Keep Raising the Bar

Best practices in prioritizing creativity & innovation, and executing on big ideas with a small team

Duke UNIVERSITY

Duke University Social Media Team

(Small but mighty)

Sonja Likness Foust

Director of Social Media & Content Strategy

Lyndsi Lewis

Senior Social Media Strategist

Laura Brinn

Executive Director of Global Communications

Duke's Social Media Channels

... to name a few!

@DukeU

DukeUniv

@DukeUniversity

DukeUniversity

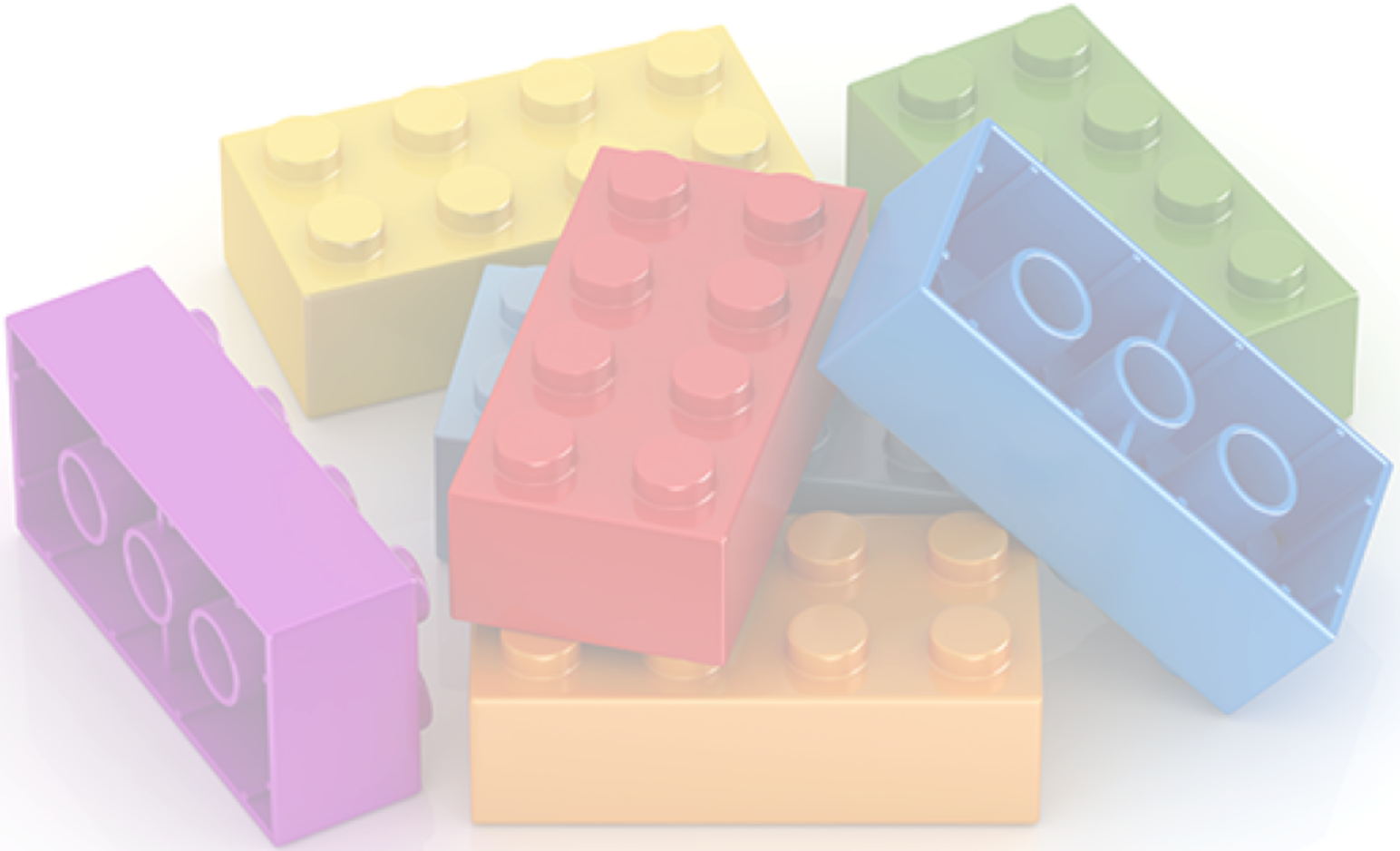
@DukeStudents

DukeStudents

Duke

DukeUni

Creativity & Innovation



Encourage Play

Have Student Teams

More freedom = MOAR CREATIVITY

How we're set up:

- One student editor for each @DukeStudents channel
- Team of content contributors (mostly underclassmen)
- Minimal in-person meetings
- GroupMe chat
- Student accounts are actually owned by the students!

Teach Your Coworkers

When they know how to play, they can be contributors, too!

Office lunch-and-learns

Teach your coworkers something new: Snapchat or Instagram Stories or graphic design…

Campus education & networking

Be the campus consultant! Show your colleagues how to use social media to work better.

Share your findings

