Table of Contents

Introduction ................................................ [03]
   Purpose of this Blueprint

Messaging ................................................... [04]
   Messaging pillars

Social media best practices ........................... [05]
   Facebook
   Twitter
   Instagram
   Pinterest
   YouTube
   Snapchat

Content examples ......................................... [13]
   School of Forestry & Environmental Studies
   School of Management

Community management recommendations [23]
   What is community management?
   Best practices
   Dealing with negative content

Social listening ............................................ [25]
   What is social listening?
   Social listening tools

Measuring success ...................................... [27]
   Analytics guidelines
   Dashboard template

Process & tools .......................................... [30]
   Planning in advance
   Using the messaging pillars
   Social media management tools
   Collaborating with OPAC
   Performance-based optimization

Appendix ..................................................... [32]
Introduction

Purpose of this Blueprint

The purpose of this Blueprint is to provide a strategy which schools and campus organizations can use to develop and share digital content consistent with the principles laid out in the Yale Imprint.

A directory of Yale-affiliated social media accounts can be found at http://www.yale.edu/social-media.

Development of this Blueprint

This Blueprint was developed in partnership with Blue State Digital (BSD), a purpose-driven creative and tech agency. They transform how organizations, brands, and causes engage their most important people. BSD crafts strategies, builds platforms, and runs creative programs that help organizations like UNICEF, Google, and MIT mobilize large groups of people to take action — whether it’s to drive sales, donate money, or advocate for legislation.

The BSD team spoke to key Yale communication stakeholders to understand their goals and challenges and conducted user interviews with current students and alumni to understand the perception of Yale communications. Additionally, BSD spent time examining Yale’s social presences and ran social listening exercises to evaluate the digital conversation surrounding the University.

These discovery activities revealed that there was a great deal of excellent work taking place in digital, yet there was still no clear, cohesive method for how best to adapt the Imprint. Additionally, different schools have varying levels of available resources, time, and experience in managing their social channels.

To create a sturdy foundation across schools and to facilitate the implementation of the Imprint, this document outlines best practices for the most popular social media platforms, guidelines on Yale University’s messaging pillars, examples of social content and content calendars, and structural recommendations.
Messaging

Messaging pillars

Your school or organization’s communications should, where possible, reinforce one or more of Yale University’s messaging pillars below. Your content doesn’t need to directly reference the pillars by name, but should aim to communicate messages that are consistent with the pillars and that reinforce them.

The following messaging pillars are attributes of Yale that stakeholders and the communication community found unique to our university, and that we as a university-wide communications team have decided to emphasize in our communications. These themes appeal to students, faculty recruitment, and differentiate Yale among the top universities in the world.

Accessible

Yale aspires to be open and accessible to a wide range of types of people, including people who have historically been underrepresented on campuses like ours. Additionally, our research is made accessible to the broader medical and scientific communities.

**Example topics:** financial aid; outreach to underrepresented groups; resources available digitally or on campus to the New Haven community; clubs on campus representing varied groups and points of view.

Unified

Yale is a place with both incredible breadth and a small, tight-knit academic community. Our cross-discipline approach leads to better education and greater discovery for our students. Another way to think of this pillar is the word “connected.”

**Example topics:** collaborations between departments or schools; information technology at Yale

Innovative

Yale drives Yalies to innovate in ways that accomplish our mission of “improving the world today and for future generations through outstanding research and scholarship, education, preservation, and practice.”

**Example topics:** promising new research; new approaches to teaching; impressive student work or student-led initiatives

Excellent

Yale strives for excellence in many areas, such as our investment in science, big data, and the arts. This excellence also manifests in the student experience (advantaging teaching and research equally), in community relations, and in our community of alumni, staff, faculty and students.

**Example topics:** awards or scholarships Yale students, professors, or programs have won; acquisition of notable faculty; mentions in publications
Social media best practices

The following section outlines the strengths of the major social media platforms your school or organization might consider using to reach your audience.

In general, you should avoid posting the exact same content across multiple social channels. Publishing the same thing across Facebook and Twitter, for example, reduces the incentive for a given user to follow you on both channels.

Differentiating your channels also allows you to make the most of each channel’s strengths. For example, the Yale School of Forestry & Environmental Studies might want to tweet about what’s happening at their Food Symposium in real-time; the School could then publish an article to Facebook recapping the event after the fact.

Additionally, it’s important to use each social network according to best practices so that your followers on each channel are not surprised by the type of content you are posting there or by your tone. In the following pages, we’ve listed tips and tricks that will help you use these channels the way your audience expects, making your social presence more appealing and relatable. Because each network excels at different aspects of communication, we’ve also listed the key actions you should be looking to drive on each channel.

Note that Yale's messaging pillars are platform-agnostic, although the strengths and weaknesses of each social network will determine how the pillars fit into your content strategy.

Facebook

Use Facebook to foster a community. People want to feel connected to each other; they want to read human interest stories, like how our schools and organizations are overcoming challenges, doing incredible things, and creating a better world.

The main feature of Facebook is the News Feed. This is where the overwhelming majority of your impressions will take place — not on your page itself. When publishing on Facebook, it's important to consider the tips below to optimize your presence in the News Feed.

