



# Best Practices in Social Media Marketing

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University of Wisconsin-Madison  
AHEPPP 2017



**We are never getting back together. Like...EVER.**

THEGIRLNEXTDOOR.IT

# New Social Media Mindset

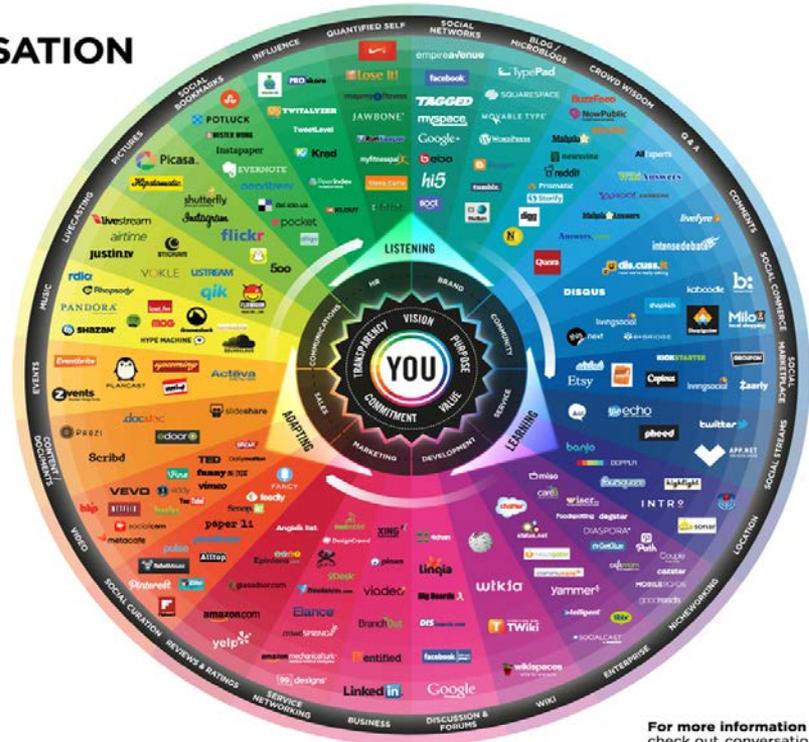
- Community building – create connections among parents
- A way to tell your story
- Connects to our mission of supporting student success
- Personal/less formal
- Allows you to debunk myths
- Get a sense of how parents feel/think
- Respond quickly in difficult situations
- Showcase resources
- Provide a window into your university
- And more!

# Where to Begin?

- Don't worry! We do not need to be on every social media network.
- What are your goals?
- Who is your audience? Where are they at?
- Join the conversation with campus experts/groups

## THE CONVERSATION PRISM

Brought to you by  
Brian Solis & JESS3



For more information  
check out [conversationprism.com](http://conversationprism.com)

# Look Sharp

- Utilize your communications department
- Update cover photos with the seasons
- Have your crest/university logo appear somewhere on your account
- Myth: Social media is a throw-away marketing strategy\*



\* Mirman, E. (2013, February 15). *30 Terrible Pieces of Social Media Advice You Should Ignore*. Retired from [blog.hubspot.com/blog/tabid/6307/bid/34180/30-Terrible-Pieces-of-Social-Media-Advice-You-Should-Ignore.aspx](http://blog.hubspot.com/blog/tabid/6307/bid/34180/30-Terrible-Pieces-of-Social-Media-Advice-You-Should-Ignore.aspx)

# Build a Strategy

- Content balancing
  - Academics
  - Research
  - Athletics
  - Student Life
- Define your voice and tone
- Myth: Use an institutional voice.

## SET THE TONE

### UNCONVENTIONAL

Creative, vivid, and witty, but not unprofessional or inappropriate

### PASSIONATE

Bold and prideful, but not pretentious

### TENACIOUS

Inspiring and engaging, but not hyperbolic

### GROUNDLED

Curious, thoughtful, and intellectual, but not preachy or arrogant

### APPROACHABLE

Genuine and authentic, but not self-deprecating

### PURPOSEFUL

Active, concise, and clear; without fluff, jargon, or clichés

### CATALYTIC

Ambitious, forward-thinking, and achieving, but not boastful

# Who Does All of This?

- Identify support in before you start
- Start small – scale up, not back
- Utilize students – especially those who may already have experience/writing skills
- Plan your posts, but be aware so that you can change content/adapt
- Myth: All you need is social media.\*

\* Mirman, E. (2013, February 15). *30 Terrible Pieces of Social Media Advice You Should Ignore*. Retired from [blog.hubspot.com/blog/tabid/6307/bid/34180/30-Terrible-Pieces-of-Social-Media-Advice-You-Should-Ignore.aspx](http://blog.hubspot.com/blog/tabid/6307/bid/34180/30-Terrible-Pieces-of-Social-Media-Advice-You-Should-Ignore.aspx)

# Key Terms Defined

- **Reach:** Potential audience size – how many people are seeing your content in their news feed
- **Engagement:** How people are interacting with your content – shares, likes, comments
- **Audience:** Your market – in this case, parents and family members
- **Campaigns:** Coordinated marketing effort



