



# BoHS- Social Media Presence

John Buckwalter & Michael Newman

**KANSAS STATE**  
UNIVERSITY

**MISSISSIPPI STATE**  
UNIVERSITY™

# What are the possibilities?



## 1 | facebook

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

The Most Popular Social Networking Sites | eBizMBA



## 2 | YouTube

3 - eBizMBA Rank | **1,499,000,000** - Estimated Unique Monthly Visitors | 2 - Quantcast Rank | 4 - Alexa Rank | 3 - SimilarWeb Rank | *Last Updated: July 1, 2017.*

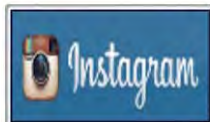
The Most Popular Social Networking Sites | eBizMBA



## 3 | Twitter

11 - eBizMBA Rank | **400,000,000** - Estimated Unique Monthly Visitors | 11 - Quantcast Rank | 16 - Alexa Rank | 7 - SimilarWeb Rank | *Last Updated: July 1, 2017.*

The Most Popular Social Networking Sites | eBizMBA



## 4 | Instagram

26 - eBizMBA Rank | **275,000,000** - Estimated Unique Monthly Visitors | 45 - Quantcast Rank | 18 - Alexa Rank | 15 - SimilarWeb Rank | *Last Updated: July 1, 2017.*

The Most Popular Social Networking Sites | eBizMBA



## 5 | LinkedIn

26 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors | 17 - Quantcast Rank | 22 - Alexa Rank | 38 - SimilarWeb Rank | *Last Updated: July 1, 2017.*

The Most Popular Social Networking Sites | eBizMBA



## 6 | Reddit

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

The Most Popular Social Networking Sites | eBizMBA



## 7 | VK

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

The Most Popular Social Networking Sites | eBizMBA

# Current presence (twitter)

The screenshot shows the Twitter profile for APLU Human Sciences (@APLU\_BoHS). The profile is verified and has 607 tweets, 219 accounts followed, 124 followers, and 60 likes. The bio states: "The APLU Board on Human Sciences (BoHS), Inc. is an association of higher education administrators that represent the human dimension of the sciences." The location is Washington, DC, and the website is aplu.org. The page is currently following the account.

**APLU Human Sciences**  
@APLU\_BoHS FOLLOWS YOU

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

Washington, DC  
[aplu.org](http://aplu.org)  
Joined March 2013

TWEETS 607 FOLLOWING 219 FOLLOWERS 124 LIKES 60

Following

Tweets Tweets & replies Media

APLU Human Sciences Retweeted

**WWP** @wwp · May 1  
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

**Silver Star Banner Day**

Honoring the sacrifices

Trends · Change

- #NationalEatWhatYouWantDay 18.4K Tweets
- #MomsDontNeed 6,485 Tweets
- #ThursdayThoughts @KateMielitz and @drsbann are Tweeting about this
- Sarah Huckabee Sanders 77.1K Tweets
- Annapolis 56K Tweets
- Yell County 1,239 Tweets
- Caring Brown



# Current presence (twitter)

APLU Human Sciences Retweeted

 **APLU BAA** @Ag\_Assembly · Mar 27  
New #NIFA study shows #ag capacity funding to our land-grant universities is a valued investment for America. [bit.ly/2nZljop](http://bit.ly/2nZljop) #APLU

Retweet 12 Like 5

---

APLU Human Sciences Retweeted

 **APLU BAA** @Ag\_Assembly · Mar 16  
Big cuts proposed for #agriculture...

	▲ 9% Defense		▼ 31% EPA
	▲ 7% Homeland Security		▼ 29% State

**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](http://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**

Tweet



John Buckwalter @JohnBuckwalter1

Advertisement for sugar in 1955 Life Magazine, this should be interesting.



Tweet your reply



Tweet



John Buckwalter @JohnBuckwalter1

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



6/27/17, 9:59 PM

Tweet your reply



Tweet



John Buckwalter @JohnBuckwalter1

Congratulations Carol Kellett, @aafcs 2017 Distinguished Service Award. @KState @KStateHE is very proud of you! #aafcs2017



6/27/17, 9:20 PM

Tweet your reply





T-Mobile Wi-Fi 2:55 PM 63%

**Tweet activity**



**John Buckwalter** @JohnBuckwalter1  
Advertisement for sugar in 1955 Life Magazine, this should be interesting.  
pic.twitter.com/CWDDSXbVzF

Impressions	1,047
times people saw this Tweet on Twitter	
Total engagements	203
times people interacted with this Tweet	
Media engagements	179
number of clicks on your media counted across videos, vines, gifs, and images	
Likes	13
times people liked this Tweet	
Detail expands	6
times people viewed the details about this Tweet	
Retweets	2
times people retweeted this Tweet	
Profile clicks	2
number of clicks on your name, @handle, or profile photo	
Replies	1
replies to this Tweet	

