



Social Media 101

Tips and Tricks to Survive on Social Media

Presented by Jose Magno and Janica Marie Pascua

About Us - Janica Marie Pascua

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- Why Take Tips from Me?
 - UH Communications - Social Media
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About Us - Jose Magno

- UH Mānoa Alumni, BBA Marketing/Management
- Why Take Tips from Me?
 - UH Marketing & Branding
 - Multimedia & Content Creation Manager



Why You Should Use Social Media

Social Media Benefits and More

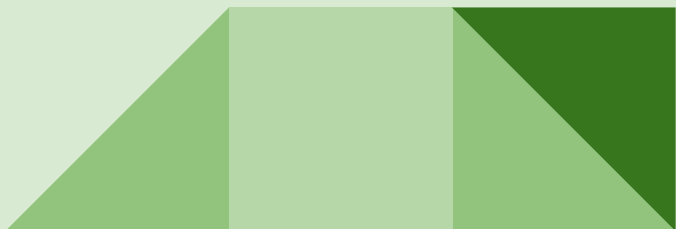


**You Wanna Be
Where the
People Are**

**4.95 Billion Users/Gen Z
spends at least 6 hours on
social media each day**

(Data shared at 2024 American Marketing Association Conference)

Social Media Benefits

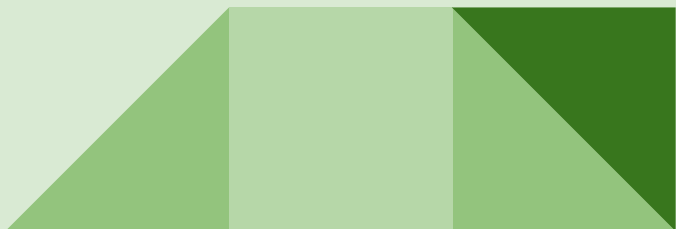
- **Connect with Others**
 - **Share Your Story**
 - **Show Your Progress**
 - **Build Your Media Library**
- 



Picking Your Platform

Pros and Cons of Different Social Media Platforms

Most Used Social Platforms

- Instagram
 - TikTok
 - X (formerly known as Twitter)
 - Facebook
 - YouTube
 - LinkedIn
- 

TikTok



Pros

- Can post in a variety of ways - Photo, Video, Story
- Has built-in editors
- Can go viral with correct hashtags

Cons

- Short attention span
- Trends come and go quickly
- Used mainly by younger generations

X (formerly known as Twitter)



Pros

- Can post photos and videos
- Connect with others quickly via hashtag

Cons

- Limited in caption characters
- Limited in photos per post
- Thread posting is not intuitive

YouTube



Pros

- Can post in a variety of ways - Photos, Shorts, Long Form Videos
- Easy way to share videos with those that don't have socials

Cons

- Clickbait titles and thumbnails
- Fairly dependent on following
- Share to other socials to get views

LinkedIn



Pros

- Great for research sharing
- Professional platform
- Great for networking
- Good for connecting with alumni

Cons

- Not typically used by younger generations

Facebook



Pros

- Can post in a variety of ways - Photo, Reel, Story
- Connected to Instagram, so can piggy back off IG posts

Cons

- Not typically used by younger generations

Instagram



Pros

- Can post in a variety of ways - Photo, Reel, Story
- Easy to collaborate with other users
- Has built-in editors
- Mix of generations

