

## SP2 Social Media Goals and Tips

### Summary:

SP2 exists across five social media platforms. Each serves the purpose of community engagement, information and resource sharing, circulating news and event listings, advocating for social work and social policy, driving traffic to the SP2 website, and raising the School's profile, internally and externally:

**Facebook** – <https://www.facebook.com/PennSP2>

**Twitter** - <https://twitter.com/PennSP2>

**LinkedIn** - <https://www.linkedin.com/company/school-of-social-policy-&-practice>

**Instagram** - <https://www.instagram.com/pennsp2/>

**YouTube** - <http://www.youtube.com/c/UnivPennsylvaniaSP2>

### Sharing Basics and Strategies:

- Post consistently following each platform's best practices:
  - No more than once a day on Facebook
  - Up to five times daily on Twitter
  - No more than once a day on Instagram feed (can post multiple times per day on Instagram stories)
  - A few times per week on LinkedIn
  - Ad hoc on YouTube
- Retweet/like/share consistently; be sure to interact with others (including when accounts received direct messages).
- Tag relevant parties, e.g., @Penn\_Today, @PennSP2, in order to reach larger audiences
- Visual media performs better (150% more retweets on Twitter; 37% more engagement on Facebook) across platforms. Share coinciding images or videos, when available. Consider creating graphics to share facts or quotes, rather than posting only text.
- Share links, quotes, questions for followers, facts and new data.
- Take advantage of opportunities for "live" sharing to show authenticity and further engage followers:
  - Facebook live can be used for large events that are of interest to multiple constituent groups.
  - Live-tweeting can be used during lectures, presentations, and more.
  - Instagram stories provide a more intimate way to connect with followers. While Instagram feed posts should be curated, polished, and branded, Instagram stories offers an opportunity to provide less formal photos & videos, event reminders, and more.
- On Twitter and Instagram, utilize relevant hashtags (no more than three or four at a time) in accordance to the topic or trending event:

#childwelfare, #socialjustice #policyreform, #universalbasicincome, #UBI, #onlinelearning, #fostercare, #bigdata, #philanthropy, #juvenilejustice, #mentalhealth, #equity, #highered, #sp2orientation, #sp2grad, #pennsp2

- A social media management tool is useful for scheduling posts, tracking metrics, and facilitating interactions. The University's preferred tool is Sprout Social.
- Dealing with consistently negative commentary and internet trolls? Hootsuite, a social media management platform, suggests: ignoring the commenter, blocking them, responding with only facts, and / or establishing a policy for "being respectful" on your page from the get-go. More tips can be found here: <https://blog.hootsuite.com/how-to-deal-with-trolls-on-social-media/>

### Engaging with Each Other:

When possible, tweet at other SP2 faculty members, fellows, Centers, partner organizations, and stakeholders, including:

- SP2 - @PennSP2
- Amy Castro Baker - @acastrobaker
- Ortner Center - @ortnercenter
- Dan Treglia - @dan\_treglia
- AISP - @AISP\_Penn
- The Field Center - @fieldcenter
- Johanna Greeson - @johannagreeson
- Knowledge@Wharton Radio - @whartonknows or @BizRadio132
- Ioana Marinescu - @mioana
- Ezekiel Dixon-Roman - @EDixonRoman
- Center for High Impact Philanthropy - @ImpactSP2
- Center for Social Impact Strategy - @Penn\_CSIS
- National Association of Social Workers - @nasw
- Chronicle of Social Change - @ChronicleSC
- Research at Penn - @ResearchatPenn
- The Pennsylvania Gazette - @PennGazette
- SP2 Student Government - @sp2gov
- NPL program - @upenn\_npl
- DSW program - @PennDSW

We are able to track SP2's accounts and how posts are received based on, but not limited to, the following metrics:

- **Reach** - Post reach is the number of unique users who saw a post. How far is content spreading across social? Is it reaching user's feeds?
- **Clicks** - This is the number of clicks on shared content, company name or logo. Link clicks are critical toward understanding what encourages user curiosity and desire to take action.
- **Impressions** - The number of times your content is displayed, no matter if it was clicked or not
- **Engagement** - The total number of social interactions divided by the number of impressions. For engagement, it's about seeing who interacted and if it was a good ratio out of the total reach. This sheds light on how well your audience perceives you and their willingness to interact.

If you have any questions or would like to **share information through SP2's social media platforms re: news, press clips, media, events, research, accomplishments, student updates, or resources** for SP2 students, faculty, staff, and more, please contact:

- **Jessica Bautista, Associate Director of Communications and Public Relations**
- **Alina Ladyzhensky, Marketing and Communications Writer**

Jessica and Alina are located within SP2's Office of Institutional Advancement. They can be reached via [SP2news@SP2.upenn.edu](mailto:SP2news@SP2.upenn.edu).