What it’s good for:

- Encouraging engagement and sharing among your community
- Soliciting input and content from your community around topics central to your school or organization
- Driving traffic to your website
- Live video broadcasts
- Hyper-targeted paid media
Key actions to drive:

- Shares
- Link clicks
- Video views

Best practices:

Quality over quantity

- Facebook continues to decrease the organic reach of Pages, which means that without advertising dollars behind your posts, only a small percentage of the fans you’ve acquired will actually see your content in their News Feeds.
- It’s no longer necessary to publish multiple times per day — in fact, publishing content that your fans don’t engage with (e.g., by clicking links, Liking, or sharing) can actually decrease your ability to reach fans in their News Feeds in the future.
- Instead, create a calendar of 3-4 planned posts per week with the ability to add in additional unscheduled posts if needed to respond to timely news / events.
- Your posting strategy should prioritize your owned content (blog posts, website links, graphics, and videos you’ve created) over links to external news sites, in order to drive website traffic to your own site.
- You don’t necessarily need to spend money on Facebook — but even a small expenditure on promoting or boosting posts can greatly amplify your reach and engagement.

Consider the user experience

- Design your content to be as attention-grabbing as possible. When posting on Facebook, think about the different elements that make up the post, and make sure these elements are working together to stand out in the News Feed and tell the full story without being repetitive or wordy.
- For example, if a link headline is “Yale University announces 2017 graduation speaker,” you should avoid repeating this phrase verbatim in the post copy, since the user will already have this information. Consider adding a quote or additional context that can add color to the story.

Solicit user-generated content (UGC)

- Ask your community questions, or ask them to post photos! Not only do audiences generally like to share their experiences and opinions, but also you can ask for permission to use this content in future social posts.

Twitter

Use Twitter to increase visibility for your school or organization. Twitter is a peer-to-peer broadcasting platform, where like-minded organizations, journalists, and enthusiasts are looking to connect with each other. The central concept of Twitter is brevity: Posts are limited to 140 characters, with the ability to add a photo or link to an external site.
What it’s good for:

- Updating your followers with brief news items about your school or organization
- Driving traffic to your website
- Real-time updates around events or conferences
- Engaging with or sharing trending topics or conversations
- Engaging with other organizations, institutions, notable alumni, or celebrities

Key actions to drive:

- Retweets
- Link clicks
- Likes
- Follows

Best practices:

Include 1-2 hashtags when appropriate

- Hashtags link your tweet to content posted by other users who include the same hashtag.
- Including hashtags in your tweets will increase the chance that Twitter users following particular topics or conversations will discover your content.
- However, including too many hashtags in one tweet can make your content difficult to read or appear desperate for attention.

Don’t forget about @ mentions

- Whenever tweeting about a student, professor, department, or university, make sure to “tag” them by including their Twitter handle in your tweet.
- When you tag someone, the mentioned user will receive a notification and may retweet your content, which can greatly increase the reach and impact of your original message.
- OPAC maintains a Twitter list of Yale-affiliated accounts: https://twitter.com/Yale/lists/ yale-twitterverse. You can subscribe to this list to view a feed of purely Yale-produced content on Twitter and follow what’s happening on campus. When you see content from other Yale accounts that is relevant to you or your community, feel free to retweet it; cross-promotion across disciplines is itself a way to support the Unified pillar.

Pay attention to the broader conversation

- If you follow Twitter conversation from the larger community on topics related to your mission (even if they don’t mention Yale), you’ll be better equipped to post relevant content yourself.
- Engage in “social listening” by following conversations about topics of interest to your school or organization. To get started, regularly explore what’s being posted by others who are using hashtags of interest, and follow some of those posters and other influencers in relevant fields. (On page 23, we’ve described some tools and services that may be useful as part of a social listening strategy.)
• When conversation takes a turn that’s particularly relevant, consider whether something happening at Yale would be a useful addition to that conversation; consult with OPAC to determine whether there are any public relations considerations.
• When you have content to share in that topic, make sure to use the appropriate hashtag(s) or tag influencers to join the conversation.

Include images and links
• Tweets with images and/or links tend to receive better engagement than those without.
• After a recent platform update, multimedia like images, GIFs, or videos are no longer counted against the 140 character limit.

Instagram

Instagram has grown incredibly quickly in recent years, in terms of both features and user base. It’s an exclusively visual platform; the platform emphasizes high-quality photography and short videos over linking to articles. Recently, the platform has expanded to include a new storytelling medium (a feature borrowed from rival platform Snapchat), as well as live video broadcasting.

What it’s good for:
• Sharing high-quality, evocative photography and video content
• Building affinity with your audience — but not necessarily driving actions
• “Stories”: temporary, threaded feeds of content that disappear after 24 hours

Key actions to drive:
• Likes
• Comments
• follows
• Story views

Best practices:

Include lots of hashtags
• Hashtags on Instagram work essentially as they do on Twitter.
• Instagram does not have native sharing features like Facebook’s “share” or Twitter’s “retweet,” which means the best way to increase the chances others outside your community will see your content is by using relevant hashtags.
• Unlike Twitter, the more hashtags you use, the better — as long as your caption remains readable. Advanced users often separate their hashtags from their captions by adding several blank lines after the end of a caption. This technique can improve legibility of your content and allow more control over the aesthetics of the caption.
• Like Facebook, the Instagram feed uses an algorithm to display content, giving each post a long shelf life. Because of this, try not to publish more than 1-2 pieces of content each day.
Encourage tagging friends

- While your community won’t be able to “share” your content to expand your reach to all of their followers, they can easily share your content with a single friend or small handful of followers. You can use your caption to ask your followers to tag their friends.

Search through photos tagged at your location

- One way to find new users who could be interested in following your Instagram feed is to search through photos tagged at your locations and engage with those photos.
- You could also discover some great imagery that, with permission, you could repurpose on your own social channels.

Instagram stories

- A feature borrowed from Snapchat, Instagram Stories allow you to create a thread of photos or videos that disappears 24 hours after publishing (on a rolling basis).
- Stories allow you to draw or add text overlays on top of your photos or videos, letting you add personal flair to your content.
- Unlike Snapchat Stories, Instagram Stories allow users to “pause” the viewing timer by holding one finger to the screen, allowing them to spend more time with otherwise fleeting content.
- Content included in Stories can be less polished than normal Instagram content. Additionally, there is no real upper limit on the amount of Story content you can create.