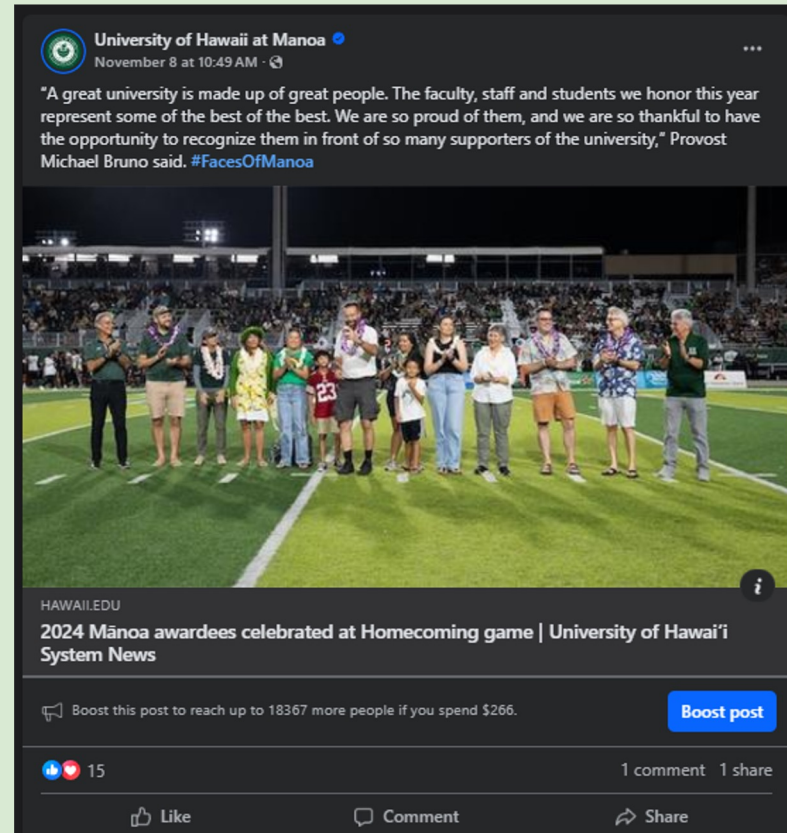
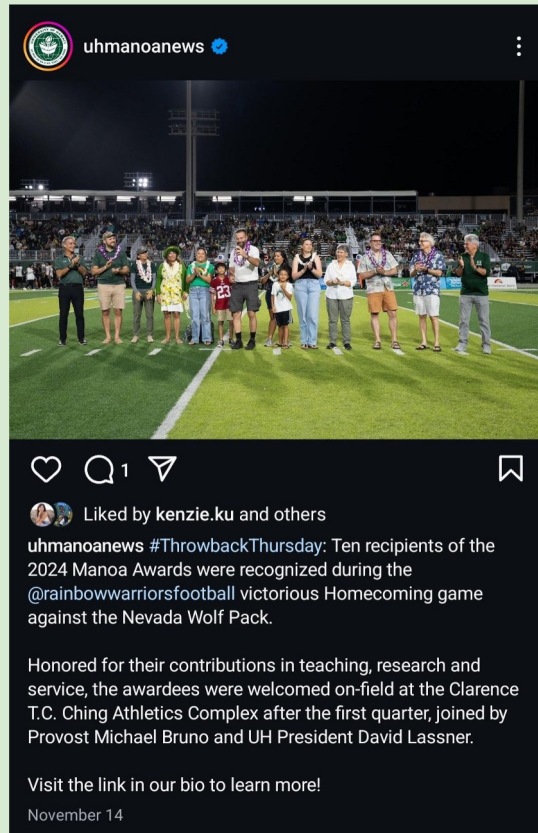
Cons

- Delay in trends
- High competition
- Constant need for content
- Algorithm rapidly changes



Each platform
has its own
language.

