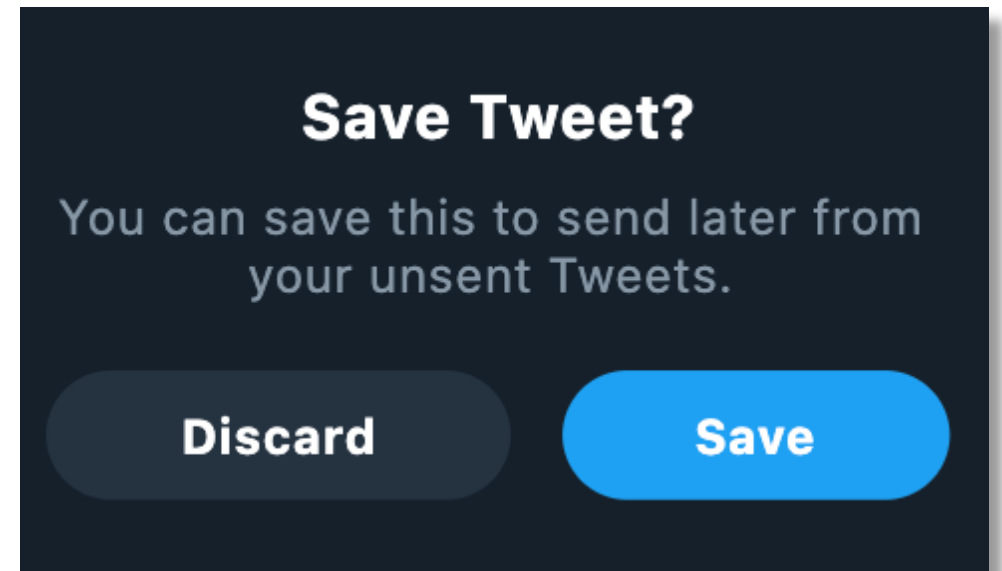
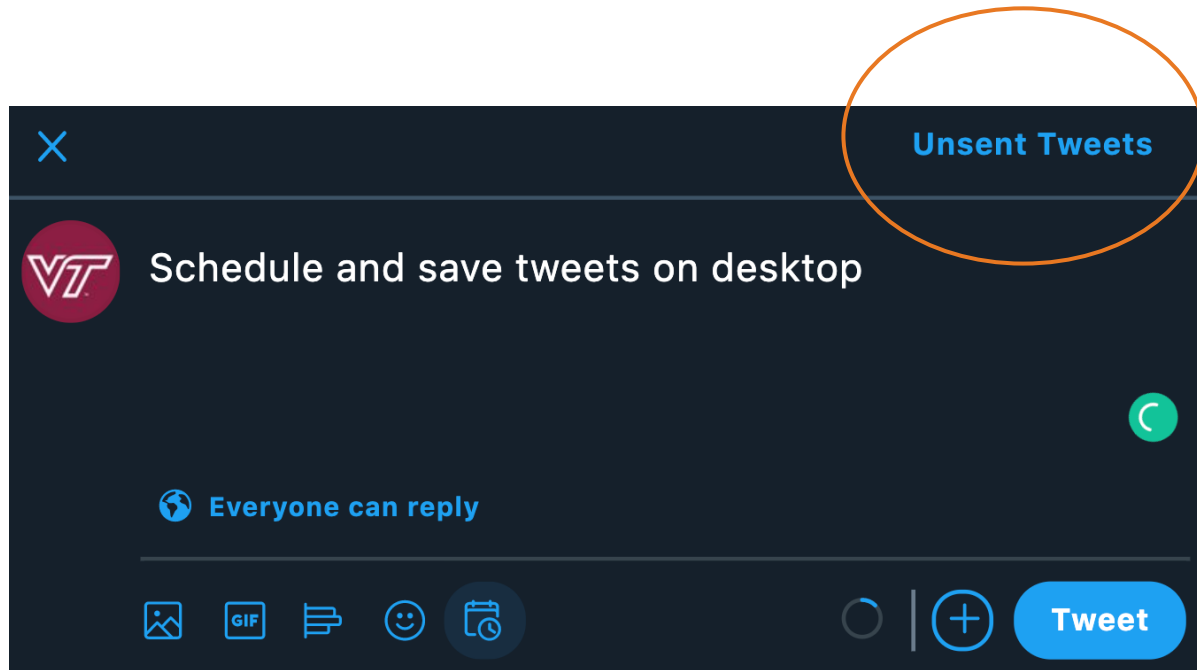
# NEW WAYS TO TRACK YOUR MENTIONS



And RTs open automatically to quote tweets to encourage users to add their thoughts



# NEW WAYS TO SAVE AND SCHEDULE





# NEW FEATURES WE WON'T USE



This screenshot shows a Twitter thread with two replies to @virginia\_tech. The first reply is from Jane Gaynor (@Rva122) dated Dec 23, 2020, with the text "Love it!!! ❤️❤️❤️". The second reply is from Sona Bright (@SONABRIGHT2) dated Dec 23, 2020, with the text "❤️👏👏👏". A context menu is open over the first reply, displaying several interaction options.

**Jane Gaynor** @Rva122 · Dec 23, 2020  
Replying to @virginia\_tech  
Love it!!! ❤️❤️❤️

**Sona Bright** @SONABRIGHT2 · Dec 23, 2020  
Replying to @virginia\_tech  
❤️👏👏👏

Show more replies

- Follow @Rva122
- Add/remove from Lists
- Mute @Rva122
- Mute this conversation
- Block @Rva122
- Hide reply



This screenshot shows a tweet from Virginia Tech (@virginia\_tech) with the text "If this doesn't get you into the l we don't know what will. 🦃🎁". The tweet includes a video of a living room decorated for Christmas, featuring a red sofa, a fireplace, and a keyboard. A context menu is open over the tweet, displaying various interaction options.

**Virginia Tech** @virginia\_tech

If this doesn't get you into the l we don't know what will. 🦃🎁

0:38 6.3K views

- Delete
- Pin to your profile
- Mute this conversation
- Embed Tweet
- View Tweet activity
- View hidden replies