Don’t expect to drive actions

- Instagram allows you to include hyperlinks in two places: on your bio page, and within Instagram Stories (for select partners for the time being). You cannot include a hyperlink in a regular, non-promoted Instagram post.
- While some users direct their followers to click on the link in their bio as a workaround to drive traffic, it tends to be significantly less effective at doing so than Facebook or Twitter due to the cumbersome user experience. Note: There are third-party tools such as Like2Know.It that aggregate links that correspond to your Instagram posts, but these tools still provide a sub-optimal user experience.
- Instagram Stories containing links are an extremely new feature; we don’t know yet whether clicking on those links will catch on with users who are used to engaging with content inside the Instagram platform itself.
Pinterest

Pinterest is a social network that allows users to curate “boards” of their interests, hobbies, or projects. Pinterest is unique among social networks in that content does not tend to be timely or tied into a current cultural conversation, but rather an exploration of the publisher’s passion projects.

What it’s good for:

• Creating how-to content
• Sharing and curating a set of emblematic or evocative images
• Demonstrating the lifestyle / interest areas around a school or organization

Key actions to drive:

• Repins
• Link clicks

Best practices:

Focus on timeless or “evergreen” content

• Most users treat Pinterest more like a search engine or a grazing platform, rather than a feed-based social network.
• This means that unlike most other social networks, Pinterest content has an extremely long shelf life. Content may continue to receive engagement weeks or months after it was published, and users aren't necessarily expecting to see new or fresh content in their feeds.
• Because of the emphasis on discovery, publishing quality content is more important than attracting followers.

Be verbose in your captions

• Again, because Pinterest is more of a search engine than a social network, making your content discoverable through search is key. Make sure to include as many keywords as you can possibly think of in your description.

Give your boards creative titles

• Your boards are an expression of your school or organization’s identity.
• Users can choose to follow a single board rather than your entire profile, so make your board names as compelling as possible to attract followers.
YouTube

Yale partnered with YouTube in the Fall of 2008 and currently maintains three main channels, managed by the Office of Digital Dissemination and Online Education:

- **Yale University Main Channel** - For public lectures and primarily educational content
- **Yale Courses** - Videos from full Yale Courses
- **Yale Campus** - Promotional videos, about Yale University or about the Yale community, programs or organizations

There are several other Yale-affiliated YouTube channels (groups on campus who meet the production, legal and technical requirements set forth by Yale).

**What it's good for:**

- Telling your school or organization's story; attracting potential students or talent
- Long-from and short-form video content, including both premium archival content (content that has evergreen value for your community) and content of short-term timely value.
- Live video (though Facebook is becoming the go-to for live video)

**Key actions to drive:**

- Video views
- Subscriptions

**Best practices:**

- If you have an idea for a video that would be a good fit for the Yale's YouTube channels, see [http://broadcast.yale.edu/distribute/yale-youtube](http://broadcast.yale.edu/distribute/yale-youtube) for more information.

**Optimize your content to be search-discoverable**

- YouTube itself is the second largest search engine in the world, after Google Search. Make sure the keywords in your videos' descriptions and tags match what you expect your audience to be searching.
Snapchat

Snapchat is an idiosyncratic platform that allows users to exchange photos and videos that vanish after a certain period of time. While it began as a 1:1 messaging service, it has now expanded to feature broadcast stories (similar to what Instagram has recently added) that also have a fixed shelf life of 24 hours.

Building a following on Snapchat can be challenging, since Snapchat users assume you’ll post very frequently. Since the platform tends to be very popular with users under 25, you might want to consider it (depending on your primary audience). From a creative perspective, there’s little functionality on Snapchat at this point that can’t be replicated on Instagram. Which platform you prefer to use depends on whom you’re trying to reach, whether you already have an Instagram presence, and the time and resources of your social team. Given that most Instagram content is permanent (rather than expiring after viewing or in 24 hours), you may want to opt for Instagram over Snapchat if you can only sustain a steady publishing cadence.

What it’s good for:

• Reaching a younger demographic in a personal way
• Providing your audience with a “day in the life” insight into your school or organization
• Posting light, evanescent bits of visual content frequently

Key actions to drive:

• Story views
• Follows

Best practices:

Snapchat is likely a secondary channel, not the core of your strategy

• Use it for short-term experiments in reaching undergrads or prospective students around key moments, such as admissions season.

Be creative

• Snapchat thrives on creativity and whimsy. Draw on your photos; add captions, and use emoji and filters. If this feels off-brand for your school or organization, Snapchat is probably not for you.
Content Examples

The following section uses real examples of social content from the School of Management and School of Forestry & Environmental Studies that have been revised to demonstrate the best practices described earlier, and to show how content can be used to advance the Yale messaging pillars.

Note: These examples are purely meant to illustrate potential methods to connect social content to the messaging pillars.

School of Forestry & Environmental Studies

Messaging objective

Communicating to (primarily) prospective students that the Yale School of Forestry & Environmental Studies gives them the skills they need to make a difference in the world.

Examples of pillar content

Old Post

New Post

Rationale:
The revised post provides a bit more detail on the interdisciplinary approach referenced in the original tweet. The new copy also tags the schools who partnered with F&ES on this symposium, strengthening the message of interdisciplinary collaboration.
Rationale:
The revised post contains a call-to-action around student resources, connecting the summer orientation program to the broader suite of resources Yale F&ES has to offer. Additionally, the revised post is shorter, and provides a link of student resources related to the program referenced in the copy, allowing interested students to explore similar opportunities.
**Innovative | Facebook**

Old Post

![Old Post Image](image1)

**Rationale:**
The revised post puts more emphasis on the innovative approach this course is taking on the issue of climate change.

