



CTD SOCIAL MEDIA





Talent Talk Blog

Types of Posts

Parent Anxiety Issues – social/emotional issues of parenting gifted children

Interviews – parents, alumni, teachers, gifted education experts

Research & News Items

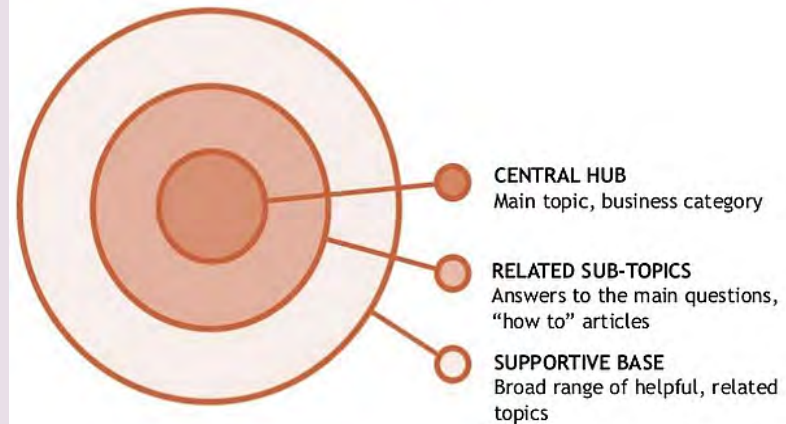
Rainy Day Activities – parent/child projects designed by CTD instructors

Ask Paula, our resident expert!

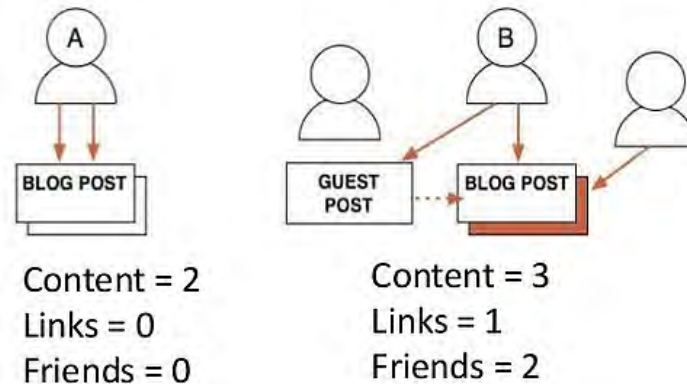
What's working for us:
original content, catchy titles, shorter pieces interspersed with around three key elements

Content Hubs

Topics and Structure



Blogging vs. Guest Blogging



Editorial Calendar

	Themes	Blog Topics	CTD Contact	Key Vehicles
June	Summer Online Learning	Summer reading list: "Books that Inspire Gifted Students to Explore Science & Nature" Outdoor Learning Adventures Tech Resources to keep your child mentally active this summer	Ann Eric	Pinterest Pinterest
July	Talent Professional Development	Over-excitabilities Pathways: Podcast, infographics Mathematical Creativity	Saiying Paula Ranee	LinkedIn Facebook, LinkedIn LinkedIn
August	Back to School Assessment	Talent Tips: Planning for 2015-16 The Year in Testing: Positioning changes in the SAT in terms of what it means for above-grade-level testers; How can the SAT help or hurt leveling the playing field? Is the SAT more relevant than ever? Can embed NPR piece "Test Preppers, Take Note: Free SAT Study Tools Could Signal Sea Change"	Rhoda Rhoda	Facebook LinkedIn
		Celebrating Academic Achievement: Ways that parents and schools can recognize, encourage and celebrate academic persistence and achievement all year round	Rhoda	LinkedIn
September	Back to School Professional Development	Start the New School Year with 5 Min Professional Development	Jamie	LinkedIn
October	Assessment	The Social Side of Talent Search: A former counselor's perspective on above-level testing	Julie	Facebook
November	Parent Seminars	"Parent Options for Math Enrichment at Home"	Tania/Marsha Landau	Twitter
December	Early Childhood	Early Architects: From Blocks to Treehouses and Beyond	Ann	Pinterest
January	Creativity Enrichment	A TA's perspective on Saturday Enrichment "STEM to STEAM: Teaching Innovation Through the Arts"	Sondra Anne Stevens	Pinterest LinkedIn
February	Service-Learning	Nurturing Leadership Potential	Katrina	Facebook, LinkedIn

5 Questions to Drive Our Social Media Strategy

Who is our audience? When and where do they engage in our content?

What is our competition doing right?

How can we stand out?

What is our source of rich content?

What are the best metrics for measuring growth, and success?

Our Audience



What platform statistics tell us:

Women, age 35-50, in Chicagoland
Secondary: in Midwestern Cities

Our fans are online fairly evenly throughout the week. Thursdays and Saturdays are peak days.