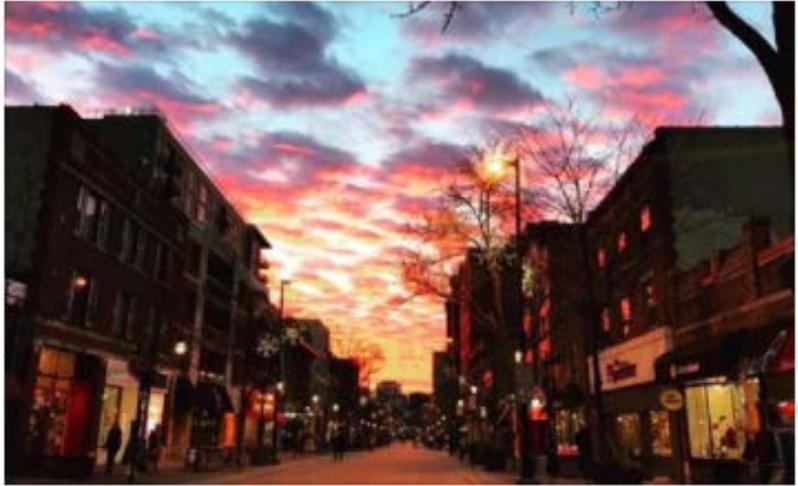
What makes a post work?

# Pretty Photos

- Share photos from other institutional accounts
- Share photos from students and community members (make sure to provide photo credit)
- Original content often performs better than shared content
- Images are "look bait" and take up more screen real estate

UW-Madison Parent and Family Program shared UW-Madison College of Letters & Science's photo. February 17 · 🌐

You never get old, Madison.



UW-Madison College of Letters & Science  
February 16 · 🌐

Just in case you missed the Madison sky tonight... 🌅 Welcome back sunsets!

👤 5146 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Wendy Francis, Linda Young and 219 others    Chronological ▾

# Showcase the Seasons

- What's unique to your community?
- Showcased State Capitol
- People are excited about changing seasons/weather
- Parents want to have a window into what their students are experiencing—creates connection

 UW-Madison Parent and Family Program  
December 6, 2016 · 🌐

Things look a little different around here since you dropped your student off a few months ago.

Photo via UW-Madison Sociology.



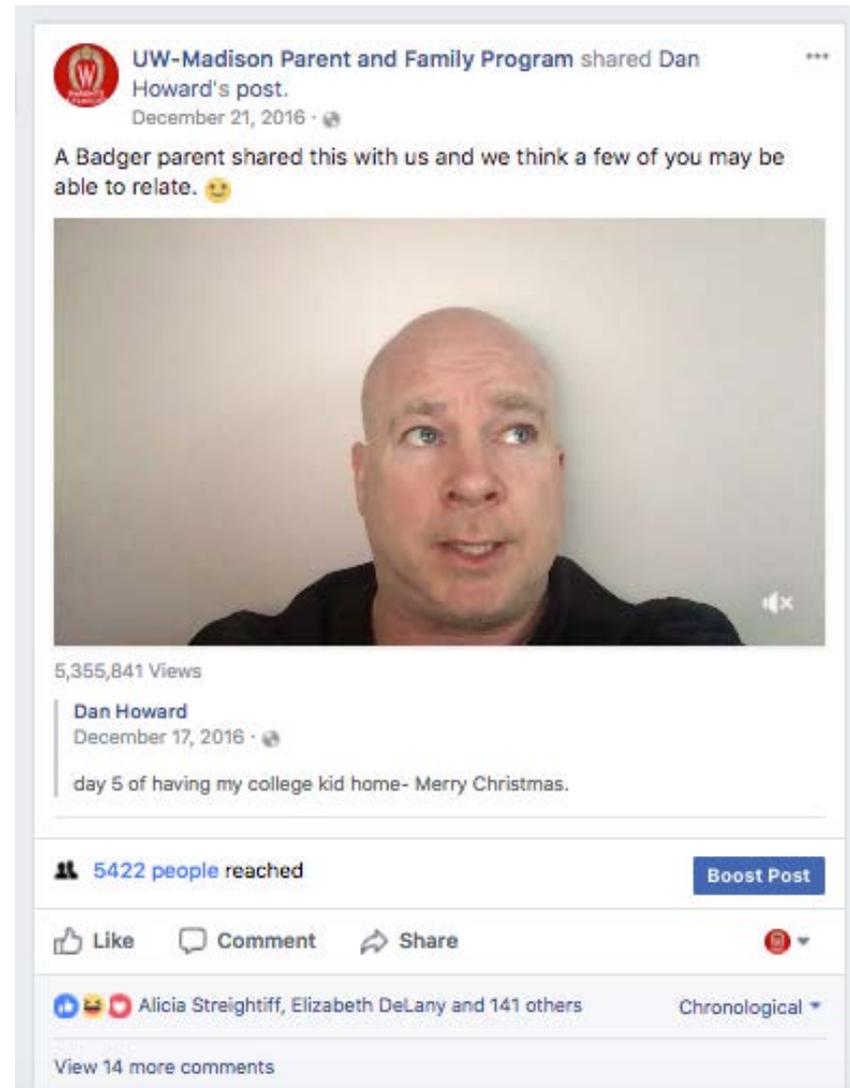
👤 8245 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Nancy Moder, Nancy Konczyk and 281 others    Chronological ▾

# Viral Videos

- My audience likes hearing from other parents
- The video was funny and relatable
- Just make sure to read/watch the content from start to finish and ensure it's appropriate for your audience/brand



UW-Madison Parent and Family Program shared Dan Howard's post.  
December 21, 2016 · 🌐

A Badger parent shared this with us and we think a few of you may be able to relate. 😊



5,355,841 Views

Dan Howard  
December 17, 2016 · 🌐

day 5 of having my college kid home- Merry Christmas.

