

SUBJECT NAME: CONTENT WRITING

CODE: CSEN56

UNIT – 4

INTRODUCTION TO SOCIAL MEDIA

When used properly, social media can be a valuable addition to a department's communications strategy. Because many employees have expressed an interest in developing and maintaining a social media presence in personal and professional capacities, the Office of University Communications and Marketing has crafted the following introduction to social media. Please read this overview prior to developing your social media presence.

What is social media?

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

What are the benefits of using social media?

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

Should I create social media accounts for my department?

Only university employees who are authorized by their departments may use social networking to conduct university business. Make sure that your department does not already have a social media account on the sites you plan to use. If an account has already been created, do not create another one. Instead, contact the current account manager if you wish to add content.

What social media sites should my department be on?

With so many new social media sites launching each year, deciding which one is right for your department can be overwhelming. It is important to be aware of emerging social media sites, and understand how they could fit into your communications strategy. However, not all social media sites will be conducive to your department's brand or marketing goals.

Before you launch an official account on a new social media site for your department, try it on a personal level. Create an account for yourself, and then use it. Study how other individuals and

companies use the site. What type of content is posted on the site? Which posts are the most popular on the site? How often are users and companies posting?

Then, think about how your department would fit in. Just because you can be on a social media site, doesn't necessarily mean you should be. Spreading yourself across too many social media sites could dilute your social strategy, preventing you from using any of them effectively. Instead, focus on the social media sites that allow you to share your content with the appropriate audience.

What social media sites does the University of South Florida use?

While there are many types of social media sites available for use, the University of South Florida has established an official university presence on seven sites: Facebook, Instagram, LinkedIn, Snapchat, TikTok, Twitter, and YouTube. These university social media accounts are all maintained by the Office of University Communications and Marketing.

Review a summary of each network.

I have decided to create an official social media account for my department. Now what?

Please [contact the social media team](#) in University Communications and Marketing for guidelines.

I am a USF employee and want to create a personal social media account. Are there any guidelines?

University Communications and Marketing has developed a set of guidelines for employees and faculty who wish to create individual social media accounts for personal or professional use.

Please [contact the social media team](#) in University Communications and Marketing for best practices.

What makes for a good social media tool?

Although the term "social media tool" is very general and can apply to a wide range of services, there are a few key features that your top social media tools should have.

It saves you time.

The goal of a [social media tool](#) is to save you time while getting similar — or better — results than you could without it. Look for social media tools that automate a process, but make sure the process still happens correctly, since some shortcuts might be too fast and therefore won't focus on quality.

It helps you increase brand awareness.

One of the biggest benefits of social media is its ability to increase your [brand awareness](#), which is why each social media tool you select should perform its services with brand awareness in mind.

Maybe your tool of choice is an editing platform such as [Lightroom](#), which can help you create images to match the rest of your feed. Or, maybe it's an Instagram scheduler like [Later](#) so you can preview your profile before you post images. Whatever the case may be, social media tools should focus largely on brand awareness.

It's easy to use.

Social media tools are only a time-saver if they're easy and intuitive. Each tool you select should be super user-friendly so that, if needed, your accounting team could edit photos and your creative, right-brained writers could still use the analytics function to track daily social metrics.

Many social media tools provide tutorials on their websites. Others, such as [Kicksta](#), have top-notch customer service so you can get immediate expert advice if you need help getting off the ground.

It's affordable.

Social media tools should be affordable (and most of them are). Many high-quality social media tools are even free, such as the [Unfold](#) app, which is perfect for creating Instagram stories.

With social media tools, there's no need for you to go back and forth with the accounting department trying to get your budget approved. Most social media tools are already budget-friendly so all you need to do is sign up.

It keeps you organized.

One of the ways social media tools save you time is by keeping you organized, so make sure the social media tools you decide to use are efficient and tidy.

For example, [HubSpot's Social Inbox tool](#) helps you prioritize your social media interactions, and graphic design website [Canva](#) saves your designs so you can go back and edit them later.