New Post

![New Post Image](image2)
Excellent | Twitter

Existing Post

Rationale:
This existing @YaleFES tweet is a great example of the Excellent pillar. It describes how a Yale-led project produced insights valuable enough to earn a significant investment by the DOE.
School of Management

Messaging objective

Communicate ideal of entrepreneurship to prospective students, while emphasizing the benefits of Yale SOM's global network.

Examples of pillar content

Innovative | Twitter

Existing Post

Rationale:
This tweet by @YaleSOM tweet perfectly conveys the Innovation pillar by highlighting a student-led initiative that creatively uses cross-discipline experience to provide a positive public service.
Unified | Twitter

Old Post

![Image]

Prof. @NACristakis discusses his current research on the relationship between social networks and well-being. yalesom.io/2e0sA3G

New Post

![Image]

Convening Yale brings scholars from across the university to speak with SOM students. What @NACristakis had to say:
https://t.co/Khd2ImweCO

Rationale:
The revised copy puts more focus on the nature of the lecture series and the ongoing opportunities it provides for SOM students rather than on one single session.
Rationale:
While the initial post rests entirely on the aesthetics of the photograph, the revised copy shows that content can draw connections between Yale SOM’s academic excellence and the appealing qualities of its campus. The new post also includes many more hashtags, increasing its ability to reach a wider audience and drive engagement.
Rationale:
The revised copy is much briefer than the original post, and nods to the SOM lecture series as a whole, rather than just recapping one specific lecture. It also provides more context about the speaker that wouldn't be hidden behind a “See more” button. Additionally, it emphasizes the “Accessible” pillar by focusing on Yale's ability to draw extraordinary speakers, and the post contains a clear call to action.
Yale University

Messaging objective

Raise awareness around values expressed by the messaging pillars among students, prospective students, alumni, family, media, and the New Haven community.

Examples of pillar content

Excellent | Twitter

Old Post

![Old Post](image1)

Rationale:
The revised post uses adapted text from the article to differentiate the tweet copy from the article preview generated by Twitter. Additionally, it puts more emphasis on the fact that Yale researchers were critical in discovering this new microprotein.

New Post

![New Post](image2)
Rationale:
The revised post emphasizes the Accessible pillar more strongly by emphasizing the number of ongoing exhibitions, as well as the fact that they’re available to the broader New Haven community. Additionally, the post contains a strong call-to-action to click the article to learn more.
Community management recommendations

What is community management?

Broadly speaking, community management refers to any interaction the person managing a social channel has with that channel’s audience. More specifically, the term is often used to refer to monitoring conversations and responding to the inbound messages any social channel receives (e.g. comments on your Facebook posts or mentions on Twitter).

Best practices

In order to best manage any negative situations that arise via your social channels, it’s vital to have the basics in place.

- Have some ground rules for your Facebook page, and include them on or link to them from your Facebook page’s “About” section (sample copy below). These can include prohibited language, types of comments you encourage or discourage, and a way for fans to contact you with anything they (or you) may want to keep private.
- Additionally, if there are only certain hours during which your community manager will be reading comments and questions, include those hours in your bio on all relevant channels.
- Establish a protocol for responding to comments. This should include a matrix of pre-approved copy for low risk and/or frequent issues, as well as a staff hierarchy for monitoring, responding, and approving, plus a fallback plan, should any piece of the chain be unavailable.
- Let people know you’re listening — especially when managing a crisis. If commenters are asking for Yale’s stance on a particular crisis, but OPAC or your department is not yet ready to make a statement, make it clear that you’re gathering facts and considering the issue internally. Silence in the face of questions or of heated debate can contribute to the perception that Yale doesn’t consider its community’s voice.

Dealing with negative content

There are several principles to consider in determining a response strategy. Use the following as a checklist before posting an unthought-out response and, when appropriate, raise the issue with OPAC. If you’re unsure, get a second opinion.

What is the viral potential?

A post with “viral” legs (e.g., a particularly grotesque or shocking video related to Yale or campus life) should be flagged to OPAC.

What is the nature of the comment?

If the tone of a Facebook comment is particularly vitriolic or the nature of the comment is offensive (images, political in nature, offensive language, etc.), then we recommend hiding the comment. If a particular Facebook or Twitter user continues to post similar comments, consider blocking that user.
Are there factual errors, and what is the severity of factual errors?

First, identify if there are factual errors present in the content. Whether or not to correct the factual error depends on the context of the post. Deciding whether to respond to the post with a “fact check” must be done on a case-by-case basis, but keep in mind that responding can sometimes fan the flames of a controversy or even create one when there wouldn’t have been one otherwise. Sometimes other community members will respond to or correct inaccuracies without your having to do anything “officially.”

Did the poster break the “rules of the road”?

On Facebook, if the poster has violated the terms you’ve laid out on your About page, feel free to hide or delete their comment. If the comment is simply negative but not inappropriate, it’s better to leave it alone.

Have negative posts generated “supporting” comments?

A single negative post or question may not warrant a response. It is important to note that engaging with this post may in fact keep the conversation going when it might have otherwise dissipated. If a post has several supporting comments, however, it is more likely that a response is warranted.

Is the poster using the page for their own agenda?

Many people use established pages as a means of promoting their own content. In some cases, when the product or service is truly valuable to your audience, or relevant to the conversation, this is acceptable. However, you should feel free to hide any comments that are outright promotional, and otherwise unrelated to the content of the page / post.