👤 5422 people reached [Boost Post](#)

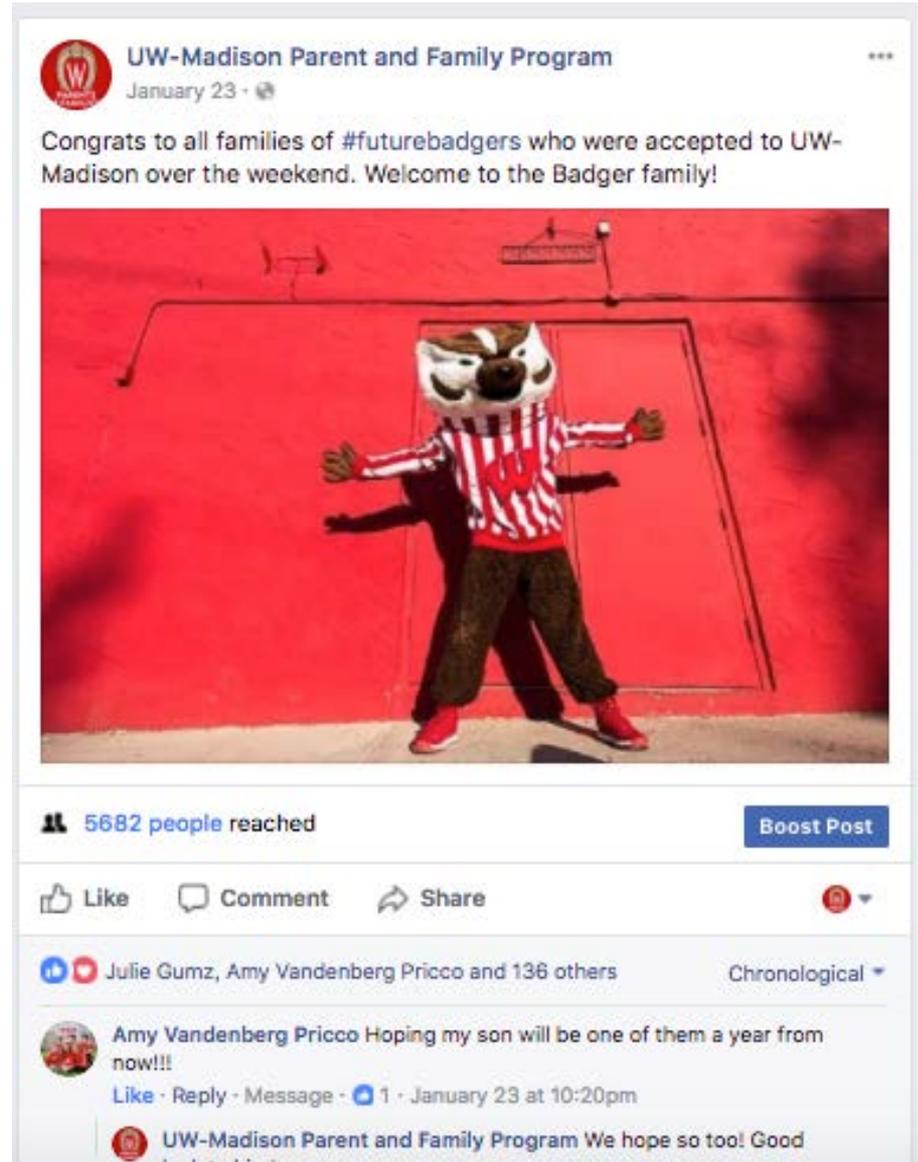
👍 Like    💬 Comment    ➦ Share

👥 Alicia Streightiff, Elizabeth DeLany and 141 others    ⌵ Chronological

View 14 more comments

# Celebratory Posts

- Celebrating recently admitted students
- Very shareable – people want to tell others about happy news on their personal pages
- Drives new followers/new parents and family members to my account