# “HIDDEN” REPLIES



## **Some replies were hidden by the Tweet author**

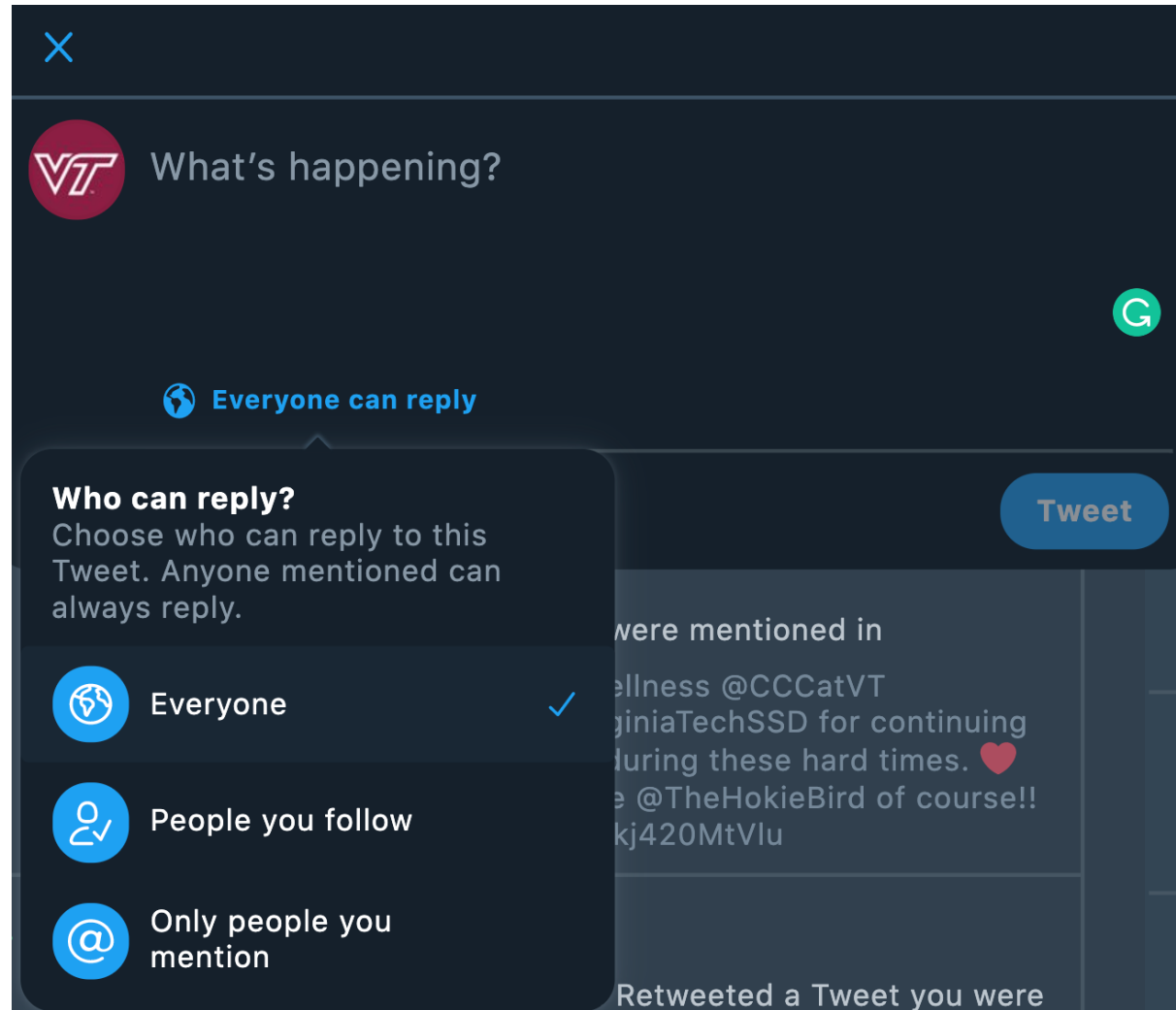
To give people more control over the conversations they start, Tweet authors can hide replies to their Tweets.

Hidden replies are moved to a separate page, which you can view by selecting the hidden reply icon on the Tweet.

[Learn more](#)



# NEW FEATURES WE WON'T USE

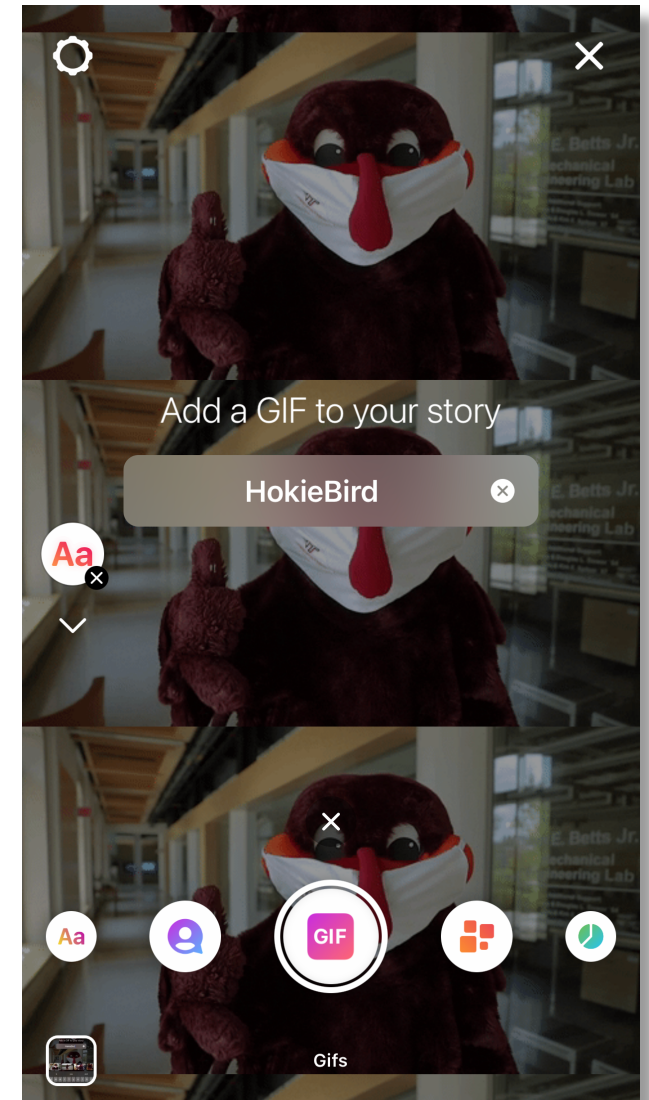
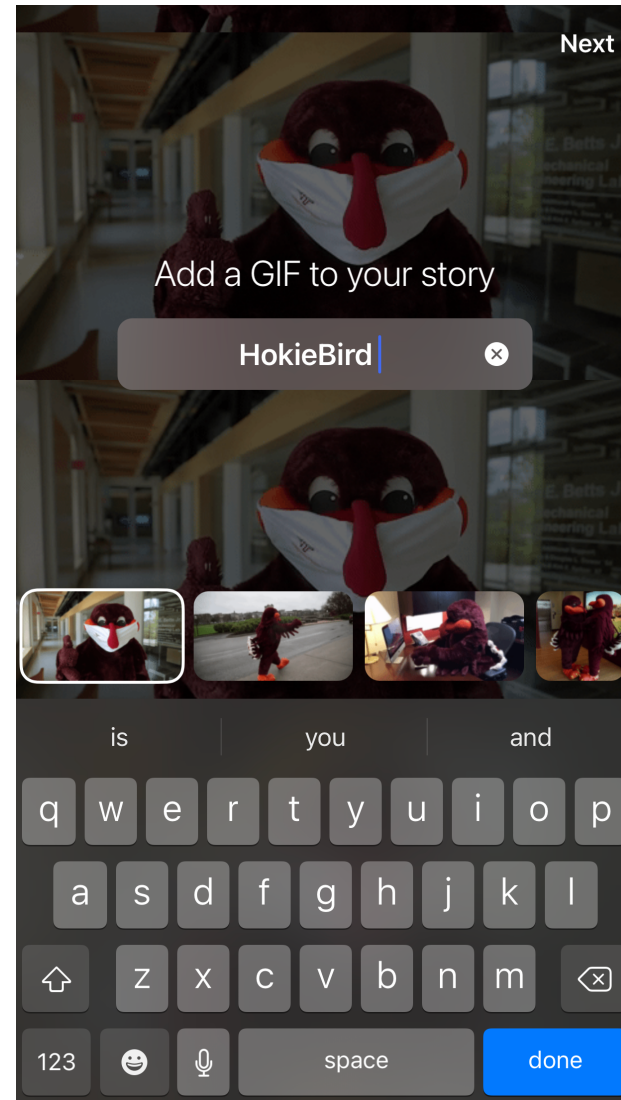