Occasionally, it may be necessary link to an official statement (published on YaleNews) in a Facebook comment or on Twitter if there is substantial conversation about a topic or to help clarify misunderstandings. For example, in 2013, following the publication of the “Report of Complaints of Sexual Misconduct Brought Forward from January 1, 2013 through June 30, 2013,” OPAC posted a link to the statement in a Facebook in comment thread on the Yale page, even though the subject of Yale's original post was not about that topic. This helped to clarify Yale's response and limit off-topic conversation on posts.

Engaging with positive content

Community management isn’t just about wading through negative comments. It’s also important to actively engage with positive content and genuine questions from your community.

Show your community that you’re listening.

By “liking” comments and posts about your school or organization, you’re showing the community that you’re listening to the digital chatter, and you’re encouraging further discussion.
Curate community content by sharing or retweeting.

If you see a comment or piece of content that represents your school or organization or is related to your area of expertise, feel free to retweet or share that content. However, before sharing, make sure to click into the user’s profile to make sure he or she is a source you’re comfortable amplifying. Additionally, both Facebook and Twitter allow you to add a comment while sharing to provide context or your school or organization’s take on the matter.

Repurpose UGC — with permission.

If a member of your community sends you a high-quality photo or video, consider using it on your channel in a post. Repurposing UGC content signals to your community that there can be a “reward” (i.e., exposure for their social channel) when they go out of their way to share content with you. However, make sure to ask the user for permission before using their content by replying to their comment or direct message.

Social listening

What is social listening?

Social listening is a catch-all term for monitoring social conversations (typically Twitter) that may be about Yale, but do not directly mention @Yale or any official Yale accounts. This can be accomplished using robust tools such as Crimson Hexagon, or more informally by simply using Twitter’s search functionality.

Reviewing these conversations (in either a formal or informal manner) allows you to understand what content and conversations around Yale or your school are resonating more broadly with your audience and their social networks. Looking at how frequently various keywords are mentioned in
these conversations can help you estimate how active or widely discussed a given topic is. Use this information to inform your content plans for the following week or month.

Note: Twitter is the best platform for social listening due to the fact that tweets are, by nature, brief, self-contained thoughts, and the majority of tweets are public and therefore indexed through the API. More limited social listening can also be done by searching on Facebook or by looking through a specific hashtag on Instagram.

Social listening tools

OPAC currently subscribes to two tools, Buzzsumo and Mention, to help monitor social media. OPAC can coordinate access to Buzzsumo and Mention on a limited basis. Contact socialmedia@yale.edu for more information.

Buzzsumo

Buzzsumo helps you discover the most shared content across all social networks and run detailed analysis reports. In addition, you can set up automated content alerts that let you know when something is published about a topic or keyword relevant to your interests, or when something is shared from a website that you own.

Mention

With Mention, you can get live updates about keywords and topics from the web and social media. You can also set up automated reports.

While Buzzsumo monitors websites & lets you know on which social networks people are sharing that content, Mention monitors the social networks themselves for public posts pertaining to chosen keywords.

Twitter Advanced Search

Finally, Twitter Advanced Search is a completely free option that allows you to find specific tweets that may substantiate or exemplify an argument you’re trying to make, or fall into a topic area on which your school or organization would like to comment. However, because Twitter search does not calculate the volume of results, you will not be able to use this to gauge how active a conversation is, but you can get a sense of the language being used in the conversation. You can access Twitter Advanced Search here: https://twitter.com/search-advanced
Entering the conversation

Knowing when to enter a conversation uninvited is not an exact science. In general, you should likely only respond to conversations you discover through social listening when Yale is cast in a positive light. As described in the Community Management section above, many users will be delighted when an official Yale social channel chimes in on their conversation.

In general, feel free to chime in on topics that are officially “trending” on Twitter, as long as you’ve taken a quick look at the content being posted to that hashtag or keyword. If the conversation is not offensive and your school or organization has something to add, posting to that trending topic could give your content some increased visibility and engagement (due to the fact that more Twitter users outside of your following are likely focusing on that topic).

If you see negative conversations that warrant a response, do not plan to respond to that user directly. Doing so will can lead to a time-consuming online argument where nobody wins. If you find a particularly negative topic through social listening that appears to be worth addressing (based on the volume of posts and the tenor of the conversation), consider doing so through a publicly broadcasted social post, rather than replying to the specific negative posts themselves.

In general, when entering any social conversation, make sure you remain consistent with the tone you’ve already established through your daily social content.

Measuring success

Adopting a consistent approach to reporting across schools and organizations will allow these various entities to share learnings. For example, if the School of Forestry finds success publishing a certain type of content around a live event on campus, they could share those findings with the School of Medicine which can then put a similar program in place.

Every digital channel provides the means of reporting on performance. The Key Performance Indicators (KPIs) are different for each channel, according to how the channel works and what kinds of actions can be measured but in every channel there are some ways of measuring your reach and effectiveness.

Effective measurement and reporting of digital analytics allows us to learn from what works and what doesn’t, refine the content that we produce over time, and, ultimately, better accomplish our strategic goals in each channel.
Analytics guidelines

**Raw numbers alone do little** to inform strategy without an understanding of the bigger picture within which those numbers reside. Knowing the reach of our Facebook posts, for example, is not useful in itself. However, when reach is evaluated over a time frame, and different time periods are compared, these metrics allow us to infer some practically useful insights about performance.

Additionally, performance is only useful when measured in the context of an overall objective. All content should be crafted in the service of some overarching objective — either at the level of individual posts, or as determined on a monthly basis.

Useful benchmarks can sometimes be difficult to come by. Each channel for each school will have a different audience and a slightly different purpose, meaning that external benchmarks may not always be the most appropriate point of comparison. Where possible, we recommend using the channel’s own historical performance as the primary benchmark — particularly year-over-year comparison, to account for seasonal differences.

