

Guidelines for Multi-channel Content Repurposing

Many organizations worry that it has become a competitive necessity to create and update content for a multitude of media channels—not only their website, but also blogs and a growing number of social media sites. With so many conflicting demands on marketing and program staff time, it can be difficult to allocate resources to . This tool will help you identify strategies for maximizing your presence on social media outlets and for matching content to the audiences associated with social channels. The Kit includes:

- *Major Platform Comparison Chart*: Resources for identifying the types of posts that are best suited to each social media outlet—you don't have to post every piece of content on every channel
- *Posting Plans in the Face of Volume*: Advice on the time of day to post and an overview of auto-post tools
- *Overview of Social Media Listening Tools*: Applications for gathering social media analytics
- *Case Study In Content Repurposing*: An illustration of how Northeastern University repurposed material published by it's PR division in social form: on a blog, on Facebook, and on Twitter.

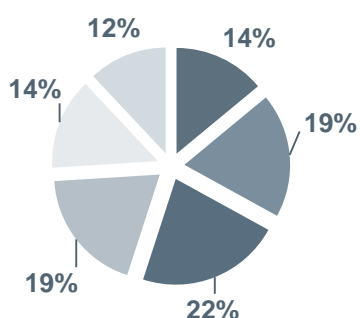
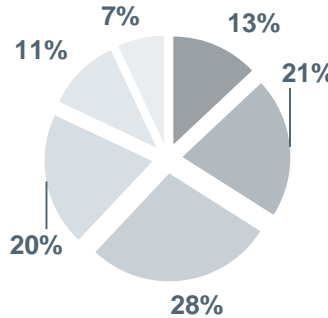
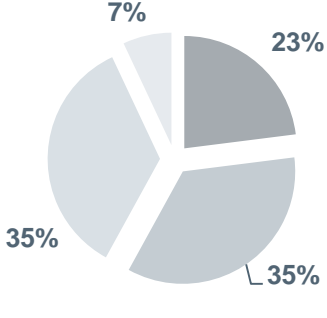
Major Platform Comparison Chart

Consider the advantages, disadvantages, and characteristics of users of each platform outlined below. Strategically select content for each of these platforms based on the audience you're catering to. For example, information on career outcomes or professional certifications is best suited to LinkedIn posts because the audience is older and more typically searching for industry-specific resources.

	FACEBOOK	TWITTER	LINKEDIN
Major Advantages	<ul style="list-style-type: none"> • Largest user base of any social media platform • Good for leveraging detailed content that doesn't fit on other platforms (e.g., videos) 	<ul style="list-style-type: none"> • A syndication vehicle, Twitter is good for simultaneously updating several platforms linked to a Twitter account • Provides the best forum for quick, rapid-fire interactions • Offers institutions the chance to weigh in on topical conversations 	<ul style="list-style-type: none"> • Seen as the most professional major platform; contains the largest aggregation of professionals on the Internet • Professionally oriented audience means that LinkedIn offers the greatest opportunities for targeted, field-specific marketing
Major Disadvantages	<ul style="list-style-type: none"> • Large audience is very fragmented; challenging to identify members and target different audience segments. • Seen as a predominantly personal space, and thus many students and faculty are unwilling to engage on the site for academic or professional purposes 	<ul style="list-style-type: none"> • Ill-equipped for communicating large amounts of information at once • Trails Facebook significantly in popularity 	<ul style="list-style-type: none"> • Discussion board features are limited • Ill-suited for hosting rich content such as photos and videos, although this may change
User Totals	800 million+ worldwide users; 150 million+ American users	100 million+ active worldwide users; 40 million+ active American users	135 million+ worldwide users; 55 million+ American users

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Major Platform Comparison Chart (Cont.)