Collect your data and share it across campus. Document it, present it, tell people about it!

Be On Social Media Yourself

If you don't play, you won't learn!

Sonja Likness Foust
@SonjaFoust

Sunday to-done list:
sleep too long,
eat too much,
buy clothes I didn't need,
laundry.

10/22/17, 3:32 PM

View Tweet activity

Sonja Likness Foust
@SonjaFoust

Reading this girl's shirt. All I can see is "PUPPIES MAKE ME..." and I'm hoping the last word is "HAPPY" and not, like, "VOMIT."

9/30/17, 4:56 PM

View Tweet activity

2 Likes

Sonja Likness Foust
@SonjaFoust

I'm a dog person with a cat lifestyle and a plant mess tolerance level. Life is hard.

9/25/17, 4:00 PM

View Tweet activity

1 Retweet **7** Likes

Sonja Likness Foust
@SonjaFoust

TBH usually my grocery store bumps some pretty good tunes. But today it's a medley of Star Wars instrumentals heavily featuring accordions.

9/7/17, 5:21 PM

View Tweet activity

9 Likes

Try New Things

Listen to Your Students

They know cool stuff.

New Platforms

Ask them what their peers are using. You might be surprised!

Let them tell you *how* they use social media. (You might have it wrong– at least for your student audience.)

