



**Temple University Television TUTV**

**Social Media Manual for Facebook and Twitter**

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The manual is to give TUTV a general understanding how to reach publics on both Facebook and Twitter. It will provide a detailed distinction between the roles of Facebook and Twitter and how to engage targeted publics on each channel. Suggestions for short-term and long-term goals for TUTV will be provided as they engage in social media. The manual will provide specifics on how TUTV can best use Twitter and Facebook, discussing terms and applications to better their chances for creating long-term meaningful relationships with targeted publics. It will suggest various tools to better organize TUTV's social media efforts and provide a detailed description on how to measure the results of each channel.

## **I. Temple University Television (TUTV) Background**

TUTV is a multi-media digital cable station (Comcast 50 and Verizon 45) broadcasting to the city of Philadelphia. Programming comes from the School of Communications and Theater (SCT) and other schools within Temple University. TUTV airs major events and performances, news shows, documentaries, lectures, theater productions, student films and a number of student-produced shows.

TUTV was launched August 15, 2010. The station produces original programming with departments throughout Temple University. It is located on Main Campus in Annenberg Hall Room 107 at the Kal and Lucille Rudman Media Production Center. TUTV operates under a contract with the City of Philadelphia.

TUTV Contacts are as follows for the 2011-2012 academic year:

General Manager: Paul Gluck (paul.gluck@temple.edu)

General Manager Student Assistant: Elizabeth Iezzi (elizabeth.iezzi@temple.edu)

Programming/Production Manager: George Cummings (george.cummings@temple.edu)

Student Programming Supervisor: Emily McDowell (emily.mcdowell@temple.edu)

Website Manager: Paul Winnick (paul.winnick@temple.edu).

## **II. Targeted Publics**

Within the Temple University community, the following organizations have been identified as target audiences for social media outreach. However, TUTV is not limited to these target demographics and should also target those who have similar content and organizational structure.

### Temple Student Government

There are Temple Student Government (TSG) representatives for more than 200 active student organizations on campus. Through connecting and engaging TSG via social media channels, TUTV can reach and target a vast amount of the general student body population. TSG can be contacted at **TSG@temple.edu**. Temple Student Government should also be actively engaged through Twitter at **@templetsg** and on Facebook at **<http://www.facebook.com/TempleSG?ref=ts>**.

### Schools within Temple University

Schools within Temple University should be targeted because they encompass a great part of the university's population. They also target those who may not be involved in student organizations and who are following their college on Facebook and or Twitter.

\*Schools within Temple are listed under Appendix A

### The National Pan-Hellenic Council (NPHC)

The NPHC is a collaborative organization of nine historically African-American fraternities and sororities, also known as the "Divine Nine." The NPHC at Temple University consists of seven of the nine established organizations. TUTV should engage the council via social media channels in order to reach more than 100 students involved with the NPHC councils. The current contact is President Zina Reed,

**reed.zina@temple.edu**. The NPHC should also be engaged through Twitter at **@Temple\_NPHC** and Facebook

**<https://www.facebook.com/pages/NPHC/116115845066852>**.

### Temple University Greek Association

All fraternities and sororities on Temple's campus participate in the Temple University Greek Association (TUGA). By engaging TUGA, TUTV will be able to reach all four of the

sororities included in the PanHellenic Association and all 10 of the fraternities included in the Interfraternity Council (IFC). The contact is President Aaron Wolf, **ajwolf621@gmail.com**. TUGA should also be engaged through Facebook at **<http://www.facebook.com/pages/Temple-University-Greek-Association/164111363626079?sk=info>** and on Twitter **@TempleGreek**.

\*A list of all participating fraternities and sororities can be seen in Appendix B

#### Temple University Student Affairs

Student Affairs plans events for the entire student body population and helps advise more than 200 student organizations. By connecting with Temple University Student Affairs, TUTV will be able to engage students in student organizations or Greek life.