# Points of Pride

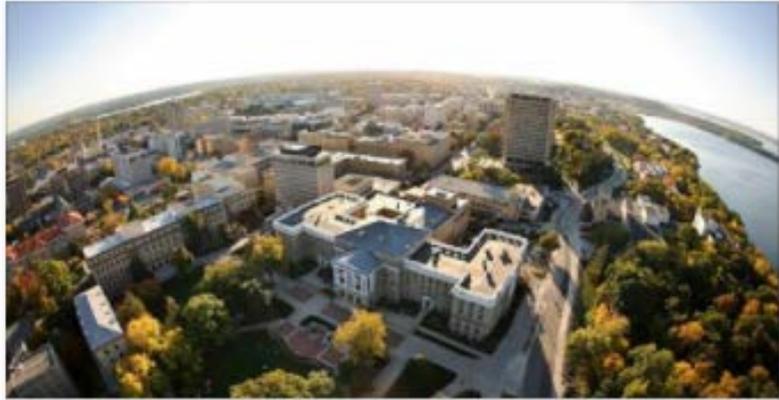
- Allows you to showcase content beyond pretty photos and Athletic wins
- Supports our program goal of parents feeling like their student made a good choice attending UW

 UW-Madison Parent and Family Program shared University of Wisconsin-Madison's post. September 12 · 🌐

UW-Madison has been ranked 12th best public college by U.S. News & World Report. On Wisconsin!

 University of Wisconsin-Madison September 12 · 🌐

Proud to be one of the world's great universities, as judged by U.S. News America's Best Colleges. See how we did in the latest set of national rankings—> <http://news.wisc.edu/uw-madison-ranked-12th-best-public-co.../>



[news.wisc.edu](http://news.wisc.edu)  
NEWS.WISC.EDU

👤 4880 people reached Boost Post

👍 Like    💬 Comment    ➦ Share 🔒

👤 Christine Venuti, Selina Phek and 200 others Chronological ▾

# Points of Pride

- Not just rankings
- People are excited about positive programs and services
- Especially interested in programs that directly support students

 **UW-Madison Parent and Family Program**  
August 8 · 🌐

In case you missed it - UW Food Shed will give students and faculty access to free vegetables and produce, stocked by UW agriculture researchers and local farms with excess crops. Very cool!



**New program makes vegetables, produce available for free on campus**

The new UW Campus Food Shed will give students and faculty access to free vegetables and produce, stocked by UW agriculture researchers and local...

[NEWS.WISC.EDU](https://news.wisc.edu)

 **9510 people** reached [Boost Post](#)

 Like  Comment  Share 

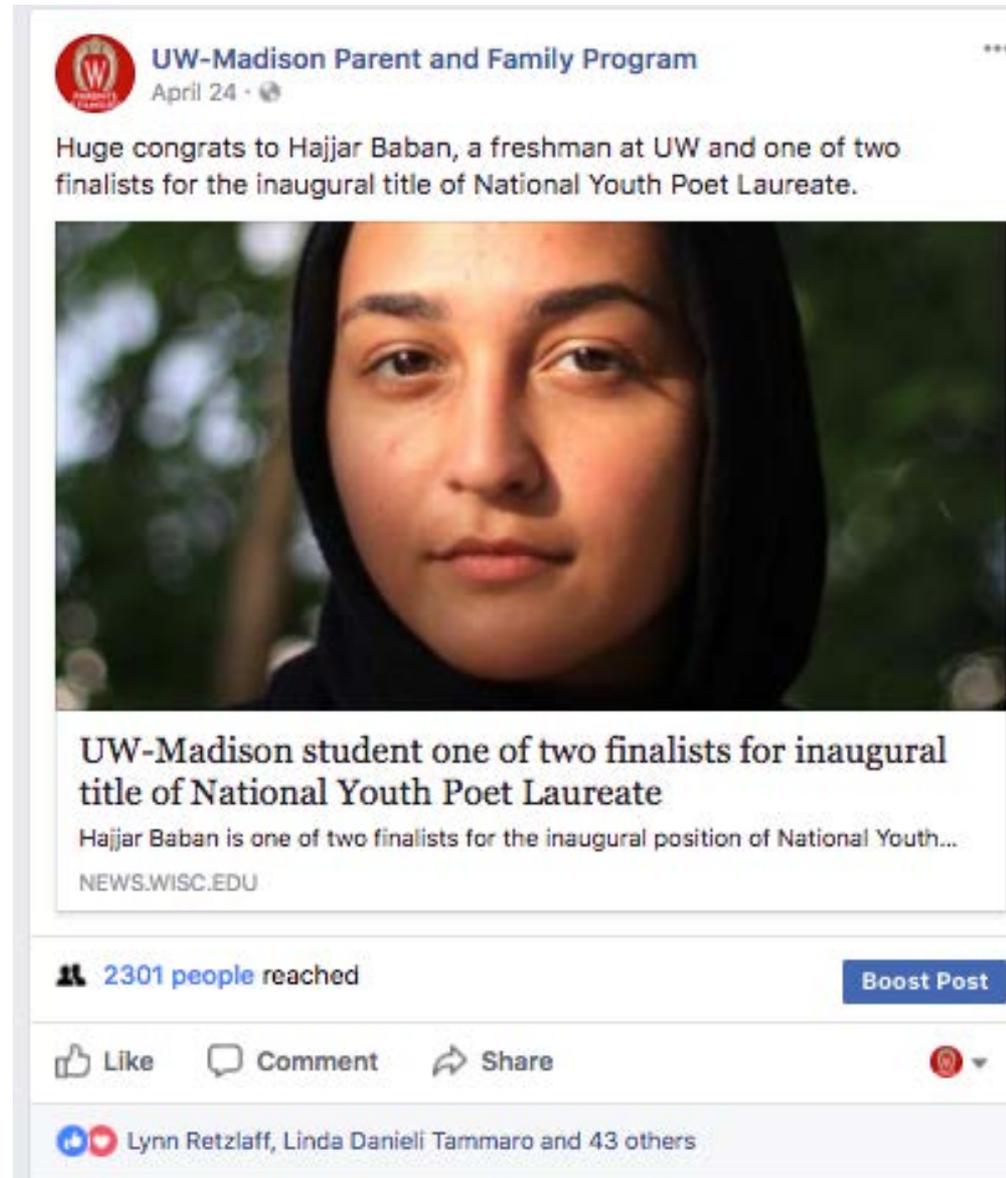
 **Monica Cook, Cheyenne Vaughn and 125 others** Chronological ▾

