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# **Social Media at Ohio State**

## **Clubs and Societies**

*Nilam Patel and Josh Samuels*



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# The OG Algorithm

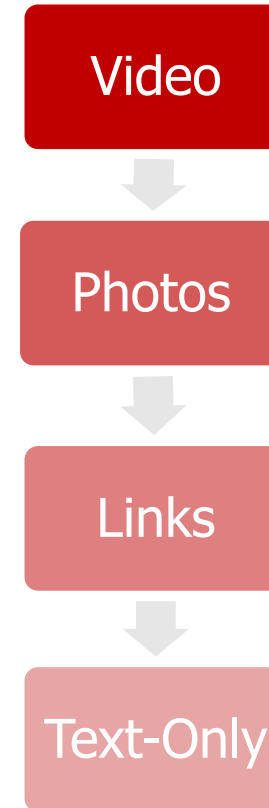
- Chronological timelines (regardless of paid/organic, type of content).
- Facebook's News Feed was based on that follower's 50 top interactions.
- Reach was measured by scrolls, not consumption.
- Because of this, pages that did not post frequently still had an opportunity to be seen thanks to second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



# The Evolving Algorithm

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

# Content Priority





# Facebook

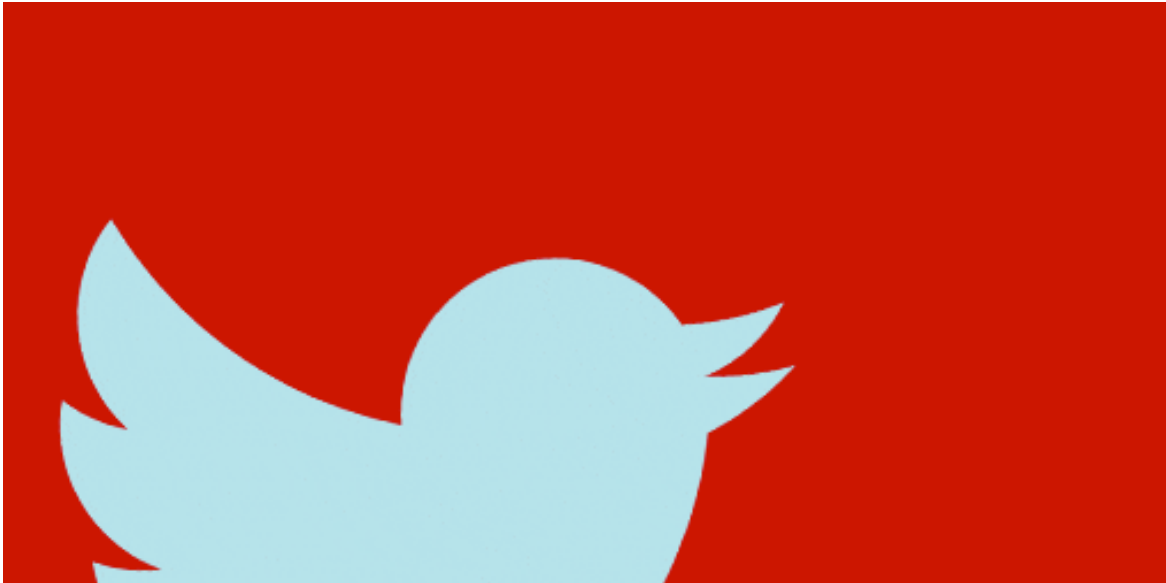
- Video and content from family/friends is prioritized!
- Reactions over a “like”
- Posts that create back and forth discussion between users
- Groups are on the rise!



*Image credit: Braffton*



# 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 prioritized!



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**#BuckeyeForLife**

**#BuckeyesGive**

**#OSU150**

**#GoBucks**







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# Creating Content



*GOOD PHOTO*



*BAD PHOTO*



**NICE BRANDED SOCIAL POST, BRO!**

\*\*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.



# CURATE

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

**Lists**  
@OhioStateAlumni

Owned	Subscribed	Member
<b>Ohio State Alumni</b> ✓ @OhioStateAlumni Alumni Societies 8 members · 0 subscribers		
<b>Ohio State Alumni</b> ✓ @OhioStateAlumni Alumni Clubs 33 members · 1 subscriber		

**OSULA** @OSU\_LA  
9:50 PM · Aug 21, 2019 from Manhattan Beach, CA · Twitter for iPhone

@SD\_Buckeyes what do your t-shirts look like this year? Last year's were great! 🤘👏🙌🌰

2 Likes

**San Diego Buckeyes** @SD\_Buckeyes · Aug 28  
Replying to @OSU\_LA  
Here they are: [mailchi.mp/f3fab16c694e/f...](mailto:mailchi.mp/f3fab16c694e/f...) Hope you like them just as much as last year's!

**OSULA** @OSU\_LA · Aug 28  
Nicely done! 👍👍 #GoBucks #BuckeyeForLife

**San Diego Buckeyes** @SD\_Buckeyes · Aug 22  
Replying to @OSU\_LA  
Stay tuned! We should have them next week and think we have another cool design, thanks to our volunteers! #BuckeyeForLife



# 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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