**Regular reporting is key.** Not only does regular reporting keep communicators accountable for performance, but it also allows for early identification of potential issues and for frequent, small strategic adjustments, rather than requiring major pivots several months after performance dips. Additionally, the longer you produce and review regular reports, the easier it becomes to notice anomalies (positive or negative) quickly and respond to them.

Even with useful metrics, relevant benchmarks and regular updates, the utility of analytics reports will always be limited without the context and audience-specific knowledge of each communicator. If we see a big increase in Twitter engagement, it is insufficient to simply congratulate ourselves and move on. We need to understand what in particular worked this month. Were there external factors that have impacted our numbers? Were there particular pieces of content that our audience responded to? If so, what can we learn from this and how can we adjust our strategy and content calendar to benefit from this lesson? Can other communicators in our school or elsewhere at Yale benefit from this lesson?

Finally, **digital analytics is not an exact science.** This is especially true when comparing across tools. Slight differences in methodology can affect measurement. Even within Facebook reporting, there are multiple ways to approach any given problem. And, on top of that, often we’re dealing with variations that may or may not be statistically significant. Thus, a small amount of inaccuracy around the margins is expected and normal. By maintaining consistent digital best practices, we can minimize miscues and still glean reliable directional insights that inform strategies for success.
Dashboard template

As an additional resource of this blueprint, we have produced an example Social Media Performance Dashboard. This spreadsheet uses the standard analytics exports for Facebook and Twitter and distills the many fields into a few KPIs that can then be compared month-over-month. Each of the following metrics have been adjusted within the dashboard to show a daily rate (rather than monthly) to account for different number of days (e.g. to allow for fair comparison between September and October).

OPAC will collate these learnings and provide guidance across schools and organizations so make sure to share your social performance dashboards with OPAC’s Google Account: yalesocialmedia@gmail.com.

Facebook

The Facebook summary tab takes input from the Page Level and Post Level exports from Facebook Insights to track performance across the following KPIs:

- **Change in Fans**: The growth of the potential audience.
- **Number of Posts**: As previously discussed, more posts does not result in a more successful Facebook channel. This should be monitored in conjunction with engagement rates to look for correlation.
- **Engagement Rate**: For Facebook, engagement with content is the primary success metric. Engagement rate for this channel is identified as the unique number of people who have engaged with your posts (including liking, commenting, and sharing) divided by the number of people who have seen your content (otherwise known as ‘reach’).

Twitter

The Twitter tab takes input from the single Twitter Analytics export, as well as some manually extracted data points, and summarizes these data using the following KPIs:

- **Change in Followers**: Unfortunately, this metric does not form part of the standard analytics export and should be manually added into the dashboard on a regular basis.
- **Number of Tweets**: Unlike for Facebook posts, it is preferable to Tweet more frequently.
- **Engagement Rate**: For Twitter, the engagement rate is defined as the number of engagement actions with your content (retweets, replies, and likes) divided by the number of times your Tweets has been viewed (otherwise known as ‘impressions’). The number of engagements is also broken out into the various types of action to allow for quick investigations into comparative performance.
Process & tools

Planning in advance

Managing social media channels can be a daunting task. Planning out your content in advance can reduce the pressure to find quality content to publish. Use the accompanying content calendar template to plan your social posts in two-week or monthly blocks.

Begin by mapping out any significant dates on your content calendar. This could include national holidays, events on campus, cultural events, or dates that are specifically relevant to your school or organization. From there, you’ll get a sense of where the “holes” are in your schedule that you’ll need to fill with additional content in order to maintain a regular publishing cadence.

Note that you don’t necessarily have to be committed to this content; if a timely topic comes up, feel free to switch out one of your planned posts for something more relevant. However, having a calendar full of approved, ready-to-post content gives you the freedom to be prepared, flexible, and on-message, without having to scramble at the last minute.

Using the messaging pillars

Before filling out your content calendar, you should start with a sense of the relative proportions of your content that will map back to each of Yale’s Messaging Pillars (described earlier in this document). The weighting doesn’t need to be equal, and you don’t necessarily need to commit to it; you can adjust based on your school or organization’s communication objectives, as well as based on what content is performing the best on your social channels. Work with your OPAC representative to determine what proportion of your content each pillar should occupy.

Social media management tools

Once you have a calendar of approved content, you can schedule your content in advance to be published at a specified time. You may find that it’s more time efficient to schedule, for example, an entire week’s worth of content every Monday than it is to post “live” multiple times each week.

If your school or organization does not have access to Sprout Social, you can use free tools such as Tweetdeck and Hootsuite. The native Facebook platform also allows you to schedule posts in advance.
Collaborating with OPAC

Make sure to share your content calendars with OPAC as early as possible. If there are particular stories that may be of interest to the wider Yale community, flag those to your OPAC representative. Being shared by the University handle or by another school or organization can significantly boost the reach and engagement of your content.

Performance-based optimization

At the end of each month, use the accompanying analytics dashboards to gauge how your content has performed on Facebook and Twitter. Take note of which posts have performed poorly and which have performed well. Try to replicate certain aspects of the high-performing posts (e.g. the presence of a strong call-to-action, the inclusion of high-quality photography, whether the content focused on human interest or a research area, etc). Over time, you’ll begin to understand what types of content your audience is looking to consume from your social channels.

Additionally, consult with OPAC on your social analytics; they may be able to help you interpret the results from the dashboard or impart additional learnings from the Yale University channels.
Appendix

- Link to Social Media Performance Dashboard
- Link to Social Media Content Calendar Template
- Sample Community Guidelines copy:

“This Facebook Page is a friendly community in which members and guests can share their stories and receive news about [the school or organization]. We do our best to ensure that the community postings on our Page are in line with our beliefs. However, postings to this Page are not representative of the opinions of [the school or organization] or of Yale University, nor do we confirm their accuracy.