Giphy

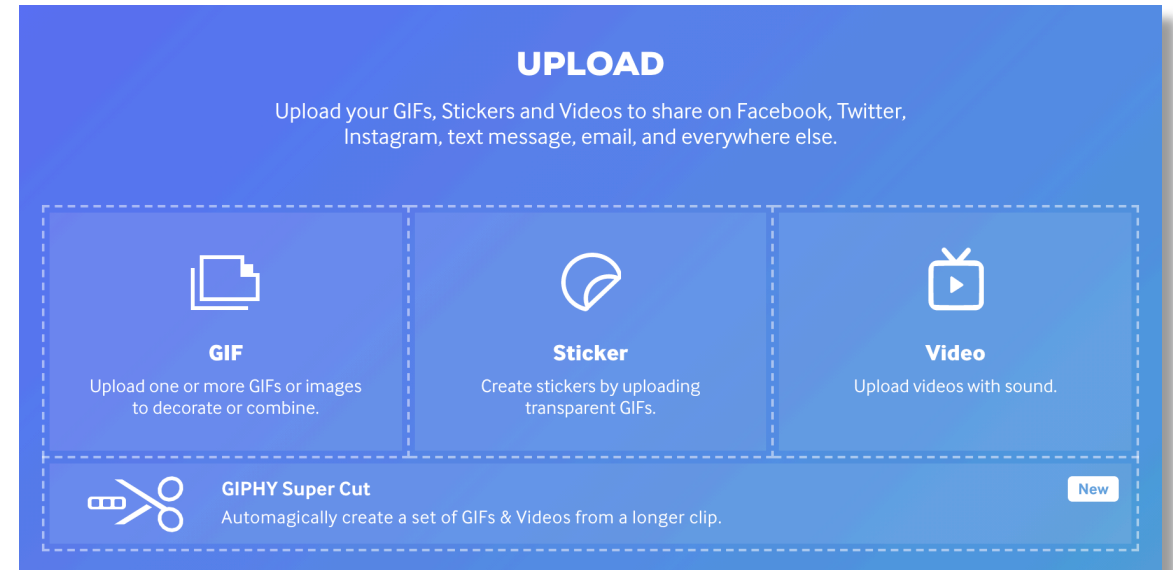
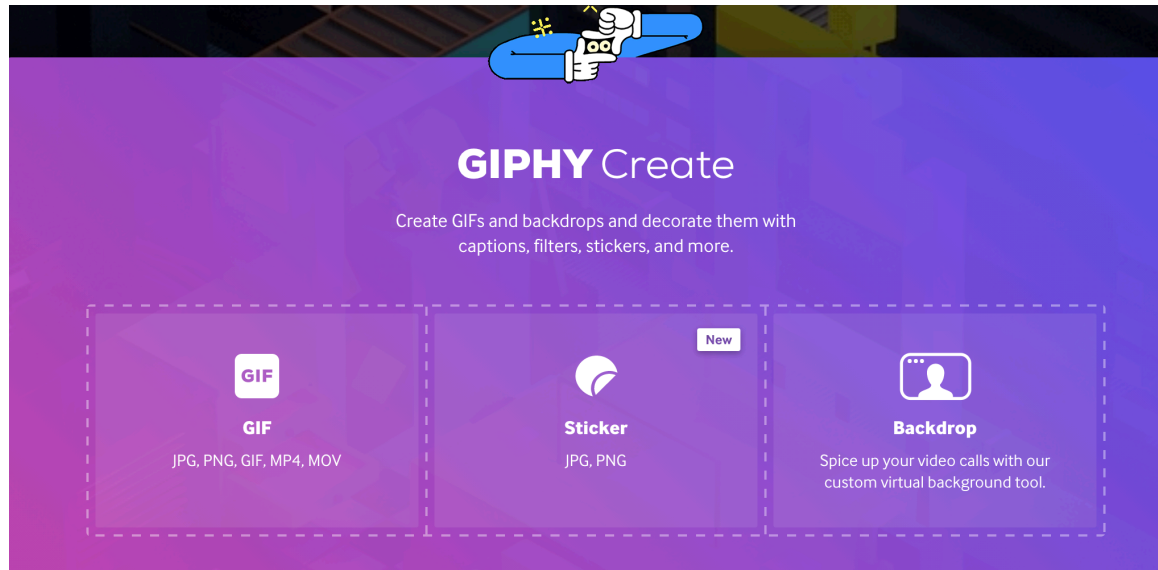