51 Shares

[View 22 more comments](#)

# Student Stories

- My audience is less interested in alumni or faculty stories
- More interested in stories that spotlight a student



A screenshot of a Facebook post from the UW-Madison Parent and Family Program. The post is dated April 24 and features a close-up portrait of a young woman wearing a black hijab. The text of the post congratulates Hajjar Baban, a freshman at UW, for being one of two finalists for the inaugural title of National Youth Poet Laureate. The post includes a link to a news article on the UW-Madison website (NEWS.WISC.EDU) and shows engagement metrics: 2301 people reached, with options to like, comment, share, and boost the post. The post is liked by Lynn Retzlaff, Linda Danieli Tammara, and 43 others.

**UW-Madison Parent and Family Program**  
April 24 · 🌐

Huge congrats to Hajjar Baban, a freshman at UW and one of two finalists for the inaugural title of National Youth Poet Laureate.



**UW-Madison student one of two finalists for inaugural title of National Youth Poet Laureate**  
Hajjar Baban is one of two finalists for the inaugural position of National Youth...  
[NEWS.WISC.EDU](https://news.wisc.edu)

👤 2301 people reached Boost Post

👍 Like    💬 Comment    ➦ Share    ⚙️

👍👍 Lynn Retzlaff, Linda Danieli Tammara and 43 others

# “Behind-the-scenes” Looks

- Provides an inside look at the student experience
- Makes your audience feel included and “in-the-know”
- Successful when the story contains compelling images

 UW-Madison Parent and Family Program  
December 5, 2016 · 🌐

Today's the day! After months of construction, the beautifully renovated first floor of Memorial Union has reopened. Encourage your students to come by and check it out!



**Memorial Union reopens**

The grand reopening of Memorial Union's east wing begins at 3 p.m. today with the debut of the Daily Scoop ice cream shop, Badger Market, Peet's Coffee and Tea and the Rathskeller seating area. More dining options will open in January.

[NEWS.WISC.EDU](http://NEWS.WISC.EDU)

👤 4003 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 James Rychner, Heather Martinson McLeish and 60 others Chronological

# Strong Pull Quotes

- Pull quotes = key phrase or quote pulled from an article
- Allows your audience to connect with the content without reading the article



 **UW-Madison Parent and Family Program**  
September 25 · 🌐

Welcome Class of 2021 Badger parents and families!

"This very strong class, and the record number of applications that produced it, are indicators of the strength of our teaching and research reputation at home and abroad."



**Meet the Class of 2021**

This fall, UW-Madison welcomed 6,610 freshmen — the largest incoming class in the university's history, up 2.8 percent from last year. Of the group, 3,746 are Wisconsin residents, up from 3,671 in 2016.

