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Social Media at Ohio State

Clubs and Societies

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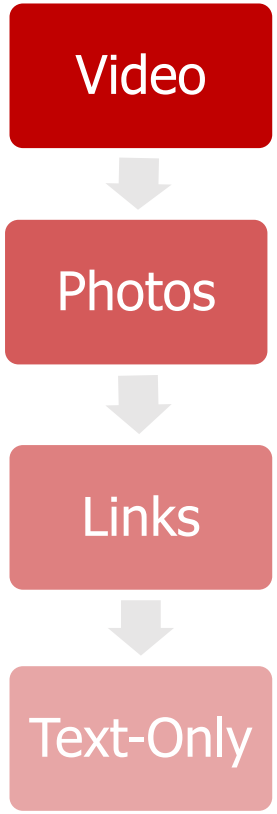
The OG Algorithm

- Chronological timelines (regardless of paid/organic, type of content).
- Facebook's News Feed was based on that follower's 50 top interactions.
- Reach was measured by scrolls, not consumption.
- Because of this, pages that did not post frequently still had an opportunity to be seen thanks to second chance opportunities.

The Evolving Algorithm

- Paid > Organic.
- Audiences: Quality > Quantity.
- The lifespan of content is getting shorter!

Content Priority

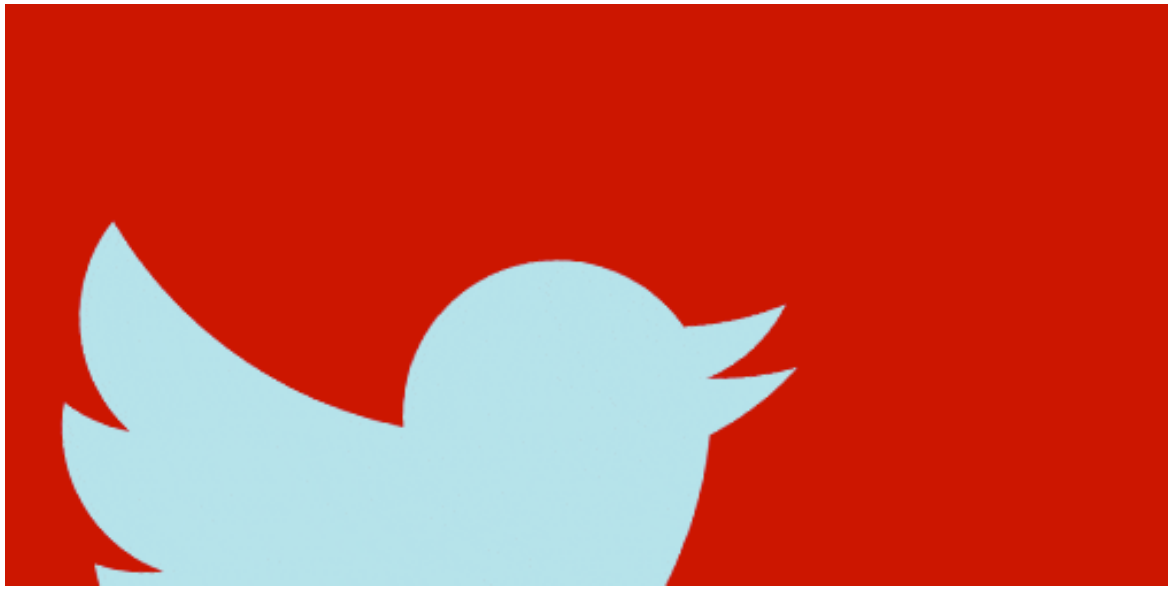


Facebook

- Video and content from family/friends is prioritized!
- Reactions over a "like"
- Posts that create back and forth discussion between users
- Groups are on the rise!

Image credit: Brafton

Twitter



- Twitter's algorithm organizes tweets by:
  1. Ranked tweets
  2. ICYMI tweets
  3. All remaining tweets
- The average lifespan of a tweet is 18 minutes
- Video is gaining importance!
  (120-second limit)

Instagram

Instagram's new timeline:

- Interest
- Recency
- Relationship with the person who shared it
- Frequency
- Following
- Usage

**Video isn't necessarily prioritized over photo.
**Paid content placements through Facebook are

#BuckeyeForLife
#BuckeyesGive
#OSU150
#GoBucks

Creating Content

GOOD PHOTO

BAD PHOTO

**Free resources: Canva & Grammarly

CREATE

- Take lots of photos and videos!
- Post events on Facebook.
- Create Twitter Moments.
- Post Instagram Stories!
- Pro Tip: Eye-catching graphics.

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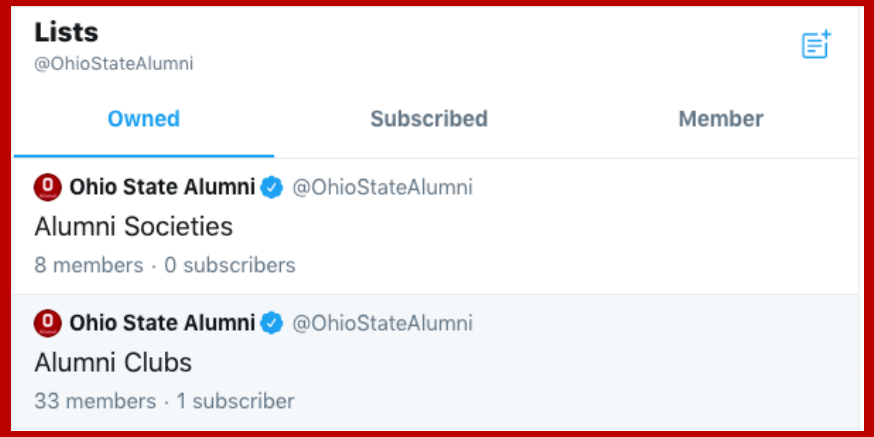
CURATE

- If it's not original — curate!
- Listen (use Twitter Lists).
- Reply or Amplify.
- Be careful about what you RT.



Major Takeaways

- Post often and consistently!
- Content Priority:

  Video > Photos > Links > Text-Only

  Paid > Organic
- Audiences: Quality over quantity.
- Use hashtags and share up! We want to amplify YOU!
- Use location tags at game watches!

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Just ask us! 🙂

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Open Discussion

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