Student Affairs can be reached at **studentorgs@temple.edu**. They should also be engaged through Twitter at **@TUActivities** and Facebook at

**<http://www.facebook.com/pages/Student-Activities-at-Temple-University/204741301396?sk=info>**.

#### Temple University Alumni Center

Temple University alumni are important because they are a large source of financial support and can promote the station to a broader audience. The Center can also provide networking opportunities and advancement. Temple's Alumni Center can be reached at

**alumrel@temple.edu** and should be engaged through Facebook at

**<http://www.facebook.com/templealumni>** because they do not currently have a Twitter account.

\*Additional organizations are listed under Appendix C

## **II. Roles of Facebook and Twitter**

When communicating on social media, it is important to understand the differences between various social media outlets. Both Twitter and Facebook can be used to interact with publics but the message delivery is inherently different.

### Twitter:

The role of Twitter as a social networking site is to be an efficient means of gathering and sending information in no longer than 140 characters. Twitter users need to inform their followers on current events regarding the organization and its interests. Users also need to remember they are part of an ongoing conversation, and need to engage in dialogues as well as introduce new information into the conversation. As a channel, Twitter has become a major means of communication for journalists, media professionals, young professionals, and the regular individual user. The goal of tweeting is to build relationships, to network and to receive feedback. Finally, organizations need to make a conscious effort not to bombard their followers by pushing content at them. Instead, be focused on the type of content and how followers can potentially engage.

### Facebook:

As a channel, Facebook is used by both businesses and individual users. The role of Facebook as a social networking site is to be a means of keeping up with professional interests relevant to one's organization. To be an active participant on Facebook, users need to join pages and groups relevant to their organization, gather a following of friends to share information and receive feedback. An organization also needs to post relevant links. This includes articles and media that have been created or considered pertinent. Finally, users should create pages for their organization to create a following and

feedback should be monitored regularly. While one can share more than 140 characters (unlike Twitter), entries should still be concise. Facebook entries should be more formal and include succinct, detailed information.

### **III. Short Term Goals**

The main objectives of TUTV's short term goals are to increase its social media presence by utilizing Facebook and Twitter consistently and frequently. By increasing its social media presence, TUTV will begin to build communities and establish relationships with targeted publics.

#### Twitter

The overall short-term goal for Twitter is to increase TUTV's online presence by posting content related to the organization and its publics. To begin building their online community, TUTV needs to increase its number of followers. To do this, TUTV must increase the number of relevant followers each week. Direct mentions should be used for target audiences to engage them more frequently. Retweets from followers will help gauge who is invested in the information on TUTV's Twitter account. TUTV should retweet relevant information, such as content concerning Temple TUFF or the Grog Show, daily from target followers to begin establishing a community with its followers. TUTV can also retweet feedback, for example, if a follower tweets they enjoyed the latest episode of Temple Update. Additionally, TUTV should begin to mention other Twitter users who share commonalities with the station. Another short-term goal is to establish specific hashtags for each program to create commonality among TUTV's followers. Creating a hashtag, such as @TempleSMASH, for each show allows for the show to



“trend” and be shared amongst the station’s followers and other Twitter users, thus expanding TUTV’s Twitter community and increasing programming awareness.

### Facebook

The overall short-term goal for Facebook is to increase TUTV’s online presence. By posting TUTV’s content and related content every day, the station should be striving to achieve an increased number of posts and post likes per month. Posts should include links to TUTV programs, TUTV updates concerning schedule times and dates, related student work, as well as other Temple affiliated content such as Temple-related news and Temple community happenings. Statuses and posts should be updated daily. There should be an increase in other organizations sharing TUTV’s posts to increase visibility with potential target audiences. As a result of daily postings concerning TUTV-related content, there should be an increased number of people who “like” the TUTV fan page allowing for a better awareness of TUTV and its programming. If number of “likes” does not increase, try to engage more frequently with the audience and solidify future relationships.