Best Social Media Tools

1. HubSpot's Social Inbox Tool
2. Sprout Social
3. Kicksta
4. Lightroom
5. Canva
6. Unfold
7. LightAuditor
8. Retouchup

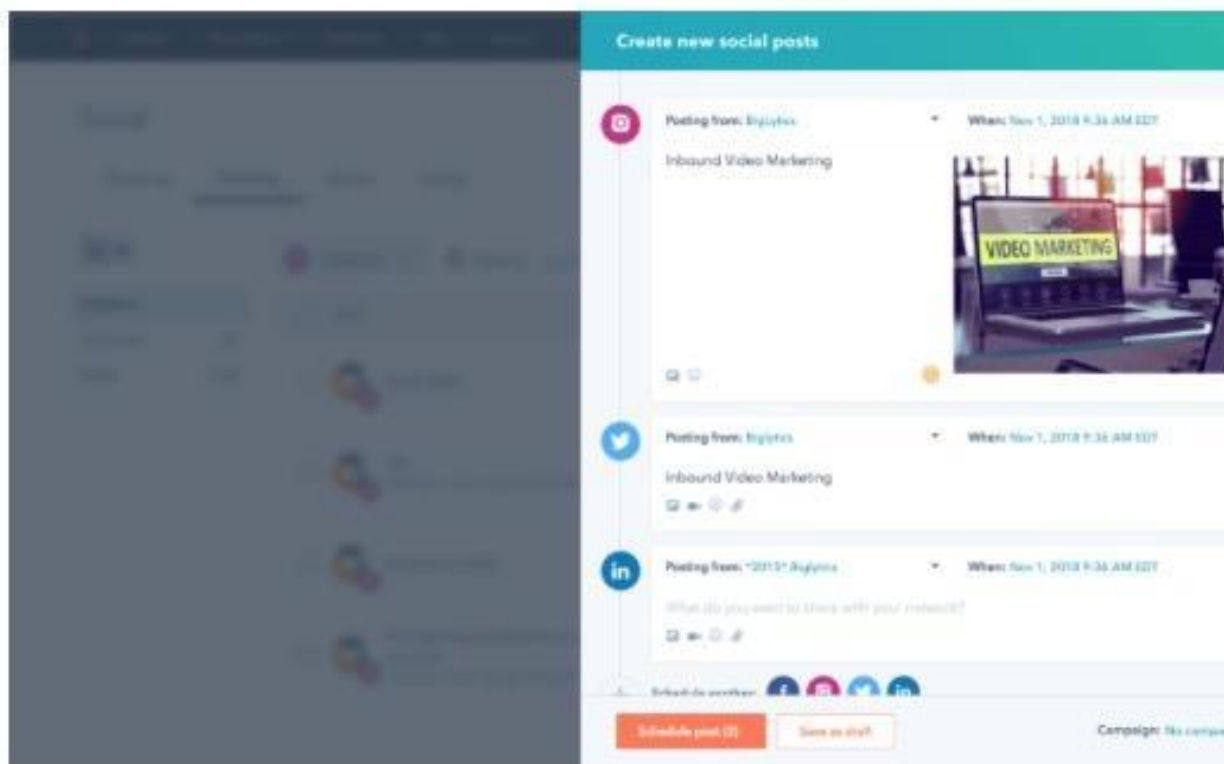
9. Marketing Video Builder

1. HubSpot's Social Inbox Tool

Price: Starts at \$800/month, included in the [Marketing Hub Professional tier](#)
[HubSpot's Social Inbox tool](#) saves you valuable time while still optimizing your social efforts. Schedule your posts, integrate your social networks with your blog, and monitor messages and mentions so you can nurture new leads.

HubSpot also integrates all of your marketing with your CRM, so it's easy to figure out how many leads and customers you're receiving directly from social media. "HubSpot Marketing Hub ... puts the potential of corporate marketing within everyone's reach," [one customer says](#).

Spend less time sifting through social media for the people



2. Sprout Social

Price: Starts at \$89/month per user with a 30-day free trial

Sprout Social is an all-in-one social media management platform designed to power your entire social media strategy. Sprout Social provides a package of different social management, customer care, and data intelligence tools that help drive more meaningful engagement with your customers.

Depending on the stage of your social marketing funnel, Sprout Social has a playbook and tools to maximize content creation and [post scheduling](#). After every campaign, review your

performance and make adjustments to your content strategy by using the [social listening tool](#) to get insights into your brand's health and industry landscape.