BoHS- Social Media Presence

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Kansas State University
Mississippi State University
What are the possibilities?

1 | Facebook
- eBizMBA Rank: 1
- Estimated Unique Monthly Visitors: 1,500,000,000
- Quantcast Rank: 5
- Alexa Rank: 2
- SimilarWeb Rank: 3
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

2 | YouTube
- eBizMBA Rank: 3
- Estimated Unique Monthly Visitors: 1,499,000,000
- Quantcast Rank: 2
- Alexa Rank: 3
- SimilarWeb Rank: 1
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

3 | Twitter
- eBizMBA Rank: 11
- Estimated Unique Monthly Visitors: 400,000,000
- Quantcast Rank: 11
- Alexa Rank: 7
- SimilarWeb Rank: 3
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

4 | Instagram
- eBizMBA Rank: 26
- Estimated Unique Monthly Visitors: 275,000,000
- Quantcast Rank: 45
- Alexa Rank: 15
- SimilarWeb Rank: 16
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

5 | LinkedIn
- eBizMBA Rank: 26
- Estimated Unique Monthly Visitors: 250,000,000
- Quantcast Rank: 17
- Alexa Rank: 17
- SimilarWeb Rank: 22
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

6 | Reddit
- eBizMBA Rank: 30
- Estimated Unique Monthly Visitors: 125,000,000
- Quantcast Rank: 17
- Alexa Rank: 28
- SimilarWeb Rank: 45
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

7 | VK
- eBizMBA Rank: 32
- Estimated Unique Monthly Visitors: *120,000,000
- Quantcast Rank: 15
- Alexa Rank: 5
- SimilarWeb Rank: 75
- Last Updated: July 1, 2017

The Most Popular Social Networking Sites | eBizMBA

Source: http://www.ebizmba.com/articles/social-networking-websites
Current presence (twitter)

APLU Human Sciences

The APLU Board on Human Sciences (BoHS), Inc. is an association of higher education administrators that represent the human dimension of the sciences.

@APLU_BoHS FOLLOW YOU

Washington, DC

Silver Star Service Banner Day is marked on May 1 of each year to honor combat-wounded, ill or dying service members for their sacrifices.
Current presence (twitter)

New #NIFA study shows #ag capacity funding to our land-grant universities is a valued investment for America. bit.ly/2nZIjop #APLU

Big cuts proposed for #agriculture...

Trump budget cuts: U.S. federal funding 2018
To fund increases in defense spending and a border wall, Trump proposed cuts across departments
washingtonpost.com
Who is our target audience?
Potential Audiences

• **BoHS Members**
  – Administrators
  – Faculty
  – Students
  – APLU Organizations/Professional Organizations/Universities

• **Policy Makers**

• **Working Professionals** in our content areas

• **General Public**
Advertisement for sugar in 1955 Life Magazine, this should be interesting.

Cupcake ATM, what is this and why don't we have one of these in Justin Hall @KState?

Congratulations Carol Kellett, @aafcs 2017 Distinguished Service Award. @KState @KStateHE is very proud of you! #aafcs2017
Items to consider in moving forward- Strategy

• Are there examples of other organizations like ours that are excelling at social media? How do we want to engage our community (and what is that community) in a way that provides value and positions us properly? We also need to choose a platform that caters to our audience and fully understand the platform before creating profiles and posting.
Researchers link intelligence to longer and healthier life: ow.ly/Zn2c30d7K7f via @Telegraph #ISpyPhysiology

Summertime and the livin' is easy - and sweaty. @LiveScience explains the science of sweat: ow.ly/OcNg30c2wAG #ISpyPhysiology

Smart children more likely to live longer and stay disease free, study suggests. School swots who faced a ribbing from their classmates for being too brainy will have the last laugh, according to a new study which found high IQ in childhood is ...

telegraph.co.uk

Keeping Cool: The Science of Sweat
Sweating is the human body’s way to keep cool through the evaporation of liquid released from the sweat glands.
livescience.com
Items to consider in moving forward- Authoritative Source

• Followers are nice but should our platform be more about informing, educating and inspiring our target audience. This platform should have a personality, a culture and values.

• Additionally, social media is exactly that: social. We can not just promote, cite features and benefits, or simply share links or content. We have to interact with our followers. We have to add our voice and comment on content.
Items to consider in moving forward- Be Consistent

- Regular postings dispersed throughout the day
- Creative/Original Content
- Pictures/graphs
- Themes
- Promote affinity groups (especially BoHS Members)
- Tags and hashtags
Preliminary Recommendations

• Limit our social media footprint to Twitter (and possibly Facebook)

• Determine target audience
  – Follow all BoHS members and member programs

• Set goals for content
  – Develop specific hashtags
    (#HumanSciencesinaction, #ImpactHumanSciences
  – Interact with BoHS programs and experts
Preliminary Recommendations

• Be an authoritative resource and presence for the Human Sciences
  – Promote important messages

• Be consistent in providing content
  – A group of people responsible for posting content, not just one individual

• Make social media a priority for the BoHS
Resources

https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554?utm_term=top+social+media+platforms&utm_content=p1-main-1-title&utm_medium=sem&utm_source=msn_s&utm_campaign=adid-974ebf4e-1202-4883-abce-897e778fed00-0-ab_msb_ocode-35504&ad=semD&an=msn_s&am=broad&q=top+social+media+platforms&o=35504&qsrc=999&l=sem&askid=974ebf4e-1202-4883-abce-897e778fed00-0-ab_msb

http://www.ebizmba.com/articles/social-networking-websites

https://www.forbes.com/sites/forbesagencycouncil/2017/05/08/11-ideas-for-starting-to-build-your-brands-social-media-presence/#5f9a23f1518f