## **IV. Long Term Goals**

Long-term goals are commitments requiring planning and continuous effort and action.

Successfully continuing long-term efforts can result in meaningful and beneficial relationships with TUTV’s targeted publics.

### Twitter

The long-term goal for Twitter is to maintain established relationships. The organization should be monitoring beneficial relationships, such as those who frequently retweet

shared content. By monitoring these relationships the station can encourage those dedicated users to help expand the Twitter community as followers retweet and comment on content. Another long-term goal for using Twitter is for followers and other Twitter users to mention TUTV. As a result of continuing short-term goals and beginning to establish a TUTV Twitter community, TUTV should continually mention other Twitter users in hopes of securing a more consistent interaction. TUTV will follow every organization on campus, as well as reach out to the organizations featured in the programs shown on TUTV. TUTV's Twitter account will be more interactive and follow more Twitter users, consistently reminding followers about checking out the TUTV programming, website and Facebook page.

### Facebook

Long-term goals for Facebook center on establishing deeper relationships with consumers. This requires mentioning consumers, and understanding individual demographics within TUTV's consumers and targeting them through individualized questions. Once relationships have been established and are maintained, it's important to keep up with valuable consumers. For example, if a particular consumer is sharing a lot of TUTV Temple TUFF content, mention the individual when there's new Temple TUFF content. Once TUTV begins to understand its consumers and how they respond, whether to content or questions, the station should begin to tailor its content to individual demographics. For example, the station's demographic may be split between those who like TUTV-created content verses those who respond to syndicated content. In order to appease these two separate demographics, pose questions to engage them individually.

## **TWITTER**

### **Chapter 1: Birds of a Feather, Tweet Together**

In a few short years Twitter has gained an amazing influence and following affecting how consumers absorb and spread news. Chapter One explains the basics of Twitter including the effective ways to utilize hashtags (#) and direct mentions (@). The chapter will also provide an introduction on how to push a message while explaining the key steps to interacting with various publics and begin building meaningful relationships.

#### Twitter Basics

Twitter is a social networking site which aims to be an efficient means of sending and receiving information in no more than 140 characters. As a Twitter user, one follows and is followed by other relevant users. Remember, users are part of an ongoing conversation and it is important to introduce new information and add to the conversation. On Twitter one can post links, find news and connect with other relevant individuals, companies, and organizations.

Twitter, although often compared to the status posting on Facebook, is much more than just updates. Twitter encourages rapid responsiveness, interactivity, branding for companies and organizations and the ability to create a following.

#### Retweeting

A retweet or RT is when someone reposts a tweet that has been posted. It is important to be retweeted because it gives one's Twitter account credibility and also validity considering other users agree with the content being posted. Retweeting can help gauge who is invested in the information on TUTV's Twitter.

## The #Hashtag

A (#) on Twitter is known as a hashtag. When a large number of people are talking about the same topic this is called a trend. Hashtags make following a conversation about a particular topic easier for users. When a particular topic is trending, users will place a #hashtag in a post. Additionally, using a hashtag makes it easier to follow a trending topic. For example, TUTV could make a #TempleSMASH hashtag to allow its followers and other users to talk about the show.

Creating a hashtag is as simple as putting the (#) sign in front of a grouping of words with no spaces, for example, #TempleTUFF. Using hashtags can create a commonality amongst followers allowing everyone to be able to follow a particular topic and engage in a conversation.

## Branding TUTV's Twitter Handle

Creating a brand through Twitter is essential for any organization. By branding and marketing TUTV, the station can establish credibility among interested parties and followers.

In order to gain followers, TUTV must follow others as well. Begin by searching and adding relevant users by entering a user name or a topic on Twitter's search bar. Next, start tweeting relevant and interesting content relating to the station. The more TUTV tweets and the more relevant the tweets are to TUTV's followers, the more likely people are to follow the station. The aim is to reply to users' tweets and retweet relevant content to initiate a conversation and begin building relationships with TUTV's targeted publics.