Most fans are online 7 am – 11 pm.
9 pm is our peak time.



Women, interested in education, technology & news



Educators & administrators in
Higher Education

What experience tells us:

Parents, especially mothers of gifted children, looking for intriguing articles and advice on parenting

Other gifted organizations

Teachers



Facebook & Twitter

May 2015

TWITTER FOLLOWERS

33%

Male Followers

67%

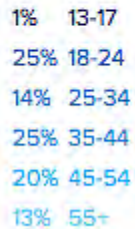
Female Followers



FACEBOOK IMPRESSIONS DEMOGRAPHICS

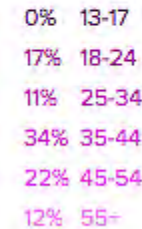
23%

Male Fans



77%

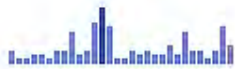
Female Fans



Center for Talent ...
 5.2k Fans

119

Page Likes



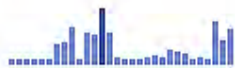
30

Page Unlikes



96.5k

Page Impressions



CTDatNU
 1.2k Followers

64

Engagement



73

Influence



1.17

Avg. Posts per Day

9

New Followers

604

You Followed

Engagement

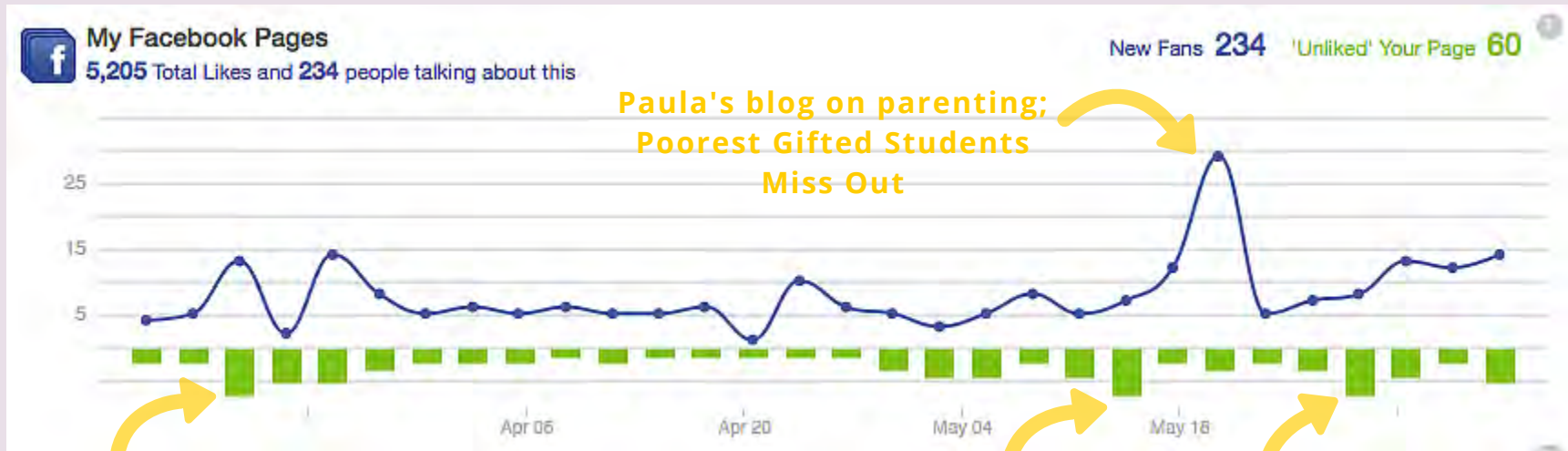
Your engagement score indicates how well you are communicating with your audience. The higher your engagement, the more valuable your audience will become to your business.

Influence

This score indicates your growth and interest level among your audience. These numbers are commonly low, but increasing them over time will result in greater brand awareness and enthusiasm for your business.

90 Days

For approximately every four "Likes" we get, 1 person "Unlikes" our page. "Unlikes" include users who have deactivated their account. Not being accepted to our programs may be another motivator.



13 New Fans
6 Unlikes
Concurrent Posts:
Happiness as a Skill;
Strategies for
Keeping the Brain's
Attention

7 New Fans
6 Unlikes
Concurrent Post:
Coding for the Preschool
Set

8 New Fans
6 Unlikes
Concurrent Post:
Neil deGrasse Tyson

In general, engagement on these posts was great. We should keep posting and boosting but experiment with the length of time we boost our posts (in case users get fatigued by seeing boosted posts at the top of their feed several days in a row).