# FACEBOOK ACQUIRED GIPHY





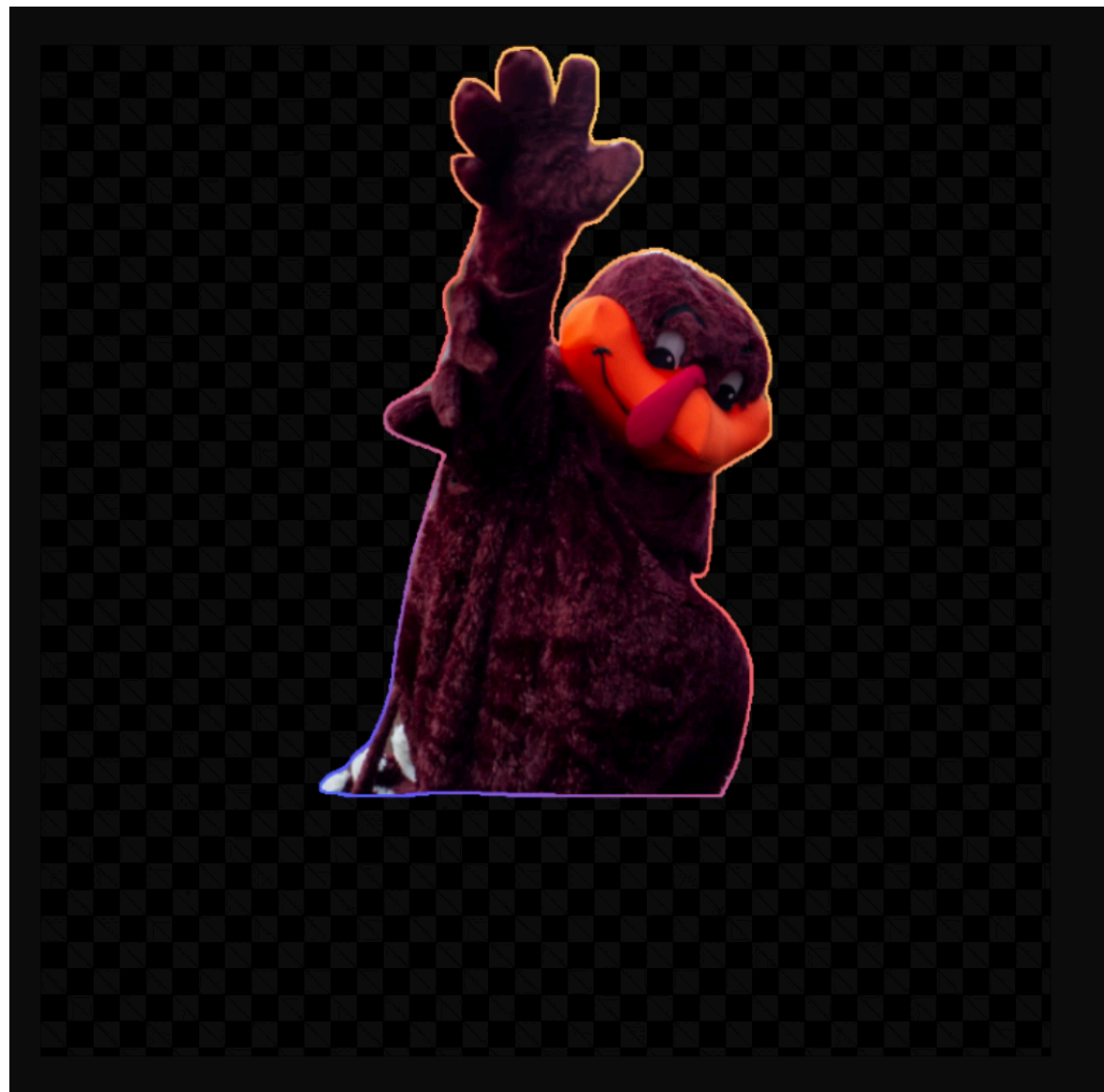
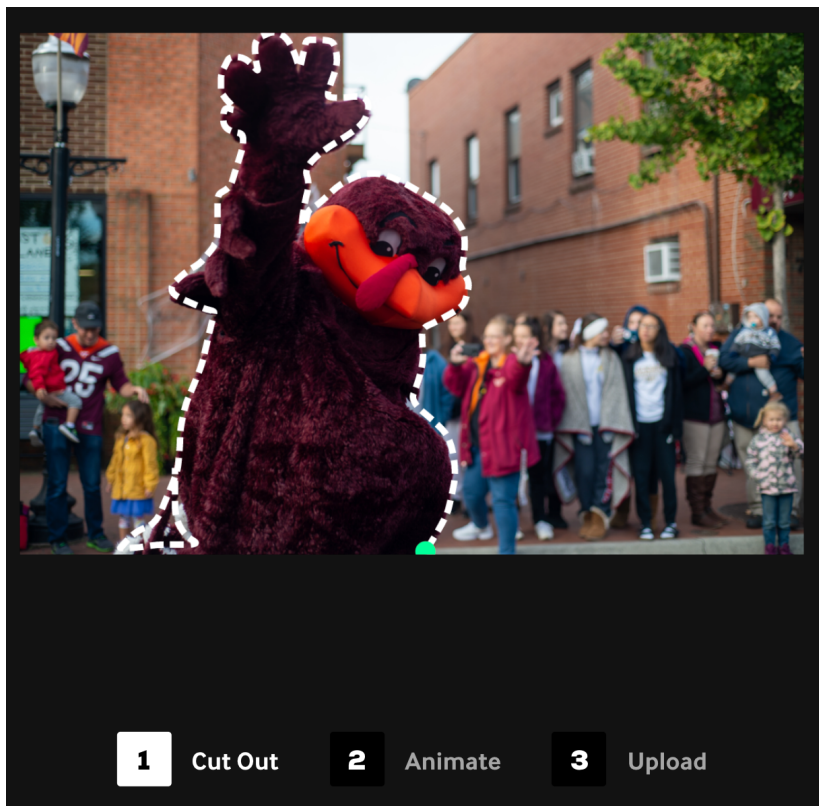
# NEW GIPHY OPTIONS







# NEW GIPHY OPTIONS

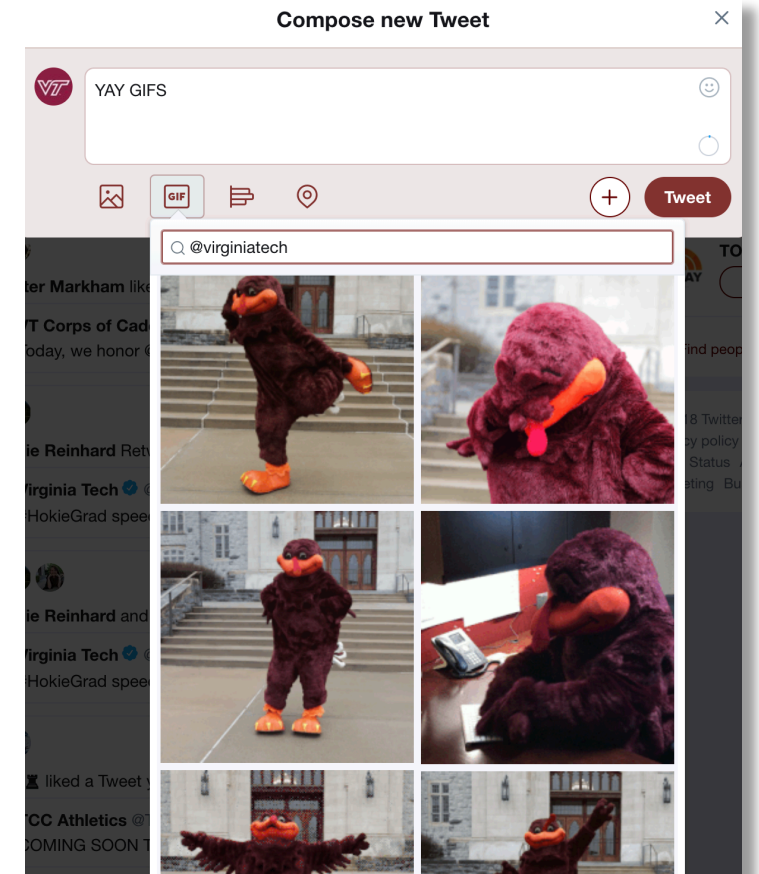
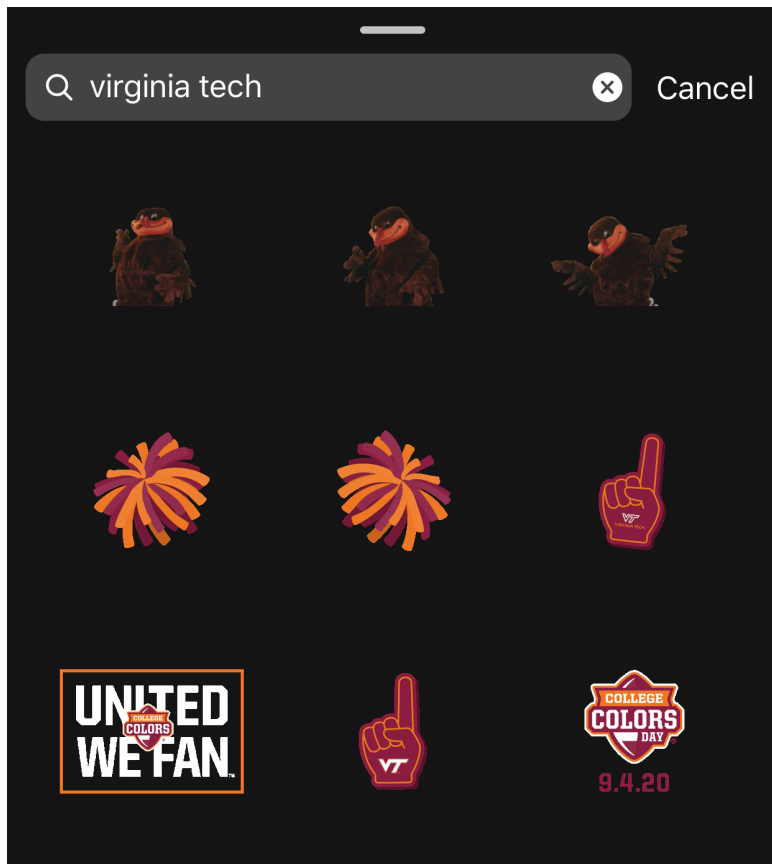