The consistency of tweets is very important because it establishes a constant presence resulting in an audience following and retweeting the TUTV brand. After following similar profiles and organizations large and small, retweeting a tweet allows TUTV's and the organization's followers to see it. This is a way grow a brand on Twitter. The more interaction between the station and its followers, the more presence TUTV has on Twitter, thus reaching more outlets and followers. Keep profiles professional and update them regularly. Make sure to edit all material before hitting send.

### It's Trending

Keep up with trending topics by keeping an active profile so users look to TUTV for the next big thing whether it is a person, topic, or an item, potentially resulting in more followers. The easiest way to see what is trending is to use Twitter's official search page. Going to the page will bring up a feed of popular or trending public conversations. Trending topics can range from establishing a voice or an opinion to a popular subject which then turns into a public conversation.

### Direct Messaging

Direct messaging or in twitter lingo, DMing, is extremely important when obtaining a new follower. It's important to directly message a follower and thank them for a follow in order to initiate a relationship. This acts as an open invitation for TUTV's followers to reply or mention the station. This also makes interaction seem more personable which will make followers more likely to respond or interact. In order to message someone privately go to their profile and then select 'message' under 'actions.'

## **Chapter 2: Expanding TUTV's Twitter Presence**

Building TUTV's Twitter presence is essential for promoting the station. Chapter Two will discuss the importance of who to follow, explain how to create lists and organize followers, and explore the popular trend, Follow Friday.

### Building a community

Building TUTV's Twitter community is important. The greater size of the community TUTV can reach, the bigger impression TUTV can make for the station. Staying relevant on Twitter is the first step to building one's community and organizational network. There are a number of different ways to interact between networks on Twitter including, direct messaging, mentioning (@) and utilizing a hashtag (#). The more often TUTV tweets, the more likely someone will see, relate to it, and retweet it. Another way to expand the station's Twitter presence is to mention other Twitter handles by using the (@) symbol. By including another Twitter user in TUTV's tweet, that user will see the message and is more likely retweet it, spreading TUTV's message to its followers. Also, TUTV's Twitter should be public. This allows for TUTV's Twitter to be searchable on Google and other search engines.

### Who to follow

When using Twitter for organizational growth, gaining followers is the most important step. The "who to follow" bar at the top of the Twitter screen suggests interesting profiles to follow on Twitter based on who TUTV follows and who follows TUTV. This is a quick way to grow TUTV's network and find profiles related to the station. There is also a search bar for more specific inquiring. Choosing profiles to follow is a strategic process consisting of finding users, companies and organizations who are involved or interested

in the same market and industry of the station. This can include audience/demographic followers, networks within the same industry, influential people and organizations in TUTV's industry. The TUTV Twitter profile should be embedded within a network of common professional and organized parties. These are the users the station should be interacting with because they have a shared commonality in relation to TUTV's mission or purpose.

### Follow Friday

Follow Friday, or commonly known as #FF is a networking and sharing activity taking place on Twitter every Friday. This activity is an opportunity for users to suggest who to follow on Twitter. For example, TUTV could suggest other student-run television stations to follow, such as @uvctv19, the UMass Amherst student-run television station. Follow Friday allows TUTV to find interesting Twitter users that can potentially become part of TUTV's network. The icon "#FollowFriday" or "#FF," must be placed in the tweet that has profiles to follow. Follow Friday is important because it helps maintain relationships through personal recommendations from the station. It is also important to note TUTV should not abuse #FF and only recommend those who are relevant to the station's users.

### Twitter Lists

Twitter lists enable organizations to organize Twitter profiles into categories depending on one's occupation, interests, family, industry partners, etc. Lists will allow TUTV to stay connected to a specific group of people or businesses by allowing TUTV to read their messages and network. Additionally, it is important to include other student-run TV stations within TUTV's Twitter lists. This is a way to keep track of how they are marketing, what programs they are running, users they are following, what they are

saying, and updates and news within their organization. This is extremely useful because knowing about the operations and connectivity of similar organizations, TUTV can learn new aspects of their marketing, promotions and audience connectivity accordingly.