What Works on IG May Not Work on FB





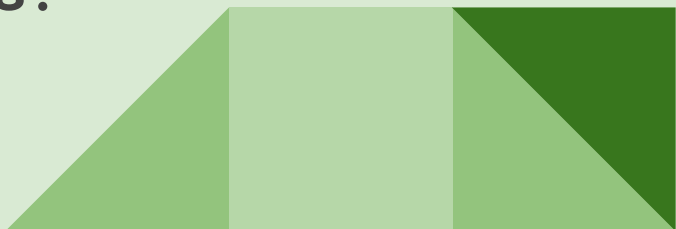
Best Practices

Dos and Don'ts of Social Media

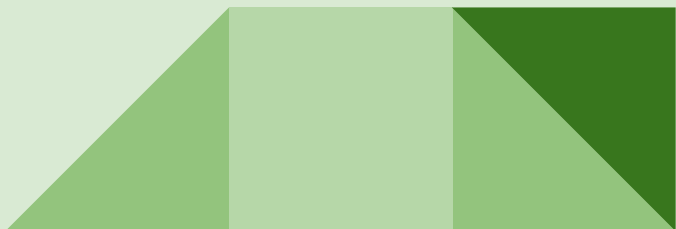
Do...

- **Pick a concise username**
 - Is your username easy to type or remember while still accurately representing you/your group?
- **Pick an appropriate profile picture**
 - Is your image or logo clear? Is text legible?
- **Think before you post**
 - Is this accurate? Appropriate?
A good representation of myself/group?

Do...

- **Respect others' privacy**
 - Is this public information? Was it approved to share?
 - **Pick your battles**
 - Is it worth responding to in a professional manner?
 - **BE. SOCIAL.**
 - Did I respond to questions/comments?
Did I link to related accounts or sites?
Did I approve my collaborations?
- 

Don't...

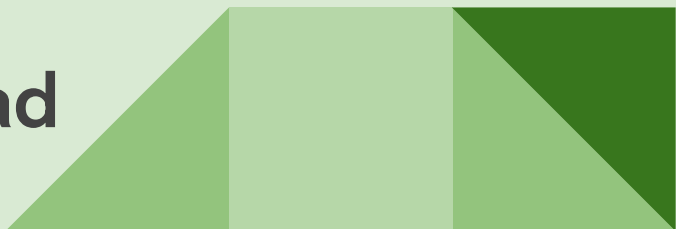
- **Overdo the hashtags**
 - What hashtags already exist and are most relevant?
 - **Use inappropriate language, music, images, etc.**
 - Would these mediums create concern?
 - **Use low quality video, photos, or hard-to-read fonts**
 - Is your image clear and easy to understand or read?
- 



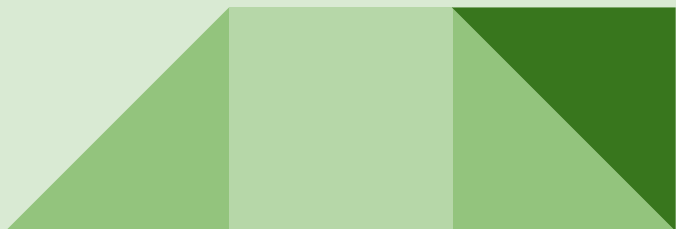
Managing Your Content

Content Calendars, Social Media Managers and more

Content Calendars

- **Holiday/Month mindfulness**
 - Prepares you for special holidays and months
 - **School year is cyclical**
 - You will have repetitive events -
So will the academic year (start of school, commencement, etc.)
 - **Organize your content, plan ahead**
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Social Media Management Platforms