# REMINDER: WE HAVE A GIPHY CHANNEL

Through our VT Giphy channel, VT GIFs are available in the GIF dashboards on all primary social media platforms, and 600+ other platforms.

Send us video clips that you think would do well in the VT Giphy library!



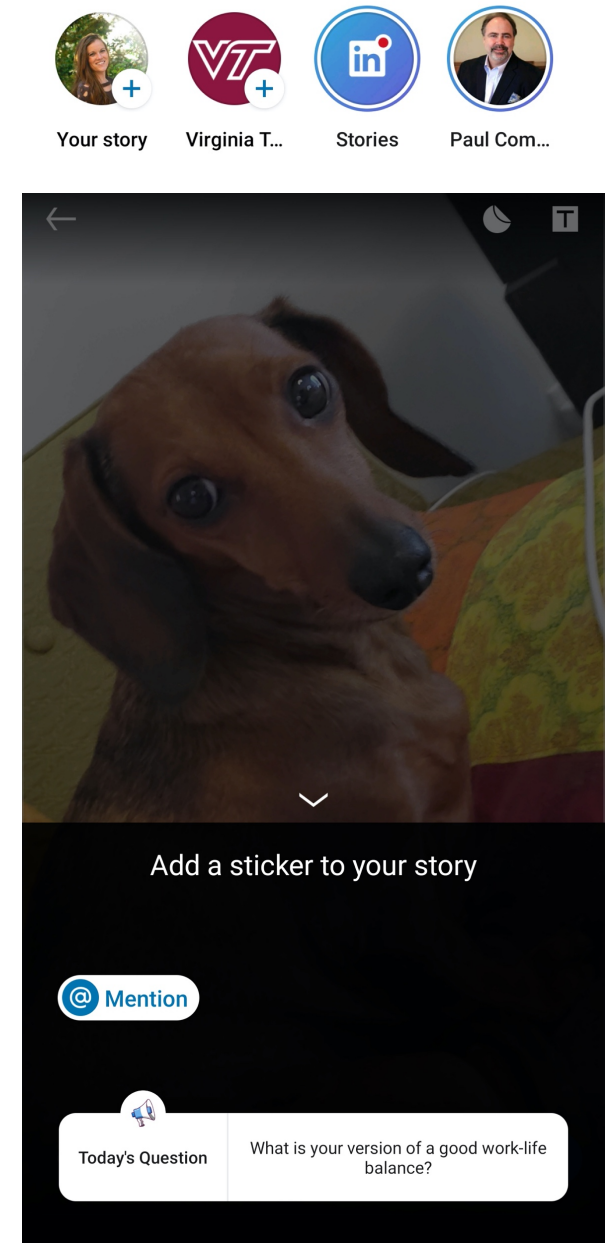
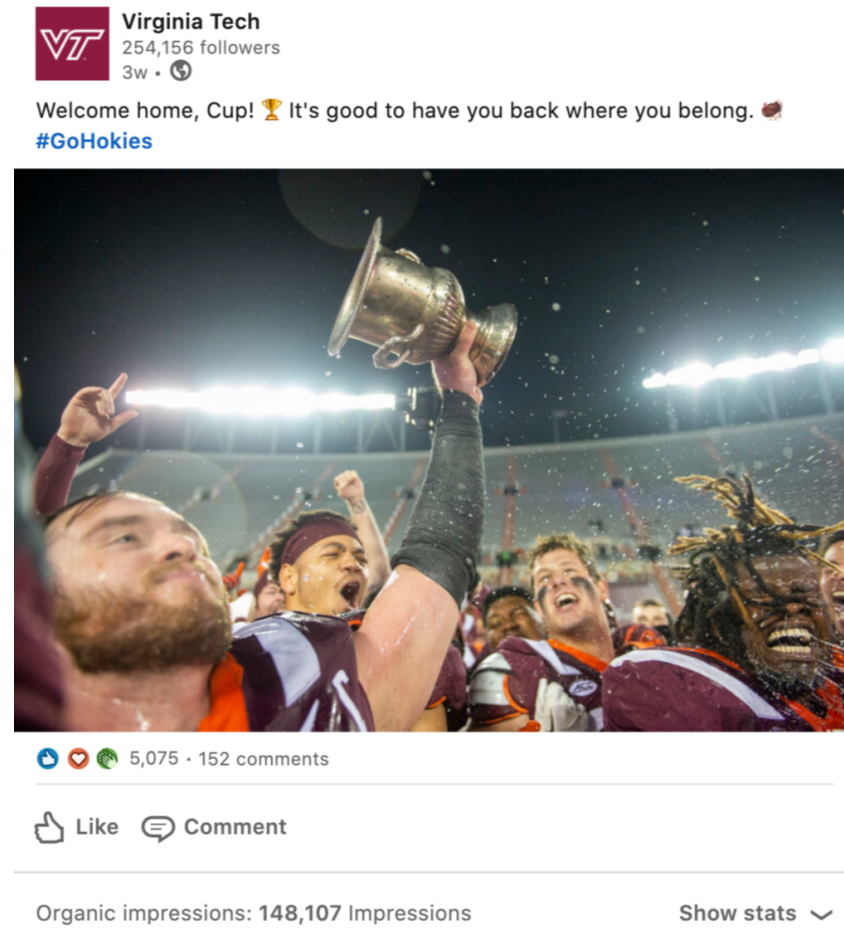






# NEW WAYS TO REACT AND ENGAGE

- MORE.STORIES.
- First major redesign in five years
- Introduction of polls and reaction emojis





# EVENTS



**WELCOME TO THE CITY**




**Event ended**

## Welcome to the City VT Alumni: NYC

Event by Virginia Tech

 Online

 Oct 6, 2020, 6:00 PM - 7:00 PM (your local time)

 Registration link · <https://aimsbbis.vt.edu/welcome-nyc>

 +40 45 attendees

- Tap into your professional and alumni audience with LI events
- Apply for LI live
- Improved video upload options (SRT, edit, etc.)