### Incorporating Images and Video on Twitter

Sharing different forms of media is an important aspect to building TUTV's Twitter community. Audience members and potential followers have the ability to engage on another level with multi-media content. Sharing videos, pictures, and even locations is a great way to maintain interaction while promoting the station on Twitter. This can be done by uploading the file to TUTV's news feed and sharing the feed with followers. If followers find the content interesting, it will be retweeted and spread to a new network who can continue this cycle. Uploading videos is especially important for TUTV because its foundation is content-based. By uploading videos and more content, TUTV's community will be more aware of its programming and its mission.

## **Chapter 3: Measuring Achievement**

Measuring the achievement of TUTV's social media presence is important when evaluating interactions with targeted audiences. By using Wordle and HootSuite, TUTV can easily determine who their publics are and on which channel they are most interactive.

### Wordle

This creative tool is a word cloud, which compiles words used most frequently or that have the most prominence in a shared text using a visual representation. The clouds are visual tools that can be altered with different layouts, colors, and fonts. The clouds can discover the most used words from a website, such as a blog with a RSS feed.



In order to create a word cloud, a text must be typed into <http://www.wordle.net/> or a blog website. There are plenty of combinations, and the process is simple and easy to use. This tool is important because it shows consumers a visual representation of an organization's word choice which can help determine the direction of TUTV's content.

### HootSuite

HootSuite is an organizational tool, resembling a dashboard, where Facebook, Twitter, Wordpress, LinkedIn and other social networks can all be focused in one area. By connecting to multiple social networks on one website, TUTV can launch marketing campaigns, identify and target audiences easily, and distribute messages more efficiently.

Through HootSuite, TUTV can also create custom reports analyzing brand sentiments, follower growth, Facebook insights, and connect it all to Google Analytics. This ability is an important factor in using social media because it is always important to see how the audience being targeting is affected by TUTV's content choice.

As a highly effective social media tool, HootSuite also incorporates ways to contact team members and delegate messages which can be accessible to all depending on the social media used. This site is about making social media management easier for an organization by organizing all sites into one central location.

Although this is a useful tool to create reports and follow social media growth, it's important not to send the same message over different channels. Each channel should have a message tailored to its unique audience.

## Search Engine Optimization (SEO)

Google is rated the number one search engine in the world, therefore many organizations, individuals, and businesses tailor their content to be optimized in Google. Google has a set of algorithms, making search results appear in a certain order. Depending on the specific words typed into Google's search bar, Google provides the top hits (in order) containing the key words which are most frequently in the text provided. For example, if a user types "TUTV" into the search bar the top result is Temple's TUTV because the word "TUTV" is most frequently used over other websites. Also, Google builds on previous users' searches. So if people are looking for "TUTV" and do click on Temple's TUTV it will also bump up Temple's TUTV webpage to be number one. This means, the more times TUTV wants to inform consumers about the new Temple SMASH airing, the show title should be used more often in the text.

# **FACEBOOK**

## **Chapter 1: Facebook for Organizations**

As a social media channel, Facebook has a lot of influence in today's society. While being able to connect friends and family, Facebook is also an incredible tool for promoting an organization. To appropriately use Facebook for an organization, there are essential applications to ensure the effectiveness of TUTV's Facebook page.

### Running a successful event on Facebook

Setting up the page for a Facebook event is simple and easy. First, click on the events application and then click on the "create event" button. Depending on the kind of event, there are a number of privacy options; however the global setting is usually the best to use for an organization. Depending on the event, there are a number of aspects to consider while putting together the event page. A fundraising event for example, is held to raise money for a particular cause. To make such an event successful, it would be best to invite a large general audience who would be interested in the cause. If it is a more structured event such as a launch party, invites should be much more specific and targeted.