	FACEBOOK	TWITTER	LINKEDIN
User Demographics	<p>Users by Age Group</p> <ul style="list-style-type: none"> ■ A) 12 to 17 ■ B) 18 to 24 ■ C) 25 to 34 ■ D) 35 to 44 ■ E) 45 to 55 ■ F) 55+ 	<p>Users by Age Group</p> <ul style="list-style-type: none"> ■ A) 12 to 17 ■ B) 18 to 24 ■ C) 25 to 34 ■ D) 35 to 44 ■ E) 45 to 54 ■ F) 55+ 	<p>Users by Age Group</p> <ul style="list-style-type: none"> ■ A) 18 to 24 ■ B) 25 to 34 ■ C) 35 to 54 ■ D) 55+ 
Other Notable Demographic Facts	<ul style="list-style-type: none"> • Over half of Americans over the age of 12 have a Facebook account • 52% of Facebook users are women; 48% are men • 65% of Facebook users are white; 15% are Hispanic; 12% are African American; 3% are Asian; and 5% are "Other" 	<ul style="list-style-type: none"> • 55% of monthly Twitter users are white; 22% are African American; 15% are Hispanic; 3% are Asian; and 5% are "Other" 	<ul style="list-style-type: none"> • 46% of users are female; 54% are male
Best-Matched Objectives	<ul style="list-style-type: none"> • Providing a preview for prospective students • Sharing detailed content (photos, videos, etc.) • Connecting distance students to the core campus and to one another • Managing recruitment (through embedded inquiry forms and event RSVPs) 	<ul style="list-style-type: none"> • Hosting back-and-forth conversations with community members • Building an industry reputation • Outsourcing basic customer service queries • Providing up-to-the-minute information • Personalizing leaders and administrators 	<ul style="list-style-type: none"> • Alumni engagement • Career networking • Building and aggregating a professional community • Identifying potential repeat customers • Offering a forum for job searches and job postings not directly affiliated with the institution

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Major Platform Comparison Chart (Cont.)

	FACEBOOK	TWITTER	LINKEDIN
Ideal Audience Segments Are...	<ul style="list-style-type: none"> Interested in specific content that can't be provided elsewhere 	<ul style="list-style-type: none"> Making heavy use of mobile platforms Looking for quick or on-the-go information 	<ul style="list-style-type: none"> Interested in specific, identifiable career fields
Attributes of Successful Schools	<ul style="list-style-type: none"> They provide interesting, value-added content designed to prompt return page visits They tie their Facebook engagement efforts into broader communications campaigns 	<ul style="list-style-type: none"> They avoid a "bulletin board" approach by posting content intended to garner audience interactions They personalize the medium, identifying the person tweeting from a general account and posting some whimsical content 	<ul style="list-style-type: none"> To promote networking benefits, they create closed communities and encourage more in-depth, personal discussions within the members of those communities They scour LinkedIn for information on alumni occupations
Unanswered Questions	<ul style="list-style-type: none"> If students don't want to engage with us on Facebook, can we change their minds? How much does a Facebook page influence prospective students' perceptions of a school? 	<ul style="list-style-type: none"> What are the demographics of a given account's Twitter followers? 	

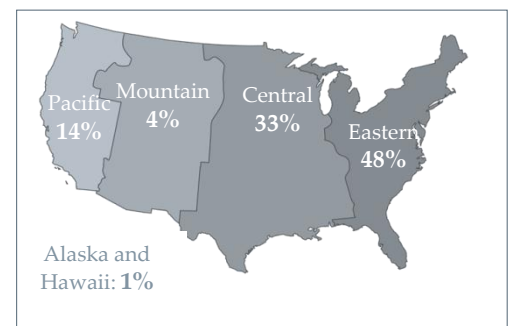
Posting Plans in the Face of Volume

At this point, you may be considering the following points: 1) which target audiences you will find on which social media platform and 2) which content matches which target audience. That's a great start, but then it hits you: how will my team have the time to post across so many platforms and how will I track the efficacy of these posts?

Time Management: Create a Posting Schedule

When faced with increasing channels for social conversation, consider these guidelines before making your schedule:

- Tweets at 5 p.m. local time get the most retweets
- Tweets at 12 p.m. and 6 p.m. have the highest click-through rates
- Twitter click-through rates are the highest on weekends and at mid-week; post action-prompting material at these times
- Saturdays are the best days to share on Facebook in terms of comments and "likes"
- Blogs are most commonly read in the morning and, to a lesser extent, in the evening
- Post with time zones in mind. If targeting a national audience, post according to eastern and central time zones.



80 % of Americans live in eastern or central time zones

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Posting Plans in the Face of Volume

Rely on an Auto-Post Applications for Standard Posts

Auto-post applications allow you to schedule automatic updates to major platforms. A sample of vendors and corresponding features are described below.