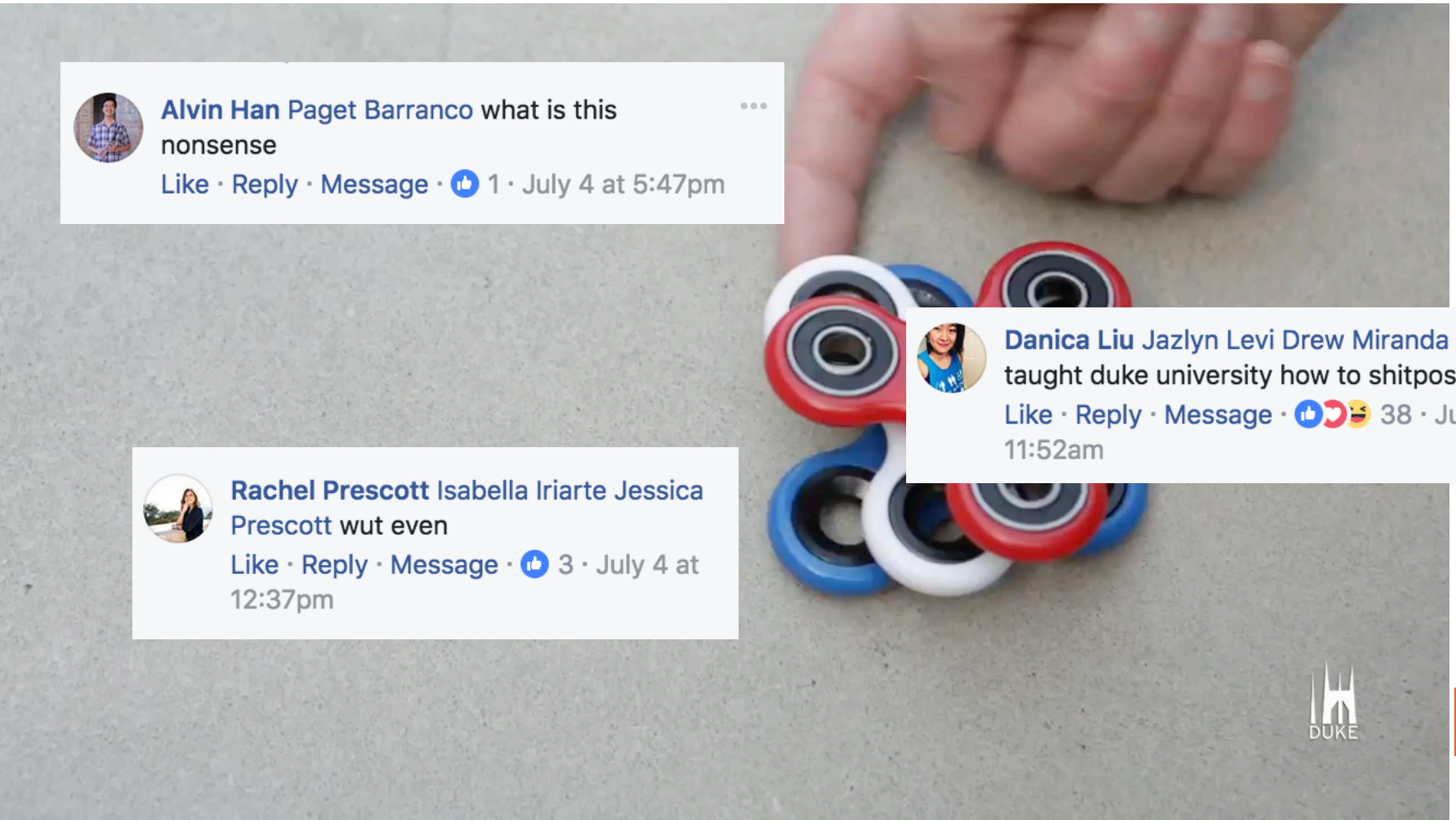
Test Stuff Out

See something cool someone else is doing? Try it!

And don't forget to record and share your results! (More on that later.)

Fail Sometimes

Everybody hurts.