Uploading an eye-catching image for the event page is very important because it will grab the attention of potential attendees and gain their interest. Videos, photo albums and attendee lists can also be included.

Promoting the event is the most important part of making the event successful. There are a number of ways to promote an event through Facebook. Making people "admins" to the Facebook event page will enable them to edit information on the page and invite friends

whenever they want. After inviting guests, the event page should be updated regularly. It is important to continue to keep the event relevant in people's notifications and news feeds, so directly reference the event in statuses and comments by using (@) and then the event. It is a good idea to post the event page within other pages of people within targeted demographics. This allows the people of that page to see the event and invite who they want to as well. Also, TUTV should make their Facebook public to allow for optimum search ability for events.

### Promoting pages through advertisements

Facebook Ads on the right hand column are now a dominate feature of the Facebook structure. The important question is how Facebook Ads can help promote the TUTV page.

Facebook Ads for pages allow users on Facebook to engage and interact with ads in the same fashion as they interact with other content on Facebook. A user can either "like" a page through its ad or follow the ad back to its associated page. When a user "likes" the ad or follows the ad back to its associated page, this information is put into the user's news feed and is posted onto their wall. This increases TUTV's promotional reach because now the station can reach that user's friends.

In order to create a Facebook page Ad, first go to the TUTV page. Remember, only administrators can create material on the page. On the TUTV page, select Promote Your Page and in the Destination drop down menu, type in the page's URL. Facebook requires using the page's name as the ad title, so to promote a special event either make a new page, or create an event. Facebook also limits the title to 25 characters and the body of

the ad to 135 characters, so make it count! The pricing is based on the targeting options, or demographics chosen to target. It then is charged per click. The photo from the existing page will automatically upload but the photo can be changed to TUTV's preference.

### Posting to Facebook and Twitter: Syncing your feeds?

Although syncing feeds makes it easy for messages to be spread quickly, it can be dangerous because now it is not addressing targeted demographics unique to either Facebook or Twitter. This can become a problem. Each individual social media site conveys a different channel for communicating. When creating a message for Facebook, tailor the message to a crowd on a more personal level. This is due to the types of media that can be attached, the access to TUTV's profile with pictures and information, and the connectivity of Facebook. When creating a message for Twitter, a more direct communication platform, one has a limit to what they can say and attach. Twitter is a faster paced messaging site which means direct communication is necessary for getting messages across. Syncing a personal site to a direct communication site is a bad idea. This will send messages to too many people who do not need to see it and therefore can possibly hurt TUTV's credibility. People do not like to see messages irrelevant to them because it completely defeats the purpose of following or liking TUTV as the user.

### The importance of status tagging

Status tagging in Facebook is a great way to get TUTV's message out to a broader network. By adding (@) and the name of the profile tagged, the message will come up on their profile wall and Facebook will notify them they have been tagged. Tagging allows for the tagged party's network to see TUTV's message, thus spreading the message to

different networks throughout Temple. For example, TUTV can tag a TUTV event such as the next Temple SMASH airing in a status. By tagging Facebook pages, TUTV's messages can be seen by everyone who "likes" the page. In order to do so, the page must already have "liked." This is a way for large networks to see the station's message at the same time, especially if multiple pages are tagged in the message.

### Interaction

One of the more important elements to having a successful business with help from Facebook is maintaining interaction with other users. There has to be a proper amount of time dedicated to moderating comments, answering questions and updating content. Users want to feel they are being heard and are also getting the most out of their time if they are going to be on a specific page. Facebook is mainly for maintaining communication, and as with campaigns, ensuring users are made to feel important is a crucial element of success.

To utilize Facebook for an organization, it takes effort, interaction and time. By focusing on the applications, optimizing TUTV's Facebook page and comprehending the proper elements of success, Facebook can be an excellent tool.

