Social Media at Ohio State
Clubs and Societies

Nilam Patel and Josh Samuels
Who here is on social? #TransparentTV
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!
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’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.**
#BuckeyeForLife
#BuckeyesGive
#OSU150
#GoBucks
Creating Content

GOOD PHOTO

BAD PHOTO
CREATE

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

**Free resources: Canva & Grammarly**
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!
Just ask us! 😊
Open Discussion

Nilam Patel
patel.3227@osu.edu

Josh Samuels
samuels.63@osu.edu

@OhioStateAlumni
@TheOhioStateAlumni
@OSUJimSmith