

# Maximizing Social Media Success for University Presidents

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## 9 Quick Wins

A data-driven social strategy is important, but you can see returns before that. How to maximize success now:

- 1. Be authentic.** Successful social content isn't too buttoned-up, too personal or overproduced. Don't overthink it!
- 2. Talk like a human.** Read your content out loud before you post: If it's not something you'd say vocally, it needs work.
- 3. Respond.** Engage with users who reply, and thank those who share your content.
- 4. Turn mistakes or dissension into opportunities.** "I'm glad you shared your perspective. Where can I read more?"
- 5. Change up the media.** Try sharing photos, videos and links, and see which drives more engagement.
- 6. Add perspective.** Localize a national topic, or give context to something internal.
- 7. Take your message further.** Use @-mentions and #hashtags to increase reach and engagement.
- 8. Emulate accounts you admire.** What makes *you* stop scrolling? Who captures *your* attention? Mimic that.
- 9. Do more of what works.** And less of what doesn't. Try to best yourself.

## 9 Dimensions of Leadership

Nine dimensions define leadership at Arizona State University and help leaders at any level examine their capacity, develop those they lead, inspire thinking and action, and build agile, sustainable institutions. Which dimensions do you lean on? Which do you want to emphasize? Is there a gap between the two? [Explore the dimensions](#)

## Good Reads

[The presidential Twitter evolution](#)

Kinnaman / Inside Higher Ed

[Exploring the need for stakeholders' engagement through social networking sites to build the reputation of higher education organisations](#) Carrillo-Durán, García / Higher Education Quarterly

[Reputation in Higher Education: A Systematic Review](#) Mateus, Acosta / Frontiers

[Managing perceptions of credibility and social attraction: Expectations of university presidents on Twitter](#) Edwards, Omilion-Hodges / Journal of Marketing for Higher Education

[Six steps to Communicating Strategic Priorities Effectively](#) Sull, Turconi and Sull / MIT Sloan Management Review

[Storytelling can make or break your leadership](#) Gothelf / Harvard Business Review

## Use Your Team

You and your communications team should collaborate to advance your social presence.

### YOU SHOULD...

- Communicate your priorities
- Make (a little!) time to participate
- Discuss strategy and goals
- Read, share and create
- Be coachable

### YOUR TEAM SHOULD...

- Recommend platforms and post cadence
- Provide performance and audience data
- Align with other campus accounts
- Discuss strategy and goals
- Discuss how to handle replies and DMs
- Lead social listening and elevate trends

## NEED HELP?

Reach out to talk strategy, team workflow and ideas, or request a data-rich social media audit or coaching.

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