## **Chapter 2: Facebook Pages vs. Groups**

The difference between Facebook Pages and Groups results in the way an organization can utilize each for various purposes.

## Pages

Pages give businesses, organizations, and public figures a presence on Facebook anyone can access. By "liking" the page, users will receive updates from the page which will show in the newsfeed. Facebook pages make it easy to network TUTV to the right people. By making members of TUTV "admins," the selected admins contribute to the page on their own time thus making it grow at a more rapid pace. They can edit the page as well. There is also an "invite friends" icon making it easier to select friends to invite to "like" the page.

## Groups

Facebook groups are used for smaller communication efforts. Groups are a way for Facebook organizations to share a common interest, work on projects, collaborate, and to share opinions with a close knit audience. By being a part of a Facebook group, one can share pictures, videos documents, links, pages, etc., with others in the group. Groups can be used for a temporary purpose or long-term uses. When creating a group there are a number of settings for who can access the group on Facebook. These settings are controlled by the creator of the event and they range from public (everyone), admins approval, or private by invitation only. Posts on a group page will show up in member's notifications.

## **Chapter 3: Facebook Applications**

Facebook has various applications such as Links, Tabsite, Wildfire and Insight that can be used for a variety of purposes to help TUTV target publics and receive beneficial information regarding how audiences views its content.

## Links

The Links application on Facebook demonstrates how to provide the user with a number of images from a selected page which can be chosen as a thumbnail to pair with a link. By also explaining the content, the link will be explained when Facebook users share the link to others. Links and content can also be promoted by creating a “like” button through Facebook Share, which encourages Facebook users to share links even more. TUTV can utilize this application by selecting images from programs and behind-the-scenes insight. TUTV can explain these images as they relate to the links which are connected to videos or further explanations of the programs TUTV has to offer.

## Tab site

Tab site is another application site which provides users with a custom landing page on a Fan Page or Place Page, as well as multiple top-level tabs and sub-pages. The tabs and sub-pages allow for an expansion on content already on a user’s page. Tab site makes it easier to create categories of information for users to search through without a cluster of facts. There is also a Content Editor which allows one to add images, videos, texts, and links without having to code or program. This application is useful for TUTV since it allows for its presence to seem customized, rather than having a simple Facebook page. Tab site will allow TUTV to get more creative with layouts and display a unique, yet professional page. TUTV may also utilize the various tabs to support even more information. For example, programs and scheduling may be placed in one tab, while contact and background information may be placed in another tab.



## Wildfire

Wildfire is a useful application as it creates interactive campaigns including sweepstakes, user-generated video, photo and essay-based contests and coupon giveaways. These campaigns allow for more interactive use with other Facebook users and clientele, which expands one's reach and influence as a business. Through Facebook, this application may also be used by inviting friends to participate, posting on news feeds, and allowing other users to download banners to their profiles. By maintaining interaction with users, it keeps the organization in mind and provides a connected relationship to the business as well. Through Wildfire, TUTV can interact more with viewers by creating contests to win tickets to a viewing of Temple SMASH, or a chance to be featured in a program based on user-generated videos, as examples.

## Insight

Insights is a free tool on Facebook helping Facebook page owners better understand who is visiting their page(s). By understanding who is visiting TUTV's page the organization can analyze trends, demographics, and consumption and creation of content. Understanding all of the above will ultimately improve TUTV's page and the fans' experience.

In order to find see Insights on TUTV's Facebook page, go to the Insights Dashboard. Keep in mind only page and administrators have access to Insights.

Using Insights gives access to three sets of statistics: user statistics, interaction statistics, and reach statistics. Again, understanding this information will show TUTV where it can improve and how to better reach out its audience.

User statistics provides insight into the content users view on TUTV's page. Selecting page views gives the total number of people who viewed the page during a specified period of time, and a breakdown of views by page tabs. Additionally there are external referrers. This shows how many people are viewing TUTV's page who were directed to the page from an external website. Finally, media consumption shows how many users viewed video, photos or audio clips posted on TUTV's page during a specific period of time.