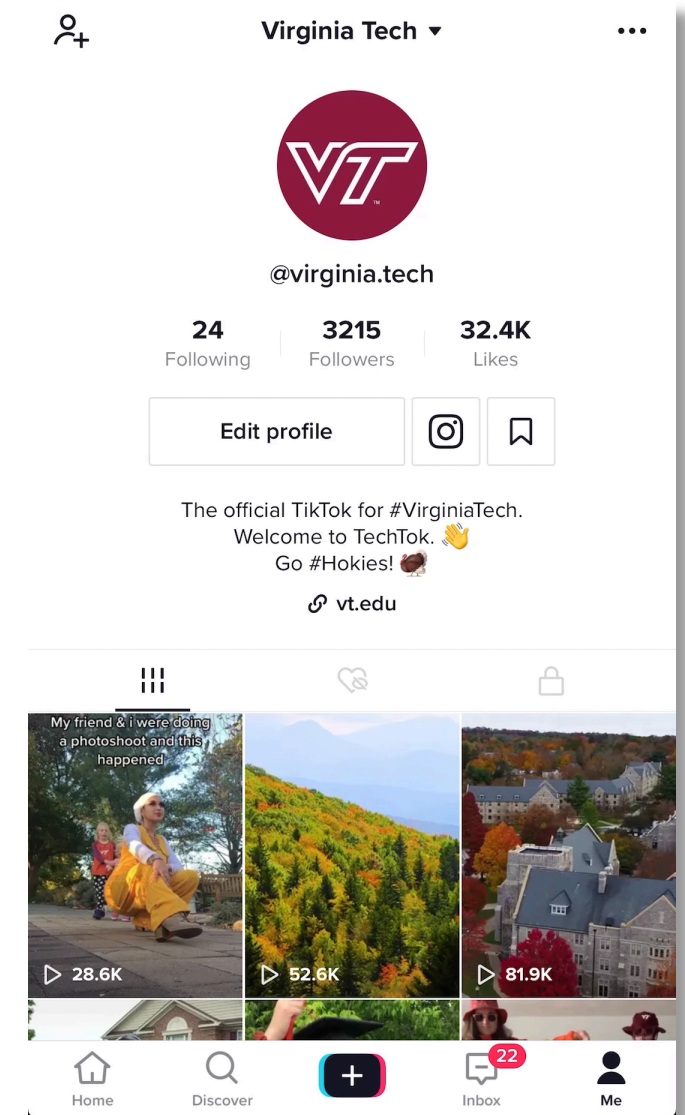


# Other platforms



# TIKTOK

- Almost banned multiple times
- Most app downloads in a quarter ever
- Infiltrating pop culture and everyday life
- Snapchat copies with “Spotlight” and IG with “Reels”



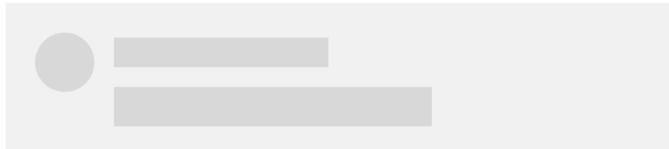


# SPOTIFY AND YOUTUBE

- YouTube attempts to get users to reconsider their toxic comments.
- We have a Spotify channel! Oh, and Spotify Wrapped was stellar as always.



## Keep comments respectful

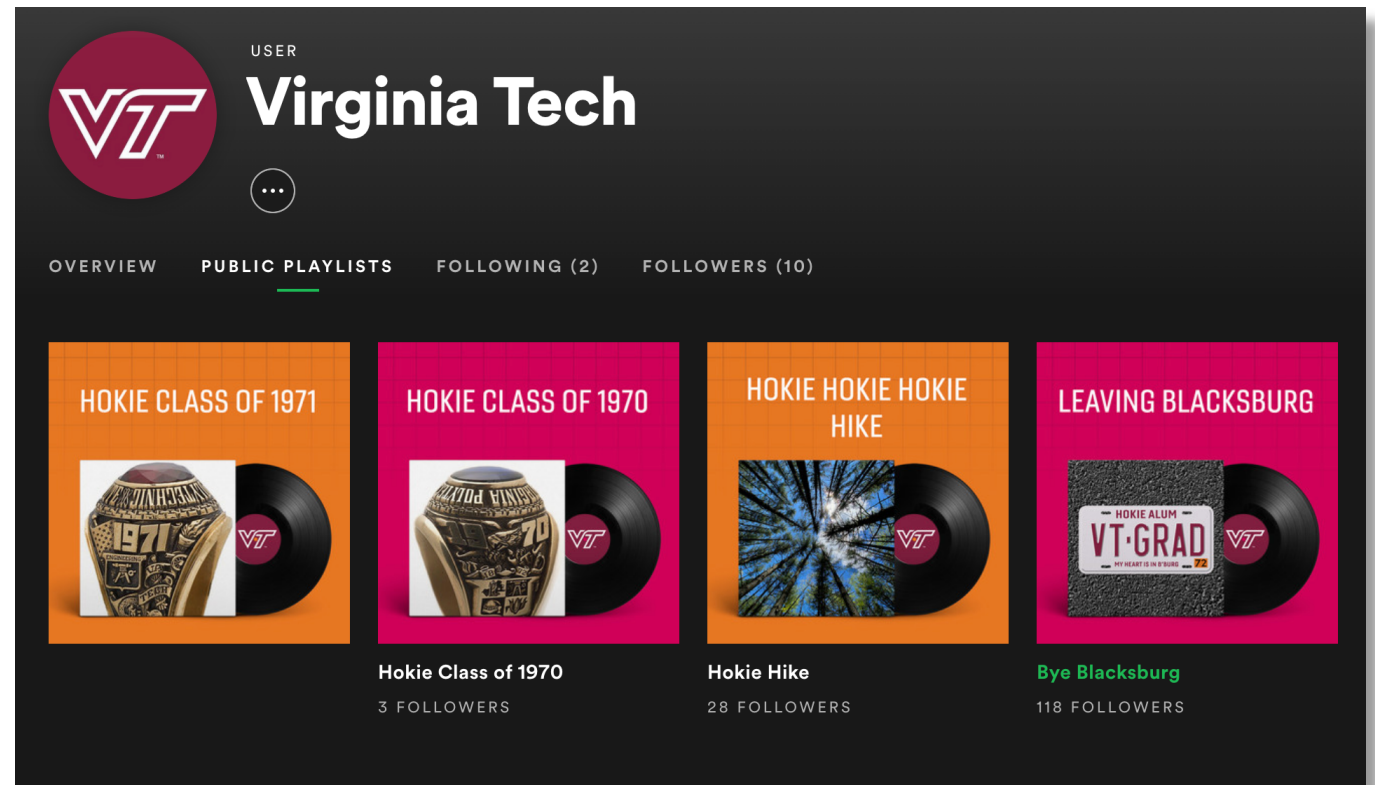


If you're not sure whether your comment is appropriate, review our [Community Guidelines](#).