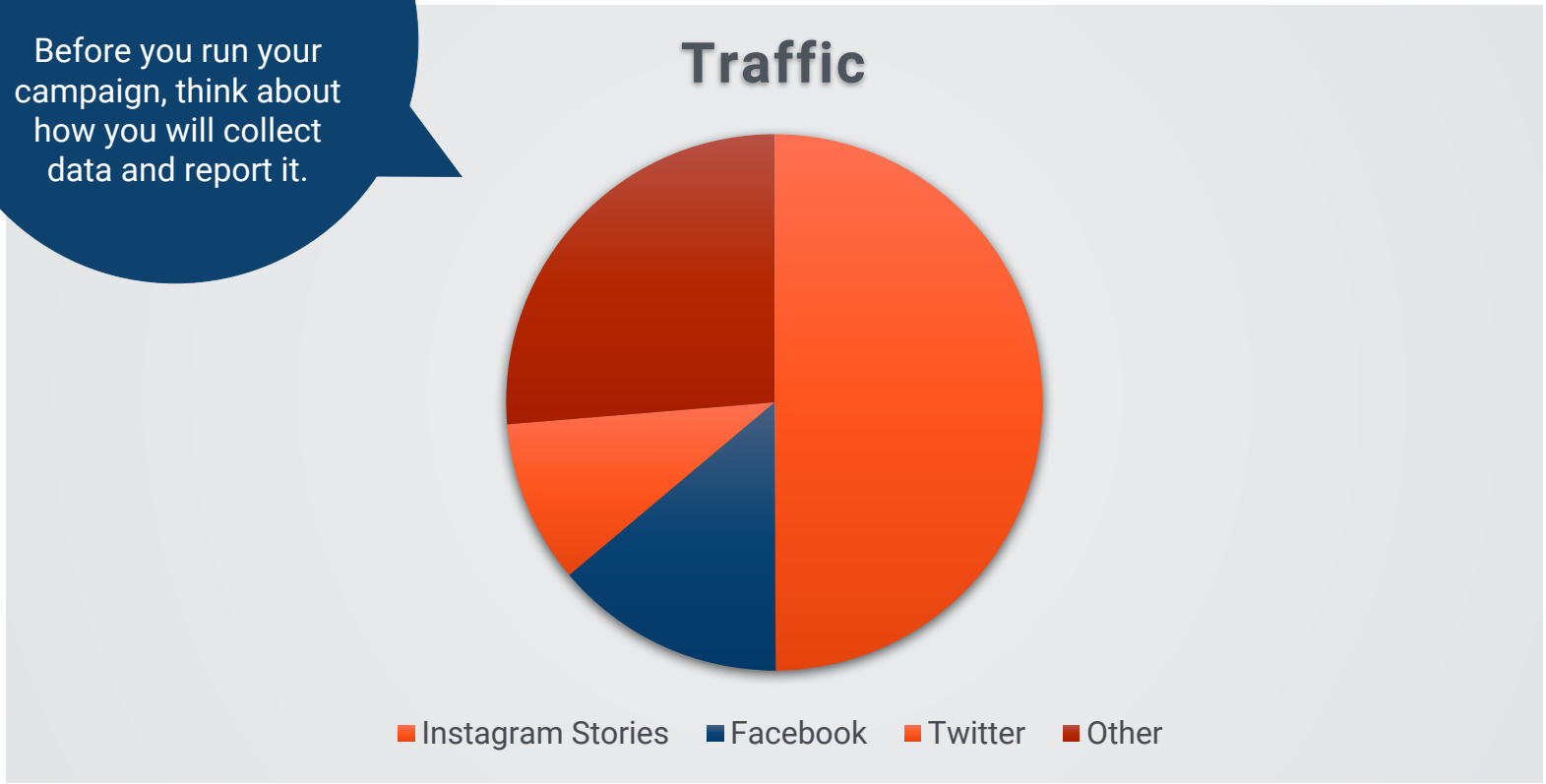
Measure &
Report

Share Real Numbers

(which means you have to *collect* real numbers)

Collect Data!

Before you run your campaign, think about how you will collect data and report it.



Run Tests

Not sure what works best? Try both!

Created Promotion	Boosted Post
Budget: $13	Budget: $100
Reach: 194,370	Reach: 14,272
Clicks: 1	Clicks: 269

Big Ideas, Small Team

Wear Lots of Hats

Use the Varied Skills on Your Team

Our skills go beyond our titles.

Plus we all do some pretty fantastic Google Fu and issues management.

Sonja Likness Foust

Director of Social Media & Content Strategy

- ***B2C and B2B marketing***
- ***Google Analytics certified***
- ***Video editing***
- ***Copywriting***

Lyndsi Lewis

Senior Social Media Strategist

- ***Google Analytics (earning certification)***
- ***Writing***
- ***Learning motion graphics & video editing***

Laura Brinn

Executive Director of Global Communications

- ***Marketing, news, media and public relations***
- ***Writing & copywriting***
- ***Project management & producing***

Use Education Opportunities

You work at an institution of learning, guys.

Classes

Subscriptions

Peers

Streamline Everything!