Auto-Post Application	Compatible with These Platforms:	Interface	Mobile Apps
Buffer	Twitter, Facebook Profiles and Pages, LinkedIn Profiles and Groups, and Google +	Web	✓
HootSuite	Twitter, Facebook Profiles and Pages, LinkedIn Profiles and Groups, and Google +	Web	✓
TweetDeck	Twitter only	Web or Desktop	✗

Be Vigilant about Faux Pas Automatic Posts

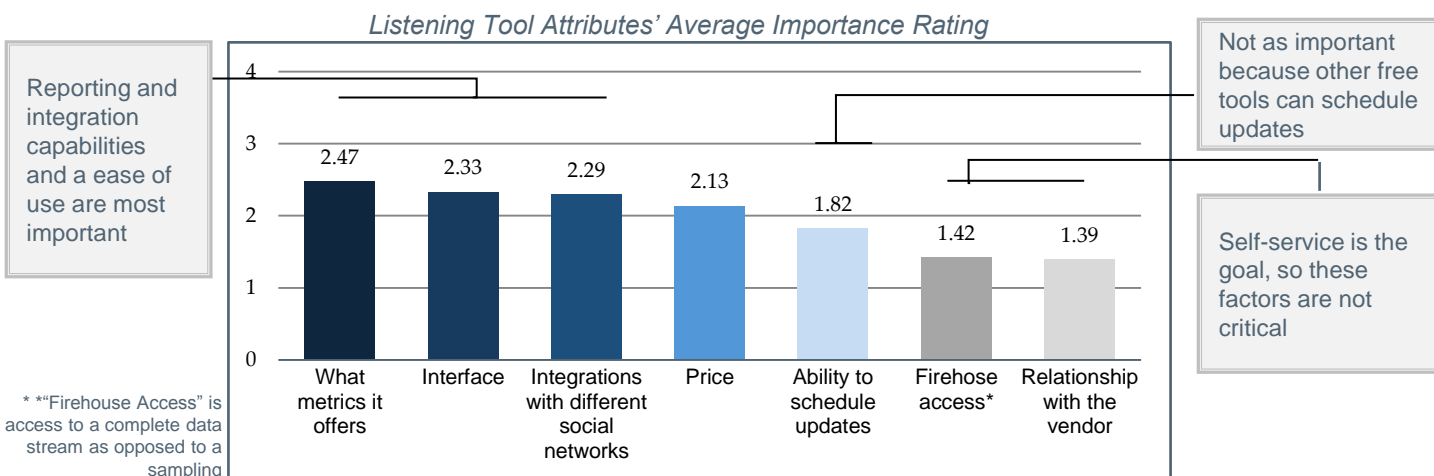
Although certainly time-savers, automatic tools present some potential pitfalls. Keep an eye out for these scenarios which might indicate that you need to modify the extent to which your marketing team relies on automatics posting:

- Content attracts fewer viewers, presumably because posts are too frequent or artificial
- Posts continue even in midst of university or local crisis or scandal (when the public expects suitable response)
- Automatic posts appear less frequently than manual posts in Facebook newsfeeds

Gathering Social Media Analytics: Social Media Listening Tool Overview

In the past, many institutions relied on external consultants and agencies to monitor the effectiveness of social media efforts and alert them to mentions of their brands or discussions of relevant topics. However, a growing suite of online “listening” or “monitoring” tools with self-service capabilities has rendered it more possible and desirable for marketing teams to purchase tools that allow for in-house social media monitoring.

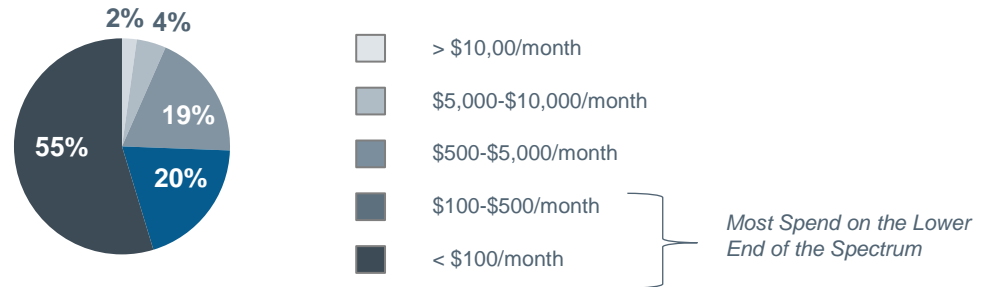
Although many free listening tools exist, a growing number of higher education institutions are considering paid options with more advanced capabilities. Survey participants were asked to rate different factors according to how important each factor was when selecting a social media monitoring tool on a scale from 1-4, with 4 being most important.