We expect that users will respect the rights of others and not post misleading, inappropriate, or offensive content. Such content will exist on the Page at our discretion, and we reserve the right to remove postings that are inconsistent with these guidelines.”
Social Media Dashboard- Facebook

Yale University - Social Media Dashboard

Facebook Summary

<table>
<thead>
<tr>
<th>Month</th>
<th>Change in Fans per Day</th>
<th>Posts per Day</th>
<th>Daily Engaged Reach</th>
<th>Daily Engaged Users</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug-16</td>
<td>372</td>
<td>2.2</td>
<td>595,047</td>
<td>46,514</td>
<td>8.0%</td>
</tr>
<tr>
<td>Sep-16</td>
<td>316</td>
<td>2.1</td>
<td>213,716</td>
<td>12,408</td>
<td>5.8%</td>
</tr>
<tr>
<td>Oct-16</td>
<td>235</td>
<td>2.0</td>
<td>159,554</td>
<td>9,688</td>
<td>6.1%</td>
</tr>
<tr>
<td>Nov-16</td>
<td>238</td>
<td>2.0</td>
<td>203,263</td>
<td>12,190</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Facebook Daily Engaged Users & Engagement Rate by Month
## Social Media Dashboard - Facebook Page Data

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Daily: The number of</td>
<td>Weekly: The number</td>
<td>28 Days: The number</td>
<td>Daily: The number of</td>
<td>Weekly: The number</td>
<td>28 Days: The number</td>
<td>Lifetime: Total Likes</td>
<td>Daily: The number of</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>8/18/16</td>
<td>1218</td>
<td>8481</td>
<td>36473</td>
<td>1683</td>
<td>12942</td>
<td>68303</td>
<td>1221987</td>
<td>495</td>
</tr>
<tr>
<td>4</td>
<td>8/19/16</td>
<td>1501</td>
<td>8708</td>
<td>35594</td>
<td>2051</td>
<td>13274</td>
<td>67551</td>
<td>1222248</td>
<td>494</td>
</tr>
<tr>
<td>5</td>
<td>8/20/16</td>
<td>2385</td>
<td>8642</td>
<td>35383</td>
<td>3052</td>
<td>13356</td>
<td>66955</td>
<td>1223149</td>
<td>1119</td>
</tr>
<tr>
<td>6</td>
<td>8/21/16</td>
<td>1951</td>
<td>9087</td>
<td>35176</td>
<td>2588</td>
<td>14043</td>
<td>66265</td>
<td>1223836</td>
<td>942</td>
</tr>
<tr>
<td>7</td>
<td>8/22/16</td>
<td>1857</td>
<td>9393</td>
<td>34989</td>
<td>2494</td>
<td>14982</td>
<td>66666</td>
<td>1224191</td>
<td>608</td>
</tr>
<tr>
<td>8</td>
<td>8/23/16</td>
<td>1426</td>
<td>9811</td>
<td>35307</td>
<td>1951</td>
<td>15491</td>
<td>66964</td>
<td>1224496</td>
<td>515</td>
</tr>
<tr>
<td>9</td>
<td>8/24/16</td>
<td>4487</td>
<td>12540</td>
<td>37319</td>
<td>5420</td>
<td>19239</td>
<td>69175</td>
<td>1224748</td>
<td>512</td>
</tr>
<tr>
<td>10</td>
<td>8/25/16</td>
<td>2060</td>
<td>13456</td>
<td>37117</td>
<td>2735</td>
<td>20291</td>
<td>68103</td>
<td>1225048</td>
<td>524</td>
</tr>
<tr>
<td>11</td>
<td>8/26/16</td>
<td>5285</td>
<td>16396</td>
<td>39243</td>
<td>6692</td>
<td>24932</td>
<td>72396</td>
<td>1225284</td>
<td>500</td>
</tr>
<tr>
<td>12</td>
<td>8/27/16</td>
<td>3982</td>
<td>17215</td>
<td>40741</td>
<td>5219</td>
<td>27099</td>
<td>75194</td>
<td>1225564</td>
<td>563</td>
</tr>
<tr>
<td>13</td>
<td>8/28/16</td>
<td>4451</td>
<td>19371</td>
<td>43677</td>
<td>5618</td>
<td>30129</td>
<td>78397</td>
<td>1225895</td>
<td>581</td>
</tr>
<tr>
<td>14</td>
<td>8/29/16</td>
<td>3038</td>
<td>20158</td>
<td>44046</td>
<td>3912</td>
<td>31547</td>
<td>80095</td>
<td>1226171</td>
<td>508</td>
</tr>
<tr>
<td>15</td>
<td>8/30/16</td>
<td>2434</td>
<td>20378</td>
<td>44869</td>
<td>3331</td>
<td>32927</td>
<td>81515</td>
<td>1226483</td>
<td>544</td>
</tr>
<tr>
<td>16</td>
<td>8/31/16</td>
<td>2347</td>
<td>19053</td>
<td>46270</td>
<td>3106</td>
<td>30613</td>
<td>82415</td>
<td>1226854</td>
<td>585</td>
</tr>
<tr>
<td>17</td>
<td>9/1/16</td>
<td>1621</td>
<td>18994</td>
<td>46081</td>
<td>2160</td>
<td>30038</td>
<td>82265</td>
<td>1227261</td>
<td>592</td>
</tr>
<tr>
<td>18</td>
<td>9/2/16</td>
<td>1495</td>
<td>16214</td>
<td>46011</td>
<td>1966</td>
<td>25312</td>
<td>81869</td>
<td>1227581</td>
<td>518</td>
</tr>
<tr>
<td>19</td>
<td>9/3/16</td>
<td>1483</td>
<td>14367</td>
<td>45683</td>
<td>1992</td>
<td>22085</td>
<td>81696</td>
<td>1227783</td>
<td>455</td>
</tr>
<tr>
<td>20</td>
<td>9/4/16</td>
<td>1507</td>
<td>11872</td>
<td>44305</td>
<td>2131</td>
<td>18598</td>
<td>79888</td>
<td>1227986</td>
<td>453</td>
</tr>
<tr>
<td>21</td>
<td>9/5/16</td>
<td>1637</td>
<td>10256</td>
<td>43825</td>
<td>2218</td>
<td>16904</td>
<td>78774</td>
<td>1228207</td>
<td>412</td>
</tr>
<tr>
<td>22</td>
<td>9/6/16</td>
<td>1818</td>
<td>9911</td>
<td>43684</td>
<td>2289</td>
<td>15862</td>
<td>78708</td>
<td>1228472</td>
<td>509</td>
</tr>
</tbody>
</table>
### Social Media Dashboard - Facebook Post Data