Interaction statistics help crystallize who is watching, reading, and conversing about TUTV's Facebook page. The statistics available include the average number of wall posts, comments and likes on each post, post quality, the number of discussions other users have added to the page, number of times the page has been reviewed and the number of times the page has been mentioned. Those who like the page can interact with the content and are more likely to spread TUTV's posts and content around Facebook. If this is not happening, this might encourage TUTV to re-evaluate the content being shared. Second, return the favor once in a while. Be strategic about it. Don't forget loyal fans!

Reach Statistics will give a broad view of general demographic trends among TUTV's fans. If TUTV knows a target audience very well, including location, age and gender breakdown, then users might be more likely to use TUTV's Facebook Page strategically in order to reach a broader audience.

TUTV can benefit from Insight by tracking those who like various pages for programs such as the Temple Update, in comparison to other programs such as Temple TUFF. Through the comparison of programs, it can be seen who is “liking” pages and who is actually talking about the content on them. From there, the pages may be analyzed in terms of what posts spark more comments instead of likes, and lends an insight into seeing what attracts Facebook users and what does not.

#### **Chapter 4: Optimizing a Facebook Page**

There are various ways to properly optimize one's Facebook page, and keys to this are the use of pictures, the left-side links panel, assessing trends and featured "likes." Also, Facebook is changing all the time so be aware the term page may change in the next few months. However, the principles on how to optimize Facebook will remain the same.

##### Pictures

Pictures are incredibly important for the TUTV Facebook Page, since images give users an idea of what the station is about and what kind of brand it is. The branding images should be consistent with every other image displayed, especially in the default photo feed at the top of the page.

##### Left-Side Links

The left-side links panel should also be exercised properly by using other applications, keeping the most important top eight links on the panel. Besides understanding the use of pictures and the left-side panel, keeping up with the trending interaction on one's Facebook page is also integral to appropriate optimization. TUTV can use this to keep up with other organizations relating to TUTV.

### Rolling Feed

The rolling feed allows Facebook administrators to see interaction content, times and frequency. It helps to understand what types of posts will generate more “likes” versus comments and comments versus “likes.” By analyzing such information it assists with determining what to post to gain the most interaction. Interaction can also be attained by having featured "likes." On the left-side panel there is the option to have up to five featured "like" pages which can rotate cyclically, as well as allowing others to like pages and leave comments on the brand itself. TUTV can use this to see what demographic “likes” certain content.

### Resource Page

It is important to understand exactly what is considered a successful element in terms of a Facebook page for an organization. One successful element is having a resource page, which is a page used to connect consumers to other information related to the business itself. This element allows the business to target a new demographic outside of those who may already know the brand.

### Specifically Targeted Audience

Another successful element to an organization’s Facebook page is having a specifically targeted audience. For example, if a business understands it strictly caters to males, the Facebook page should be directed towards males so no time is wasted on the wrong demographic. By focusing on a specific audience, the Facebook page may grow quicker than trying to attract the attention of a mass general audience.

## Getting Updates with RSS Feeds

Users use RSS Feeds on Facebook to receive information from people they are interested in, even if they are not friends on Facebook.

One can keep up with journalists, celebrities, political figures and other people of interest through RSS Feeds. Public updates are available in a Facebook user's News Feed by going to the user's profile and clicking on subscribe. Once subscribed, the individual's public posts are found in a user's News Feed.

Also, subscribing to a page can be beneficial by receiving posts from individuals or organizations when they push content. When someone subscribes to a page, they will only be able to see their public updates.

In order to allow users to follow a user's page, one must go to his or her profile and click Subscriptions on the left side of the page, under the profile picture. Click the "Allow Subscribers" at the top of this tab.

After the user has clicked "Allow Subscribers," the settings appear. From here, one may edit who can comment on public posts and when the user is notified about new subscribers.