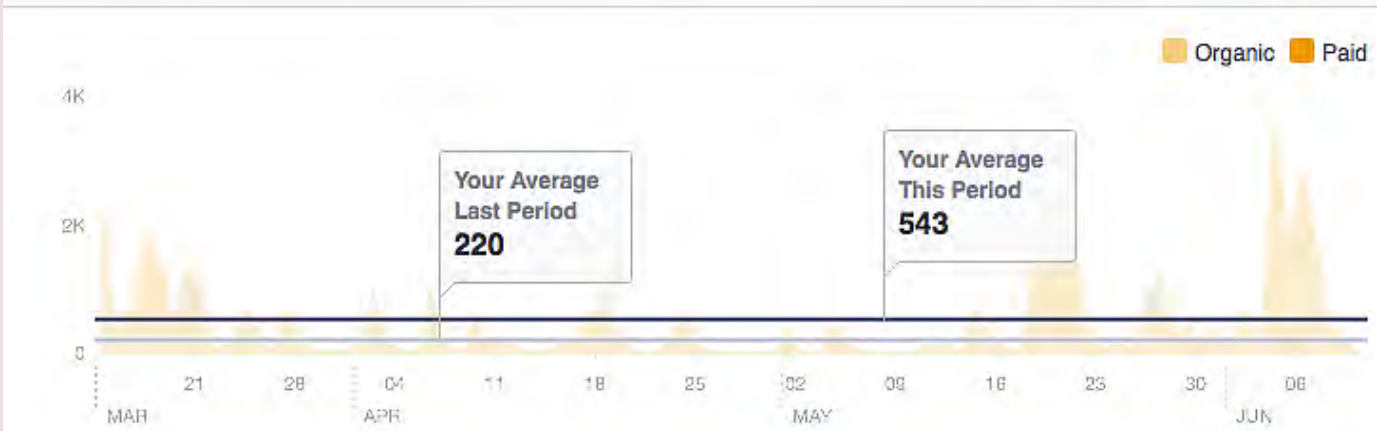
Organic Reach

In general, our organic reach improves the more we pay to boost posts.
However, note that the time frame selected skews results:

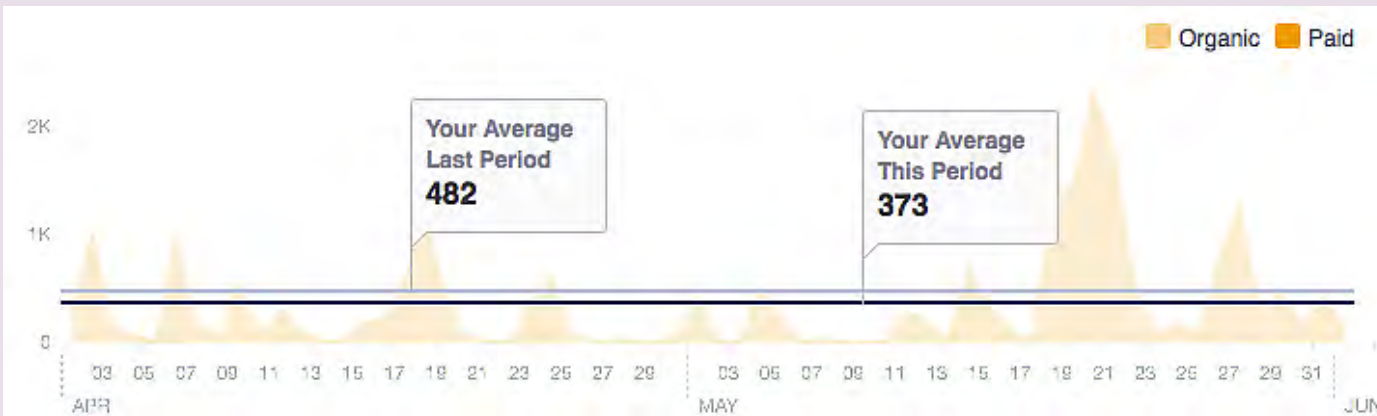
Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.

March 14 –
June 10



April 1 –
June 1



Facebook Content

Resources for parents: links to activities, research, news

Timely posts: linking parenting and education (especially gifted education) to a current event, holiday or time of year; articles relevant to program offerings

Open-ended questions about students: asking educators but especially parents to share their experience or talk about common childhood issues (like invisible friends); fill in the blank/one-word responses; on days when there is no content in the calendar, share a post from a page CTD is following. Add some commentary, or ask a question; follow up with replies

Plugging blog posts: title of blog with an enticing summary sentence or question to give readers an idea of the content

What's working for us: variety of topics and post types; linking to other large, reputable organizations; resources that are immediately accessible; upbeat, feel-good topics.

We could have more posts if we broaden our scope. CTY's content is fairly general to education.



Advertising Objectives

Increase Engagement

Boost posts to get people seeing, liking, commenting on and sharing Page content.