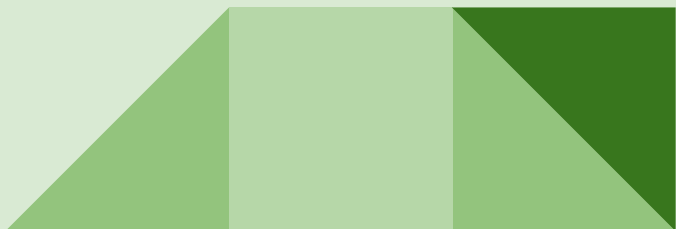
- **Schedule Posts**
 - Set it and forget it!
 - **Analyze Data**
 - Track engagements, growth
 - **Social Listening**
 - Alerts for keywords, mentions of you/your accounts
 - **One-Stop Shop**
 - Keep track of all social media accounts in one place
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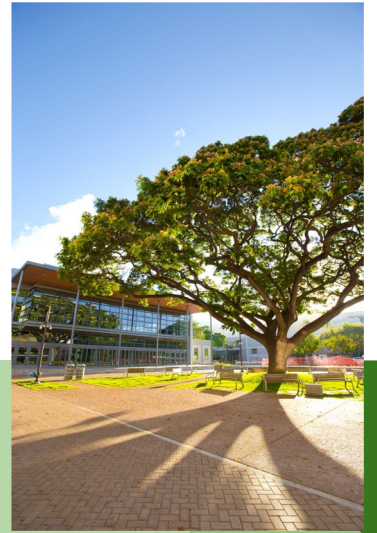
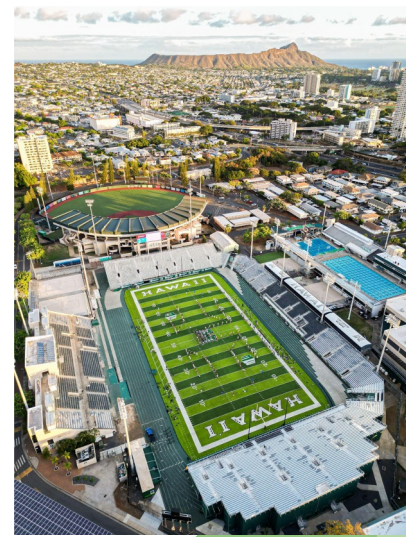


Audience Attention & Engagement

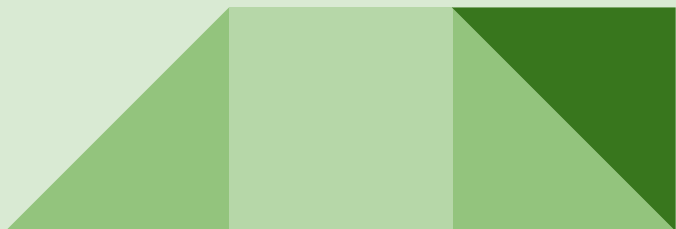
How to Capture, Keep and Grow Your Audience

Visuals - Imagery That's IG Worthy

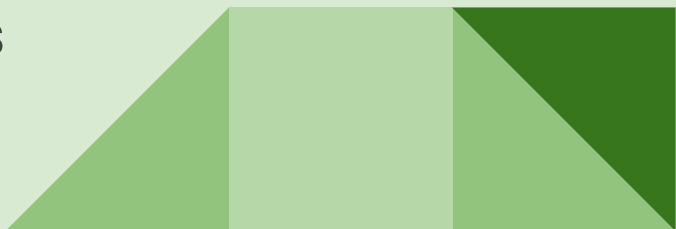
- Visually aesthetic professional photography
 - Multi-image carousel posts
 - Scrapbook/collage infinite scroll
 - Lifestyle photos on location
 - Capture diversity and authenticity
 - Follow a consist visual scheme
- 



Smartphone Cameras are IT.