Did we make a mistake? [Let us know](#)

[POST ANYWAY](#)

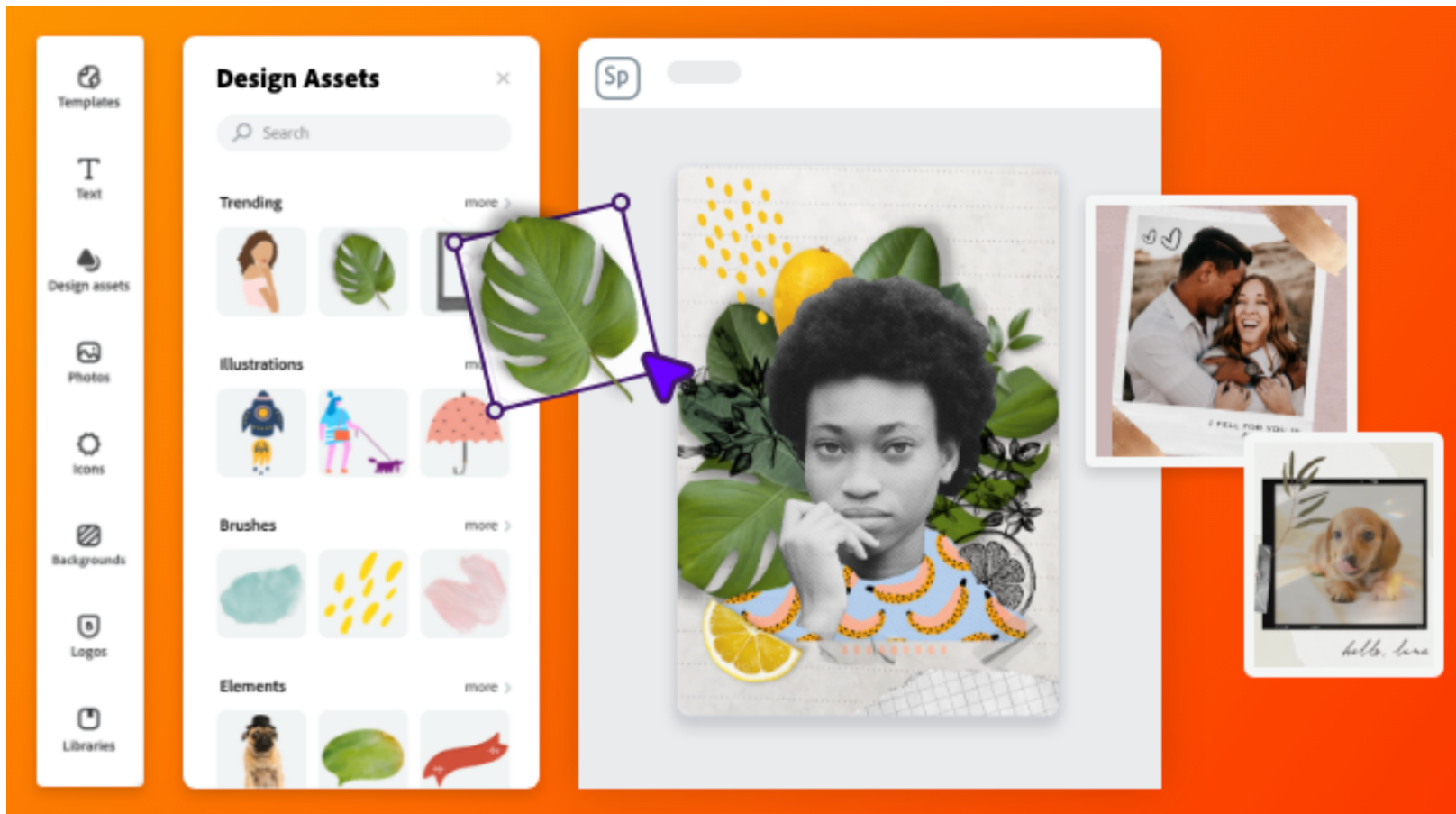
[EDIT](#)





# ADOBE SPARK

- Updated to include over 20,000 new design assets and elements - professional illustrations, brush tools, new textures and overlays (P.S. Canva has made a lot of changes too)



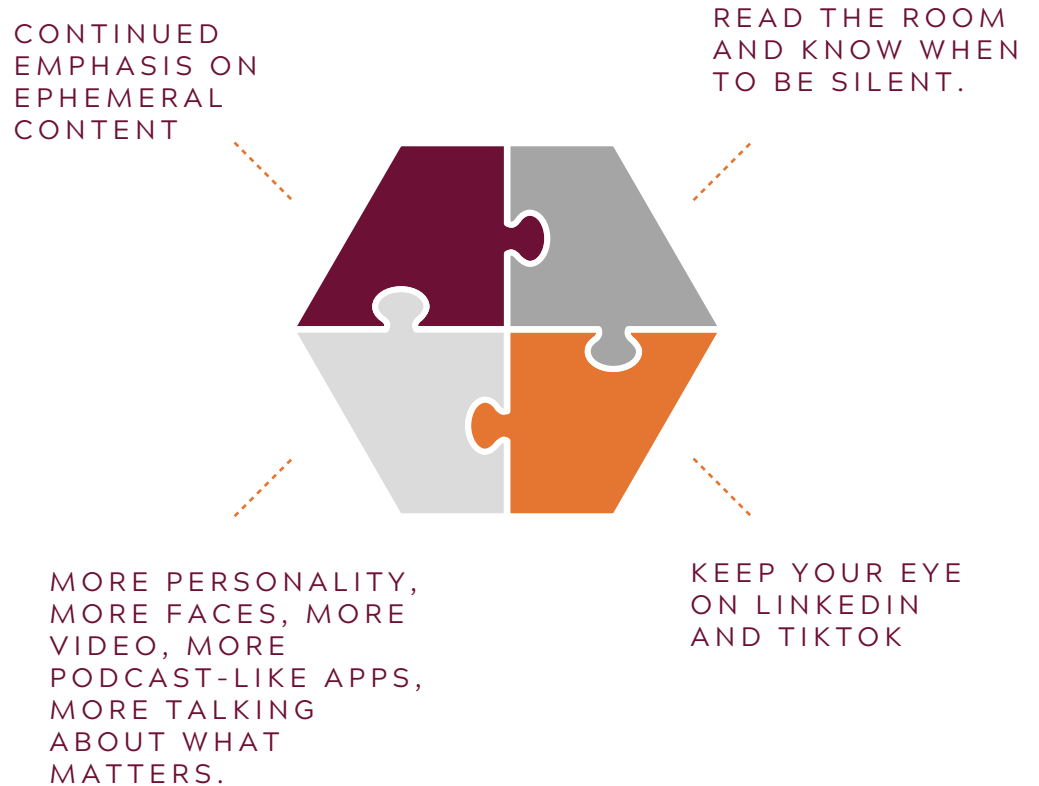


「 Now what?