NEWS.WISC.EDU

👤 5317 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

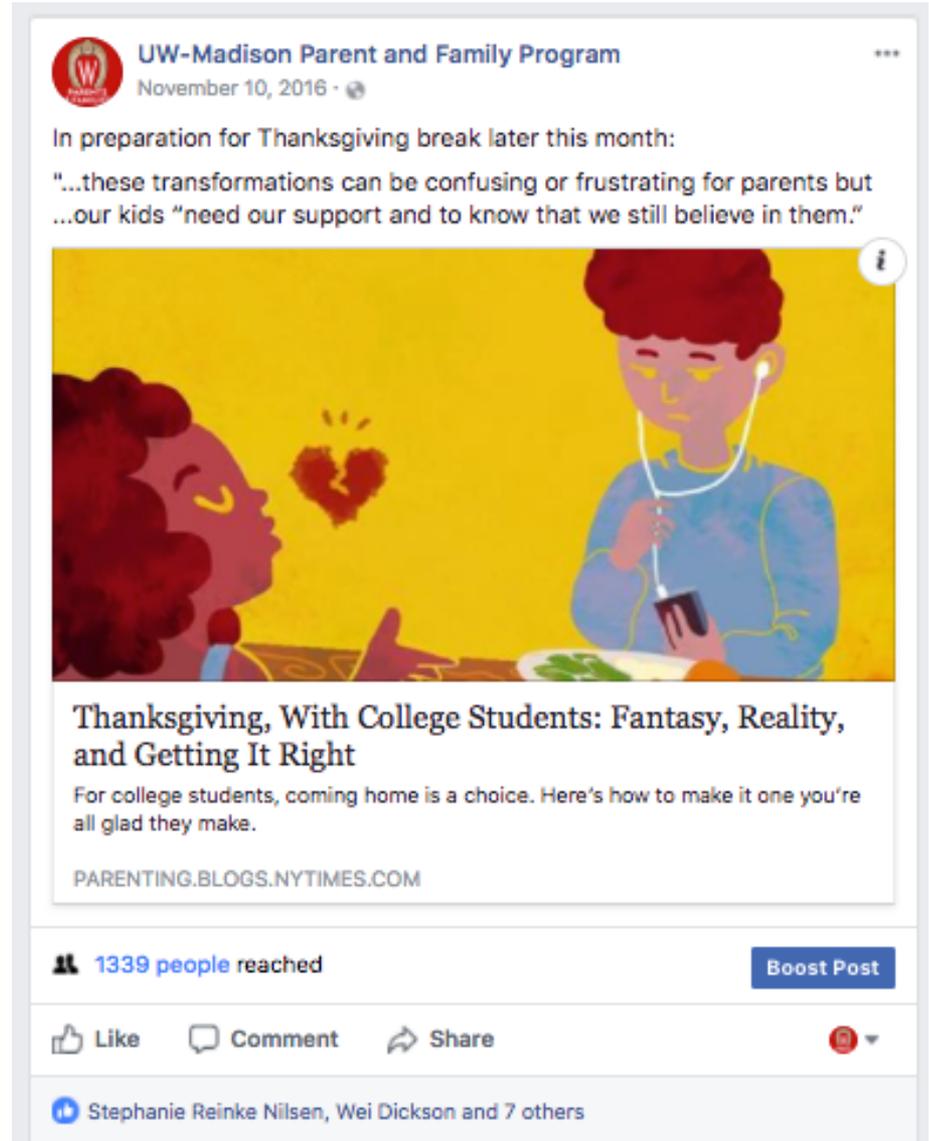
👤 Tammy Karow-Bronson, Linda Russell and 93 others



What makes a post...not work?

# Highly Informational Content

- Okay reach – Facebook favors articles from major outlets, like *NY Times*
- Helpful content – but too “informational” in nature for my audience
- The quote I chose to pull wasn’t clear/didn’t tell them much



The image shows a screenshot of a Facebook post from the 'UW-Madison Parent and Family Program' dated November 10, 2016. The post features a quote about Thanksgiving break and a link to an article from Parenting.Blogs.NYTimes.com. The article title is 'Thanksgiving, With College Students: Fantasy, Reality, and Getting It Right'. The post has reached 1339 people and includes interaction buttons for Like, Comment, and Share. The post is also marked as 'Boosted'.

**UW-Madison Parent and Family Program**  
November 10, 2016 · 🌐

In preparation for Thanksgiving break later this month:  
"...these transformations can be confusing or frustrating for parents but ...our kids "need our support and to know that we still believe in them."



The illustration depicts a woman with dark curly hair on the left, looking towards a young man on the right. The man is wearing a blue long-sleeved shirt and white earbuds, looking down at a smartphone in his hands. They are seated at a table with a plate of food. A small red heart icon is floating between them. The background is a solid yellow color.

**Thanksgiving, With College Students: Fantasy, Reality, and Getting It Right**  
For college students, coming home is a choice. Here's how to make it one you're all glad they make.  
[PARENTING.BLOGS.NYTIMES.COM](http://PARENTING.BLOGS.NYTIMES.COM)

👤 1339 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Stephanie Reinke Nilsen, Wei Dickson and 7 others

# Social Isn't Always the Best Medium

- Decent reach – low “likes” shows that the content was not compelling
- Newsletter article had a high click-rate and web hits
- Topic parents ask a lot about
- My audience cares about this content, but not on social



The image shows a screenshot of a Facebook post from the 'UW-Madison Parent and Family Program' dated April 26. The post text asks if students are considering subletting their apartments and mentions that finding someone to sublet might be a good option, but there are many considerations. Below the text is a photo of students in a room with their belongings, and a link to a 'Parents Newsletter' article titled 'Managing Summer Sublets'. The article snippet says 'Students, surrounded by their belongings, prepare to move in to a campus-area rental house.' and credits the photo to Bryce Richter/UW-Madison. The URL 'PARENT.WISC.EDU' is also visible. At the bottom of the post, it shows '1558 people reached', a 'Boost Post' button, and interaction options for 'Like', 'Comment', and 'Share'. A notification at the bottom indicates that 'Judy Holding Ball and Jennifer L. Williamson' interacted with the post.

**UW-Madison Parent and Family Program**  
April 26 · 🌐

Is your student thinking about subletting their apartment? Finding someone to sublet might be a good option, but there are many considerations to keep in mind.