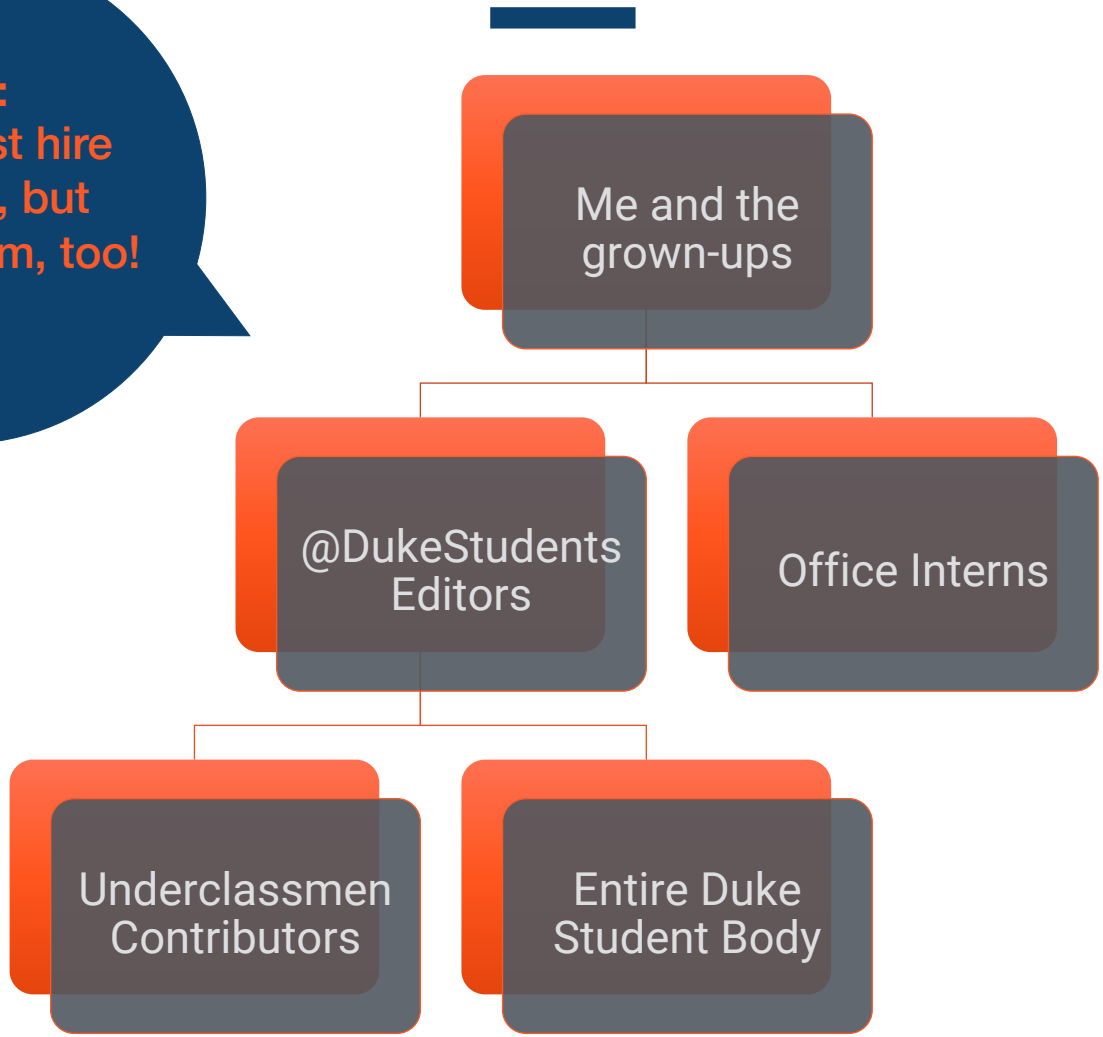
Use Tools

Here are some we like, but you should use the ones that make sense for you.

Put Your Students to Work

Affordable labor in exchange for mentorship & portfolio building!

TIP:
Don't just hire for skill, but enthusiasm, too!



Share Resources

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