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Gathering Social Media Analytics: Social Media Listening Tool Overview (Cont.)

Monthly Expenditures on Listening Tools



Social Media Monitoring Tools by Function and Price Point

FREE

Monitoring Social Campaigns:

(integrated marketing efforts distributed across social media channels)

- Widfire Social Media Monitor

Monitoring Twitter and Facebook:

- Seesmic
- HootSuite
- Twitter Advanced Search
- Facebook Search
- TweetDeck
- Twitterverse Web Apps

Monitoring Social Networks and Blogs:

- Social Mention
- Google Reader
- BlogPulse
- AllTop
- Google Real-time Search

Twitterverse Web Apps:

(tools that help organize and maintain Twitter presences)

Real-Time Search & Monitor

- Monitter
- TweetBeep
- Twitterfall
- Twilert

Identify Trending Topics

- Pulse of the Tweeters
- TweetMeme
- Twitscoop

Smart Growth of Network

- MyTweeple
- Mentionmap

Monitoring Upcoming Events:

- Plancast

Monitoring Comments and Forums:

(on discussion boards and blogs)

- Comment Sniper
- coComment
- Boardreader
- Google Trends

Monitoring with Social Search:

- Addictomatic
- Guzzle
- Socialseek
- BuzzFeed
- Buzzoo
- monitorThis
- Alterian SM2 Freemium

Monitoring Influence:

- PeerIndex
- Klout

TOOLS FOR LESS THAN \$500/MONTH

- uberVU
- Trackur
- Beevolve
- Sprout Social
- SugarCRM
- Viralheat
- HootSuite Pro
- Awareness, Inc.
- Argyle Social
- Radian6*

TOOLS FOR MORE THAN \$500/MONTH

- Alterian SM2
- Radian6
- Cision
- Vocus
- BrandChats

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Case Study: Northeastern Publishes Content Across Platforms


We strongly encourage repurposing content published in press releases. The following examples, graciously provided by Northeastern University, illustrate how content can be recycled and adapted for a variety of channels. At the end of this section, you will find a “conversion checklist,” you and your staff can use to catalyze conversion of content



About This Case

Northeastern University’s CPS issued a formal press release when announcing the launch of an experiential learning pilot for online students.

Press Release: A Starting Place for Newsy Content



Northeastern University
College of Professional Studies

Graduate Students Learn and Earn Relevant Work Experience Online

● **Boston, MA** – Northeastern University [College of Professional Studies](#) recently launched an innovative pilot: [Online Experiential Learning for Working Professionals](#), a new opportunity for working graduate students who are pursuing their degrees online to learn simultaneously in class and on the job by crafting, securing and completing a relevant project that addresses an identified business need for their current employer.

First Opportunity for Students Working Full-time

● “One of the greatest strengths of Northeastern University is its integration of learning and work, through its renowned co-op program,” explains John LaBrie, dean, Northeastern University College of Professional Studies. “This is the first opportunity for students who are working full-time and working toward a degree online to experience the direct and immediate application of their new knowledge to real-world needs in the workplace, guided by their faculty and with feedback from their employer. We know the strength of this melding of education and work; and now we can offer this powerful combination to currently employed graduate students in our programs. It is win-win-win – students apply at work what they learn in their studies, create value for their employers through completion of a project, and gain new professional experience.”

MEDIA CONTACT:

John Do, Assistant Director of Communications
[Northeastern University's College of Professional Studies](#) (CPS) is committed to providing...

● [Read blog post about experiential learning pilot.](#)

Written in typical PR form using formal language

Provides links to prospective student-facing website with programmatic details

Includes a quotation, adding a human element

Concludes with requisite press release components

Links to related blog post

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Considerations for Press Releases

Advantages	Disadvantages
<p>✓ Increases press coverage</p> <p>✓ Helps refine your message, providing quotations and data for journalists</p>	<p>✗ Does not improve communication with student-customers</p> <p>✗ Reach is difficult to measure</p>

Northeastern 2013. Graduate Students Learn and Earn Relevant Work Experience Online. <http://www.cps.neu.edu/news/Online-Experiential-Learning.php> [press release] July 19, 2013. HubSpot. 2013. When Press Releases Do (and Don't) Help Your Marketing. [online] Available at: <http://blog.hubspot.com/blog/tabid/6307/bid/34024/When-Press-Releases-Do-and-Don-t-Help-Your-Marketing.aspx> [Accessed: 1 Aug 2013].