**Managing Summer Sublets | Parents Newsletter**  
Students, surrounded by their belongings, prepare to move in to a campus-area rental house. (Photo: Bryce Richter/UW-Madison)  
PARENT.WISC.EDU

👤 1558 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Judy Holding Ball and Jennifer L. Williamson

# YouTube Content on Facebook

- Good pull quote – spoke to something parents care about
- In order to really understand the content, you had to leave Facebook to watch a video
- My audience is less interested in alumni stories
- Very low reach – Facebook does not favor content from YouTube
- Upload videos directly to Facebook for maximum reach



**UW-Madison Parent and Family Program**  
December 1, 2016 · 🌐

Meet Jeff Sprecher, a Madison native and UW alumnus. Today, he's founder, chairman and CEO of Intercontinental Exchange and chairman of the New York Stock Exchange, one of the world's most powerful financial institutions.

"It's amazing how many jobs and companies and things are being spawned out of the university...and seeing the broad footprint that it has globally now. It's something the state of Wisconsin should be quite proud of."

**Big Apple Badgers: Jeffrey C. Sprecher**  
<http://onwisconsin.uwalumni.com/features/the-big-board-in-one-big-gulp/> Growing up in Madison, Wisconsin, Jeffrey C....  
YOUTUBE.COM

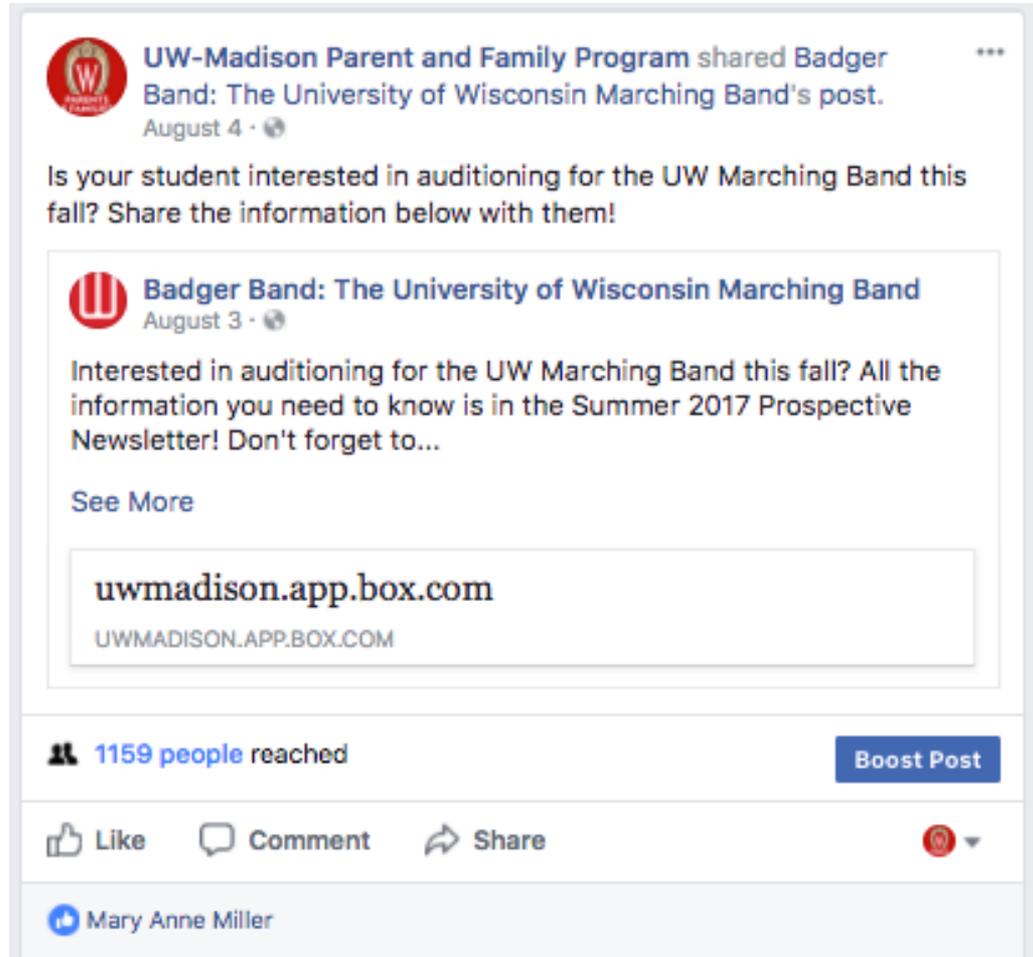
👤 636 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Jennifer L. Williamson, Sabrina Benson Ellis and Jan Whiteway

# Too Niche

- Content should have a broad appeal – this was information for a highly segmented audience
- Link displayed strangely without preview text or a photo
- Performed well in my group, but not on the page – no two social networks are the same



The screenshot shows a Facebook post from the 'UW-Madison Parent and Family Program' dated August 4. The post shares a link to a post from 'Badger Band: The University of Wisconsin Marching Band' dated August 3. The shared post text asks if students are interested in auditioning for the UW Marching Band and provides a link to 'uwmadison.app.box.com'. The Facebook interface shows 1159 people reached, a 'Boost Post' button, and interaction options like 'Like', 'Comment', and 'Share'. The user 'Mary Anne Miller' is visible at the bottom.

UW-Madison Parent and Family Program shared Badger Band: The University of Wisconsin Marching Band's post. August 4 · 🌐

Is your student interested in auditioning for the UW Marching Band this fall? Share the information below with them!