Increase Followers

Promote Page to reach people in our audience who are likely to take the action of liking our Page.



Key Measurements

Click-through rate (CTR) Number of clicks divided by the number of times an ad was shown.

Cost per mille (CPM) Average cost to get 1,000 impressions.

Cost per click (CPC) Average cost per click; amount spent divided by the number of clicks received. Aim for the lowest CPC that still returns the results you want.

Frequency Average number of times each person received an impression of your ad. Cap to prevent ad fatigue.

Reach Number of unique people who saw your ad.



Promoting Our Page

Target & Budget

August 15 - October 15, 2015
Sample Amount: \$500

Scenario 1: Target Midwest

IL, IN, MI, MN, WI

Potential Reach: 23,000,000 people
Estimated Daily Reach: 1,200 - 3,300

If you choose College Grads Only:

Potential Reach: 10,000,000 people
Estimated Daily Reach: 2,700 - 7,000

Scenario 2: Target Urban Areas

Within 50 miles of Evanston,
Milwaukee, Cincinnati, Columbus,
Detroit, Indianapolis, Minneapolis

Potential Reach: 14,000,000
Estimated Daily Reach: 3,200 - 8,500

If you choose College Grads Only:

Potential Reach: 6,100,000 people
Estimated Daily Reach: 3,200 - 8,400



Twitter Content

Twitter moves fast. More content is better, as it would take a lot more for readers to get fatigued by your posts.

Share timely **news** items

Reposition **Facebook/Blog content** for educators
Celebrate **alumni** in the news

Build relationships with leading institutions by retweeting, tagging and thanking them for sharing content





LinkedIn

Best Practices

Engage Your Team

"Asking employees to interact on the network will not only increase your company's visibility to new customers and potential hires, but it also will establish a culture where employees are actively engaged with the brand."

Highlight Benefits & Foster Emotional Connections

- Professional & social benefits, including job opportunities
- Emotional benefits (e.g., advice to promote competence & confidence)
- Self-image benefits (e.g. pride in alma mater)

- Most serious platform
- Tool designed for advocacy
- Centered on benefits
- Need to build lasting relationships



Competitor Pages

Center for Talent Development

165 followers
53 employees
4 posts

Summer Institute for the Gifted

409 followers
81 employees
27 posts



Center for Talented Youth

1,405 followers
214 employees
0 posts

Private Featured Groups:

CTY Alumni Network, 1,927 members
Global Networking, 1,090 members
Summer Programs Staff, 70 members

Duke TIP

464 followers
121 employees
0 posts

Private Featured Group:

533 members

GiftedandTalented.com - none

NAGC Open Group

2,732 members
Posts are by individuals

Private Groups perform best on LinkedIn, where users are looking to build their professional network.



Can we find our own creative use for LinkedIn?

Marketing could help design the pages for interested (personal and/or invested) coordinators to head up. Marketing can be part of the groups and lurk occasionally. A few ideas:

CTD Young Ambassadors or CTD Alumni Group

In conjunction with CEP's young ambassadors initiative

CTD Summer Program Staff

This organic networking could help keep CTD on teachers' radar throughout the year, helping staffing, Word of Mouth marketing, and potentially more professionals would identify CTD in their work experiences on their profiles.

CTD Staff

Suggested activities for coordinators:

- connecting with instructors and staffers
- endorsing their skills (as deserved)
- sharing interesting and relevant articles they come across; one a month per staffer would be a good goal, depending on the number of participants
- post deadline reminders as desired

Job Posting Bundle:

10-pack @ \$269 per job



Additional Ideas for Boosting Our Network

- Suggest to our community liaisons that they connect with school contacts on LinkedIn
- Provide add-on badges (like Coursera does) for students who have completed a course or test.
(I searched but did not find an option for doing this so far...)
- Make connections with the larger Northwestern community by ghost-writing an AD's account

- For instructors and older students, can we encourage them to connect with us in their final e-mail correspondence?

For example,
"Congratulations! You've successfully completed your course. Share your success by connecting with Center for Talent Development on LinkedIn.

If we had a group for them to join or a badge for them to post to their account, this could be more compelling.





Pinterest

Board Ideas

Challenging Board Games

Coollest Educational Apps

Digital Games

**Books for Parents of
Gifted Students**

**Mind-Expanding Middle
School Reading List**

**Quotes to Inspire
Young Leaders**

**Resources/Activities for Aspiring
Young Architects**

Pathways

Rainy Day Activities

**Resources to Keep Your Child
Engaged Over the Summer**

Girls & Tech

Motivating Bright Young Learners

**Resources to Combat
'I'm Bored'**

Unusual Course Corner

Service-Learning Activities

Reasons CTD Students are Amazing

AWESome Weekends