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Case Study: Publishing Content Across Platforms (Cont.)

Blogs: Broadcast News in a Conversational Tone to Students and Prospects

Blogs allows authors to adopt a conversational tone, making content more readable and shareable across e-mail and social media platforms.

Aspire
Northeastern University
College of Professional Studies

Experiential learning for online, working professionals: a pilot program

Engages reader with a rhetorical question

Written in conversational tone in the first person

Adds legitimacy and useful content by citing research sources

Again, provides links to prospective student-facing website with programmatic details

Plants the seeds for future blog posts that will continue the same thread

About the author section contributes to the personal tone

Social media links allow for easy sharing

SHARE ! Tweet 2 Like 3 +1 1 Submit Share 3 Pin it

Considerations for Blog Posts

Advantages

- ✓ Easy for consumers to understand quickly and therefore suitable for sharing
- ✓ Can easily track sharing and reach of blog post

Disadvantages

- ✗ Typically not a formal enough source for national journals
- ✗ Tone of posts can change with author, who, for authenticity, should be identified

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Case Study: Publishing Content Across Platforms (Cont.)

In these examples, Northeastern University College of Professional Studies staff repurposed (and linked to) content created for press releases and blogs. Focus on ultimate word economy and crafting share-able, newsworthy blurbs when writing for tweets and Facebook posts. We stress that, as Northeastern demonstrates, new blog postings should be advertised in Facebook and Twitter updates

Facebook

Facebook Suggestions

- Use Facebook hash tags:** Facebook now allows users to mark content with clickable hash tags. Search for a hash tag that might match the content of your post and , if the tag fits, use it to place your post in the same category. More information here: <https://www.facebook.com/help/search/?query=hashtags>
- Quality over quantity:** relevant posts about newsy content are valued over a multitude of fluffy posts about the weather

Twitter

Spread the word about blog posts using Twitter. In addition, consider using your tweet to solicit feedback on the post or ask for audience participation if broadcasting a live webinar.

Mcgrail, M. 2013. *How to Write Effective Tweets* | *The Social Penguin Blog*. [online] Available at: <http://www.thesocialpenguinblog.com/2013/05/31/how-to-write-effective-tweets/> [Accessed: 1 Aug 2013].
 Lucey, B. 2012. [Q&A] *How to Create Engaging Facebook Content (Without Going Crazy)* | *Constant Contact Blogs*. [online] Available at: <http://blogs.constantcontact.com/product-blogs/social-media-marketing/qa-how-to-create-engaging-facebook-content-without-going-crazy/> [Accessed: 1 Aug 2013].

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Guidelines for Adapting Content from Press Release to Blog

Circulate these checklists among staff to provide them with tips for successfully adapting content from one medium to the next. Remind them that the message of each piece is the same but the delivery is different.

Press Release Quality Checklist	
	Does release strike a formal tone appropriate for delivering news to an audience of journalists, employers, and fellow educators?
	Does release follow a typical PR format, providing a dateline, listing a media contact, and offering an “about” section describing the organization?
	Does release provide data and quotations for journalists to cite?
	Does release link to prospective student-facing websites with programmatic details?
	Does release include links to related blogs as applicable?



Blog Quality Checklist	
	Has blog adapted the press release such that it introduces the content through a rhetorical question or by narrating a scenario to which readers can relate? For example, when writing about a pilot program in experiential learning for online students, a Northeastern CPS blogger asks, “Have you ever thought about what portion of your job you learned ‘informally’ versus ‘formally’?”
	Does blog use a conversational tone so that the content is delivered more as a story among acquaintances rather than an informative news story?
	Does blog refer to research sources to add third-party legitimacy and substantive “meat” to the content?
	Does blog link to prospective student-facing websites with programmatic details?
	Does blog hint at upcoming stories in a series of related stories, piquing the reader’s interest in future posts?