# WHAT TO EXPECT IN 2021

- More ephemeral content
- Stories competition
- Strategic silence
- More podcast-like apps
- More activism
- More personality
- Continued rise of LinkedIn
- TikTok trends transcending platforms

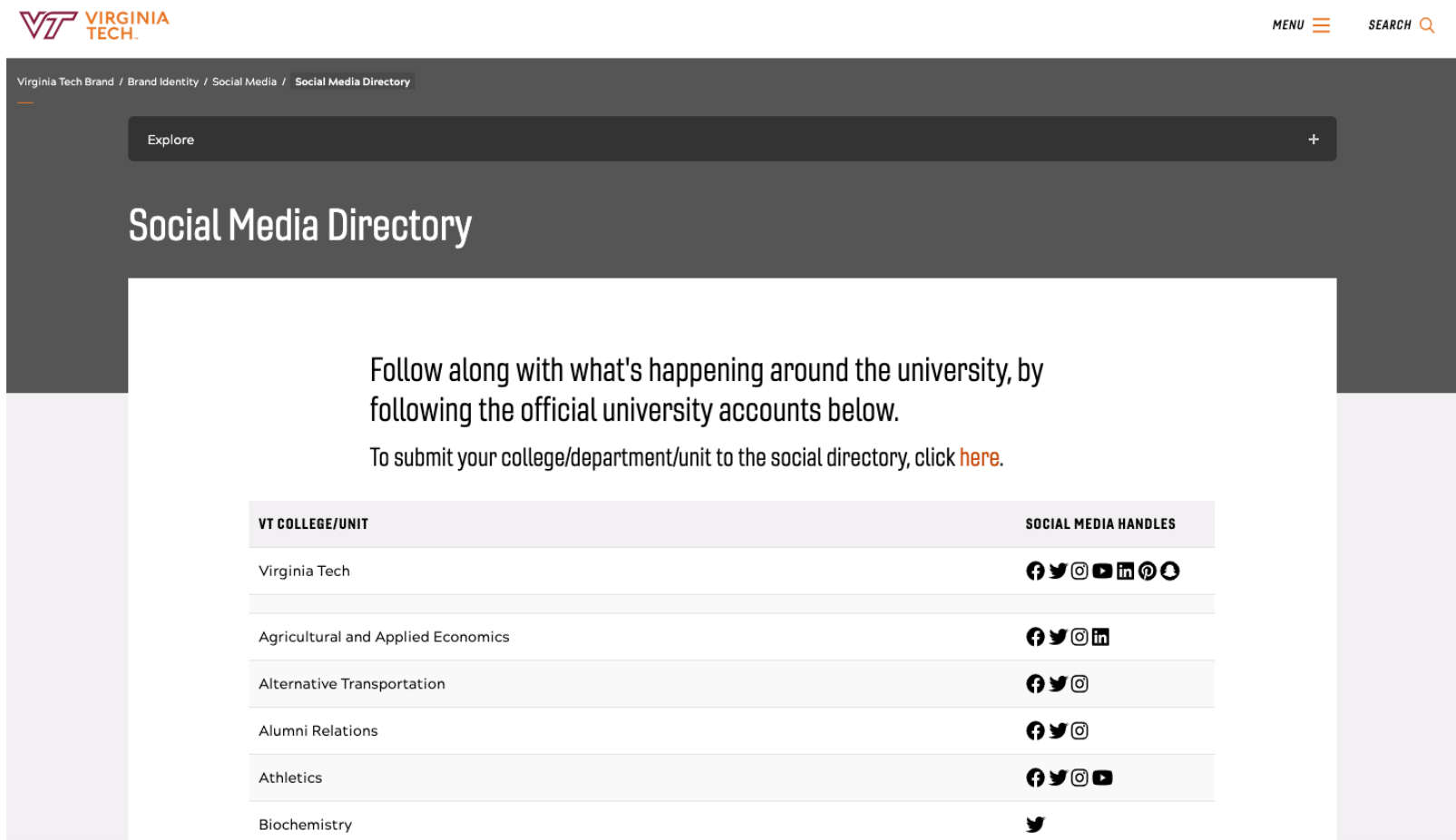




# 「 New Year's resolutions



# REACQUAINT YOURSELF WITH THE VT SOCIAL MEDIA WEBSITE



[Social Media Directory](#)

[Social media community commenting guidelines](#)

## Questions?

To suggest new social media guides or for questions about these guidelines and best practices, contact [socialmedia-g@vt.edu](mailto:socialmedia-g@vt.edu)

Register your Virginia Tech social media account

Need social media help?

Join the conversation

Social media takeover request

[bit.ly/registervtsocial](https://bit.ly/registervtsocial)



# GIVE YOURSELF A BREAK

Set up your Facebook and Instagram away messages and only reply during business hours (unless it is an emergency).



How can I get a COVID-19 test?

Students who wish to receive a COVID-19 test should contact Schiffert Health Center:

[https://healthcenter.vt.edu/covid19\\_testing\\_qa.html](https://healthcenter.vt.edu/covid19_testing_qa.html)

Virginia Tech Faculty and Staff should contact their primary care physician or the Virginia Department of Health:

<https://www.vdh.virginia.gov/coronavirus/covid-19-testing/>



How can I find information about the Fall 2020 semester?

Visit [vt.edu/ready](https://vt.edu/ready) for the most up-to-date information regarding the Fall 2020 semester and COVID-19 health and safety practices.

[Visit](#)

Hi Ojofo, Thanks for your message. We typically respond to messages Monday through Friday, 8 a.m.-5 p.m., when the university is open. For immediate help, please visit [vt.edu](https://vt.edu) and use the search function. Thank you!



# CLEAN UP YOUR ACCOUNTS

## ASK YOURSELF:

- Do I *really* need this account?
- Have I mastered my primary accounts?
- Can another account just help me lift up my content on this platform?
- Do I have the bandwidth?
- Does my target audience want to consume content from me on this platform and are they using it to begin with?
- Do I even have enough of the *right* content for this platform?

CHANNEL NOT WORKING OUT?  
DON'T FEEL BAD THROWING IN THE TOWEL.





# QUESTIONS?

SOCIALMEDIA-G@VT.EDU

To view this training and other social media trainings, visit [vt.edu/social-media](https://vt.edu/social-media).