

# **MEDIA CERTIFICATION**

## **SOCIAL MEDIA MANAGEMENT**

CATALOG: ME1

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### **OBJECTIVE**

Members will learn effective strategies for managing social media accounts, running campaigns, and designing site-specific content.

### **COMPLETION REQUIREMENTS**

All Team Ambassadors are required to complete this certification.

## **SOCIAL MEDIA MANAGEMENT INTRODUCTION**

### **Trainer Qualifications**

Team Ambassador Leads and Mentors with relevant experience are able to administer this certification.

### **Major Assignment**

- I. Members will be introduced to social media research, management, and campaign strategies
- II. Members will perform audience research, defining relevant audiences for Team 4085 per platform using the **Social Media Campaign Template** found on the drive
- III. Members will outline a one month long social media campaign

### **Location**

N/A - classroom

### **Materials**

Access to a mobile device, laptop, and internet.

## SOCIAL MEDIA MANAGEMENT INSTRUCTIONS

### Social Media Management

1. **Posting Consistency:** Social media algorithms reward frequent and consistent posting
  - a. Set accounts to Business Accounts to see additional features including active engagement times
  - b. Create a schedule based on these engagement times that releases posts at the same time and same days every week
2. **Posting Relevancy:** Social media algorithms reward posts that are specific to the accounts posting
  - a. Define 3-4 areas for posting:
    - i. E.g. Educational, Entertainment
  - b. Stay within the lanes of these areas - create diversity between specific posts
  - c. Follow trends - know what is popular within your lane
3. **Effective Branding**
  - a. Understanding Team 4085's Mission, Team Identity, and Audience will guide the creation of posts
    - i. **Mission:** What drives our team - advancement of STEM in our community, diversity, teamwork, professionalism, and equal opportunity
    - ii. **Team Identity:** Who we are - our community, school, Robotics Center, sponsors, members, mentors, coaches, initiatives, history
    - iii. **Be Respectful:** You are representing the team with every post you make.

#### **4. In-Text Grammar**

- a. **Capitalization** - always ensure the following are capitalized
  - i. **Team Information:** "Team 4085", "Technical Difficulties", "Reynoldsburg", "Columbus", "Robotics Center"
  - ii. **Positions:** "Coach", "Mentor", "Management", "Lead"
  - iii. **Subteams:** "Business", "Mechanical"
  - iv. **Competition Information:** "Miami Valley Regional"
  - v. **Award Information:** "Team Spirit Award"
  - vi. **Community Partners:** "Girl Scouts", "Step Ahead Tech"
  - vii. **Sponsors:** "TS Tech", "Dynalab"
  - viii. **Outreach Initiatives:** "Girls in STEM", "Tobi's Toys"

#### **5. Privacy**

- a. **Password Sharing:** only authorized members will hold account information. Passwords are not to be kept in public places or on the team's google drive. Posting is restricted to authorized members.
- b. **Public Posting:** all individuals the team wishes to post on social media must complete the team's [Media Release Form](#) authorizing fair use of imagery and likeness.
- c. **Posting Approval:** media campaigns and posts must be approved by a Mentor or Coach before released. This ensures accurate information is being dispersed.
  - i. In the event that information has been posted in error, with spelling or grammatical errors, or contains inaccurate information, immediately delete the post, correct the error and repost when approval has been granted.

#### **6. Channel Analysis** - seek inspiration from other channels to define posting strategies and content

- a. What do you like about their content?
- b. What messages pertain to our team as well?

## **7. Targeting Audience**

- a. **Define Audience** - create audience personas
  - i. Audience demographics - age, genders, locations
  - ii. Hobbies, interests, favorite social media channels
- b. **Engaging Audience**
  - i. Asking & answering questions
  - ii. Contests, promotions, games
  - iii. Audience-generated content

## **Social Media Campaign Strategies**

1. **Defining Campaign Initiative** - what do we want to accomplish with the campaign?
  - a. Expand reach, increase engagement, develop community relations
2. **Set Campaign Goals** - specific outcomes from the initiative
  - a. Measurable - how much reach? How much engagement? How many community relations?
  - b. Attainable - is the goal realistic and achievable?
3. **Create Post Catalog** - what specific posts to create to achieve campaign goals
4. **Schedule Content** - set dates for creation, revision, and posting
5. **Track Content Metrics** - with each post, note defined engagement metrics
  - a. Algorithm growth can be slow, tracking metrics shows growth over time
6. **Post-Campaign Analysis** - did we achieve our goals?
  - a. What worked, what didn't work, what can we improve?