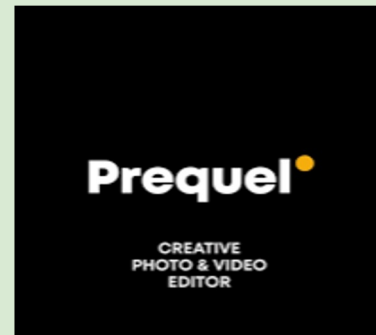
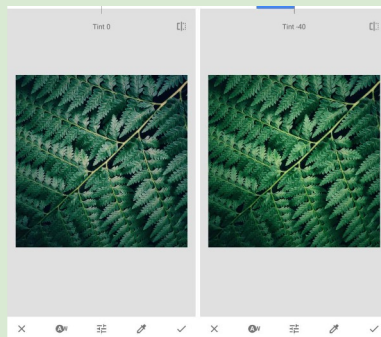
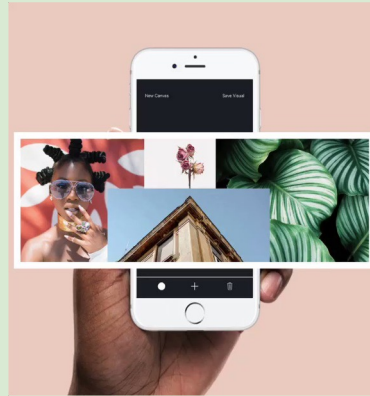
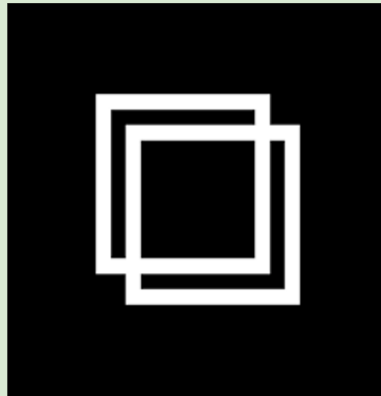
- **High quality phone camera settings**
 - Change to 4K, 60 fps (30 fps OK too)
 - **Makes unserious videos more authentic**
 - Clean-cut videos aren't always needed!
 - **Easy to share content**
 - Text, Google Suite, Slack, SOCIALS
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Say Hello to Canva!

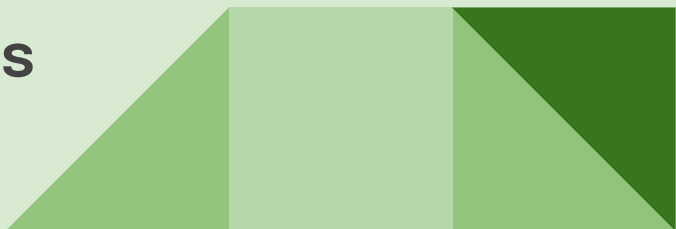
- **Easy to edit images**
 - Similar functions to Photoshop, but more user friendly
 - **Easy to create graphics and videos**
 - Templates, unending graphic/image/video database
 - **Easy to share with others**
 - Allows simple review and comments
- 

Do It On Your Phone!

- Scrl
- Snapseed
- Prequel
- Capcut



Keeping and Growing Your Audience

- **See what posts/content performs best**
 - Does your audience prefer photos? Video? Do they like seeing faces? Products? Text?
 - **Engage and collaborate**
 - Collaborations can expose you to interested accounts
 - **KEEP IT RELEVANT**
 - Hashtags, followed accounts, trends
- 



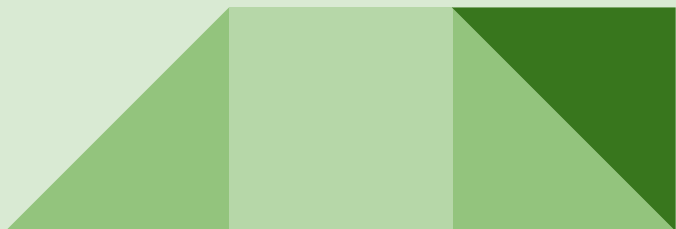
Keeping Up with the Kids

Using Trends to Maximize Your Presence

What is a trend?

- Gen Z/Gen Alpha's "memes"
- Viral content due to sound, quote, visual
 - Popularized by TikTok, YouTube, Vine
- Trends are **TIMELY**
 - Can last anywhere from a few days to a few weeks
 - **MUST POST IMMEDIATELY**

Why do the trend?

- **You don't need to reinvent the wheel**
 - Easy content prompt!
 - **It's expected content**
 - Users like seeing your own take on the trends
 - **Easy to gain views and followers (sometimes)**
 - Hashtags, keywords lead people to your organic content
- 



See how I cross dole street to get to the UH Mānoa campus?

Very Demure:
120K Views



**We're UH Mānoa
students,
of course we...:
53K Views**



Thank you!

Any questions?