T-Mobile Wi-Fi 2:56 PM 62%

**Tweet activity**



**John Buckwalter** @JohnBuckwalter1  
Congratulations Carol Kellett, @aafcs 2017 Distinguished Service Award. @KState @KStateHE is very proud of you! #aafcs2017  
pic.twitter.com/xgb6xrO1yz

Impressions	1,263
times people saw this Tweet on Twitter	
Total engagements	95
times people interacted with this Tweet	
Media engagements	53
number of clicks on your media counted across videos, vines, gifs, and images	
Likes	24
times people liked this Tweet	
Detail expands	10
times people viewed the details about this Tweet	
Link clicks	4
clicks on a URL or Card in this Tweet	
Retweets	3
times people retweeted this Tweet	
Profile clicks	1
number of clicks on your name, @handle, or profile photo	

T-Mobile Wi-Fi 2:55 PM 62%

**Tweet activity**



**John Buckwalter** @JohnBuckwalter1  
Cupcake ATM, what is this and why don't we have one of these in Justin Hall @KState?  
pic.twitter.com/tdLKJdZrnK

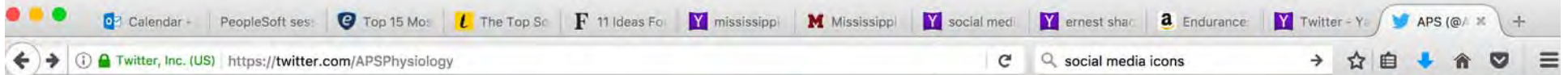
Impressions	8,383
times people saw this Tweet on Twitter	
Total engagements	1,423
times people interacted with this Tweet	
Media engagements	1,059
number of clicks on your media counted across videos, vines, gifs, and images	
Detail expands	154
times people viewed the details about this Tweet	
Likes	124
times people liked this Tweet	
Profile clicks	56
number of clicks on your name, @handle, or profile photo	
Retweets	12
times people retweeted this Tweet	
Link clicks	12
clicks on a URL or Card in this Tweet	



# **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.**

# American Physiological Society



Home Moments Notifications Messages



Search Twitter



Tweet



Tweets **5,272** Following 412 Followers 2,368 Likes 927 Lists 2

Following

## APS

@APSPHysiology Follows you

Main Twitter handle for the American Physiological Society. For more #physiology, follow @ExecDirectorAPS, @SciPolAPS, & @APSEducation.

[the-aps.org](http://the-aps.org)

Joined March 2014

Tweets Tweets & replies Media

**APS** @APSPHysiology · Jun 29  
Apply for #SickleCell17 conference Minority Travel Fellowship Award by 7/7. Up to \$1800 reimbursement:



### Awards

Description is not available for this page at this time.  
[the-aps.org](http://the-aps.org)

Who to follow · Refresh · View all



**Martin Frank** @ExecDirec...

Follow



**APS Science Policy** @Sci...

Follow



**APS Education** @APSEd...



APS  
@APSPHysiology

Following



Researchers link intelligence to longer and healthier life: [ow.ly/Zn2c30d7K7f](https://ow.ly/Zn2c30d7K7f) via @Telegraph #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](http://telegraph.co.uk)

1:15 PM - 6 Jul 2017



APS  
@APSPHysiology

Following



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



**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](http://livescience.com)

11:30 AM - 5 Jul 2017



# **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**

# CSU College of Health and Human Sciences

Twitter, Inc. (US) | https://twitter.com/HealthHumanSci

Home Moments Notifications Messages Search Twitter Tweet

State of Summer

Health & Human Sciences  
Colorado State University

Tweets	Following	Followers	Likes	Lists
3,961	1,075	1,302	3,901	1

Following

**CSU Health Human Sci**  
@HealthHumanSci Follows you

Optimizing health and well-being where we live, learn, work, and play.

Fort Collins, Colorado  
chhs.colostate.edu  
Joined February 2013

**Tweets** Tweets & replies Media

**CSU Health Human Sci** @HealthHumanSci · 11m  
3 honorees join our Legacies Project which chronicles the histories of those who helped shape the college.col.st/Qfav4 #ColoradoState

**CSU Health Human Sci** @HealthHumanSci · Jul 5  
4 people from #ColoradoState's OT program were recognized in the @AOTA's top 100 influential people in OT 🎉🎉🎉

**Who to follow** · Refresh · View all

- Colorado State Univ @CSU... Follow
- CSU College of Ag @CS... Follow
- CSU Warner College @W... Follow



# 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=99&l=sem&askid=974ebf4e-1202-4883-abce-897e778fed00-0-ab\\_msb](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=99&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>