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Post ID:</td>
<td>Permalink</td>
<td>Post Message</td>
<td>Type</td>
<td>Countries</td>
<td>Languages</td>
<td>Posted</td>
<td>Audience Target</td>
<td>Lifetime Post</td>
<td>Ti</td>
<td>Lifetime Post</td>
<td>To</td>
<td>Life Time</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Congratulation: Link</td>
<td></td>
<td></td>
<td></td>
<td>11/18/16 5:30</td>
<td>49273</td>
<td>44027</td>
<td>0</td>
<td>5963</td>
<td>68880</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>The tradition is Link</td>
<td></td>
<td></td>
<td></td>
<td>11/17/16 15:30</td>
<td>126900</td>
<td>78928</td>
<td>0</td>
<td>48242</td>
<td>192761</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>A surprise challenge Photo</td>
<td></td>
<td></td>
<td></td>
<td>11/17/16 9:59</td>
<td>30089</td>
<td>27966</td>
<td>0</td>
<td>2648</td>
<td>45101</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Treatments for Link</td>
<td></td>
<td></td>
<td></td>
<td>11/17/16 5:30</td>
<td>42358</td>
<td>37086</td>
<td>0</td>
<td>5698</td>
<td>69658</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>A team of Yale Link</td>
<td></td>
<td></td>
<td></td>
<td>11/16/6:30</td>
<td>45618</td>
<td>38901</td>
<td>0</td>
<td>6747</td>
<td>71642</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>&amp; There was Link</td>
<td></td>
<td></td>
<td></td>
<td>11/15/16 12:30</td>
<td>24107</td>
<td>23377</td>
<td>0</td>
<td>1006</td>
<td>38137</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Yale celebrated Link</td>
<td></td>
<td></td>
<td></td>
<td>11/15/16 5:30</td>
<td>22249</td>
<td>21447</td>
<td>0</td>
<td>1073</td>
<td>37109</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Last night's surprise Photo</td>
<td></td>
<td></td>
<td></td>
<td>11/14/16 12:30</td>
<td>324980</td>
<td>154032</td>
<td>0</td>
<td>166650</td>
<td>506290</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Yale Young Afri Link</td>
<td></td>
<td></td>
<td></td>
<td>11/14/16 13:00</td>
<td>27835</td>
<td>25609</td>
<td>0</td>
<td>2204</td>
<td>45456</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Some have a plan Link</td>
<td></td>
<td></td>
<td></td>
<td>11/13/16 13:00</td>
<td>48592</td>
<td>44862</td>
<td>0</td>
<td>4188</td>
<td>77449</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Life expectancy link</td>
<td></td>
<td></td>
<td></td>
<td>11/13/16 5:00</td>
<td>47382</td>
<td>43195</td>
<td>0</td>
<td>4382</td>
<td>76564</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>&amp; Wish you had Link</td>
<td></td>
<td></td>
<td></td>
<td>11/12/16 12:30</td>
<td>32970</td>
<td>30761</td>
<td>0</td>
<td>1969</td>
<td>51040</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>A decade ago, I Link</td>
<td></td>
<td></td>
<td></td>
<td>11/12/16 5:00</td>
<td>50853</td>
<td>45291</td>
<td>0</td>
<td>5524</td>
<td>78899</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Today Yale oral Link</td>
<td></td>
<td></td>
<td></td>
<td>11/11/16 11:43</td>
<td>43815</td>
<td>42522</td>
<td>0</td>
<td>1985</td>
<td>66782</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Four years ago, we</td>
<td></td>
<td></td>
<td></td>
<td>11/11/16 5:00</td>
<td>20787</td>
<td>19642</td>
<td>0</td>
<td>1360</td>
<td>33774</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Yale political science Link</td>
<td></td>
<td></td>
<td></td>
<td>11/10/16 12:45</td>
<td>93969</td>
<td>74653</td>
<td>0</td>
<td>15959</td>
<td>146442</td>
<td></td>
</tr>
<tr>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>374809010319</td>
<td><a href="https://www.fa">https://www.fa</a></td>
<td>Tomorrow, we</td>
<td></td>
<td></td>
<td></td>
<td>11/10/16 5:30</td>
<td>44475</td>
<td>38435</td>
<td>0</td>
<td>5205</td>
<td>68223</td>
<td></td>
</tr>
</tbody>
</table>
# Social Media Dashboard - Facebook Content Calendar Template

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Publishing Date</td>
<td>Publishing Time</td>
<td>Post Copy</td>
<td></td>
<td>Character Count (Automatic)</td>
<td>Media Link</td>
<td>URL</td>
<td>Messaging Pillar (Dropdown)</td>
</tr>
<tr>
<td>2</td>
<td>1/1/17</td>
<td>12:00 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>