Badger Band: The University of Wisconsin Marching Band August 3 · 🌐

Interested in auditioning for the UW Marching Band this fall? All the information you need to know is in the Summer 2017 Prospective Newsletter! Don't forget to...

See More

[uwmadison.app.box.com](http://uwmadison.app.box.com)  
UWMADISON.APP.BOX.COM

👤 1159 people reached Boost Post

👍 Like    💬 Comment    ➦ Share

👤 Mary Anne Miller

# And Sometimes, it Just Doesn't Work

- That's okay!
- Part of the fun with social is experimentation – helps you learn your audience
- A similar post to this performed much better on Twitter





# Brand Management

# Facebook Pages vs. Groups

- Segments your audience on Facebook – takes away from engagement on your Facebook Page
- Problems can seem larger, but so can successes
- Facebook Pages are becoming more pay-to-play
- If you're not in the space, they will be – who do you want driving the message?
- A lot more considerations with a group
  - Who can post?
  - Who can join?
  - What account will you use?
  - Open/closed group
  - Checking for legitimate accounts

# Challenging Situations

- Address it
- Be informative, not defensive
- Do not delete
- Stay calm and be kind
- Offer solutions
- Be human, apologize if needed
- Let parents respond
- Follow-up directly
- Utilize your community standards
- If a tragedy occurs, go silent, unless you can directly relate to it.

# Our Community Standards

- Welcome to the Badger Parents and Families Group! This group is hosted by the UW-Madison Parent and Family Program, a service **dedicated to keeping parents and family members connected to the university so that they may support their student's success.** We invite you to make this a relevant forum and ask that you **post, interact, ask questions and discuss topics relevant to the UW-Madison experience.** UW-Madison parents, family members or anyone who supports a student are welcome as members.
- **This group is a safe space that supports diversity and tolerance and is intended to foster civil and productive discussion.** While UW-Madison welcomes and encourages postings from group members, the university reserves the right to block individual accounts and/or remove comments, links, photos or other content. For more information about appropriate use of this page, please refer to the UW-Madison Social Media Statement, found here: <http://www.wisc.edu/social-media-statement.php>.
- **The UW-Madison Parent and Family Program moderates this group and will answer questions and give feedback.** We respectfully reserve the right to use photos and comments.
- You can always contact the Parent and Family Program directly with comments or questions. Reach us by phone, email or chat: <https://www.parent.wisc.edu/ask.html>. We look forward to connecting with you!



# Emergency Response

# Proactive Outreach

- Proactively addressed campus safety
- Generated a huge reach and tons of parent comments
- Helped educate families about a serious topic, while making them feel good about our efforts

 **UW-Madison Parent and Family Program** October 18 at 1:40pm · 🌐 ...

Really cool - WiscGuardian is a mobile app that turns a smartphone into a personal safety device. Tag your students in the comments section to let them know about this free app.



Safety Timer      Send a Tip

WiscGuardian: New Mobile App Turns Your Phone Into A Personal Safety Device | WiscGuardian: New Mobile App Turns Your Phone Into A Personal Safety Device

UWPD.WISC.EDU

 10345 people reached Boost Post

# Sharing Critical Information

- Using the Notes feature on your Facebook Page can help you inform families without having to alert thousands of folks in your database
- How do you share campus safety alerts?
- Important to think about strategy in advance with communications office and campus police



 **UW-Madison Parent and Family Program**  
October 3 · 🌐

### Information on lead testing

Parents and Families,

The health and safety of your student are important to us. UW-Madison is taking steps to respond to possible lead contamination created by recent construction projects at Agriculture Hall and Bascom Hall.

Between May and September, repainting, including paint removal, was conducted by a contractor at both buildings. Students who took classes in Agriculture Hall and Bascom Hall this summer and fall have been notified.

Testing conducted last week showed unacceptable levels of lead dust within some areas of Agriculture Hall. UW-Madison Environment, Health & Safety continues t...

[See More](#)

 1567 people reached

 Boost Unavailable



# Tips and Tricks

# Let Compelling Content Work for You

 **UW-Madison Parent and Family Program** ⋮  
September 27 · 🌐

We had a blast taking photos of your students on the first day of class. If you're missing them, don't forget to visit during Family Weekend! Learn more and register: <https://parent.wisc.edu/family-weekend>.



 **2444 people** reached **Boost Post**

1.3K Views

# Repurpose Good Content

↳ You Retweeted



**Wisconsin Basketball** @BadgerMBB · Mar 18

Hug your mom.

HUG EVERYONE!



Nigel Hayes and TALAYA DAVIS

28

1.1K

4.2K



# Repurpose Good Content

You Retweeted

**Renee Every** 🙌 @Renee\_Every · Jun 14

Each time I visit @UWMadison I am more excited for what is in store for my child! What a great school and great city!



2 10 130

**UW-Madison Parent and Family Program**  
June 15 · 🌐

@Renee\_Every: "Each time I visit @UWMadison I am more excited for what is in store for my child! What a great school and great city!"

Thanks for sharing this beautiful photo, Renee!



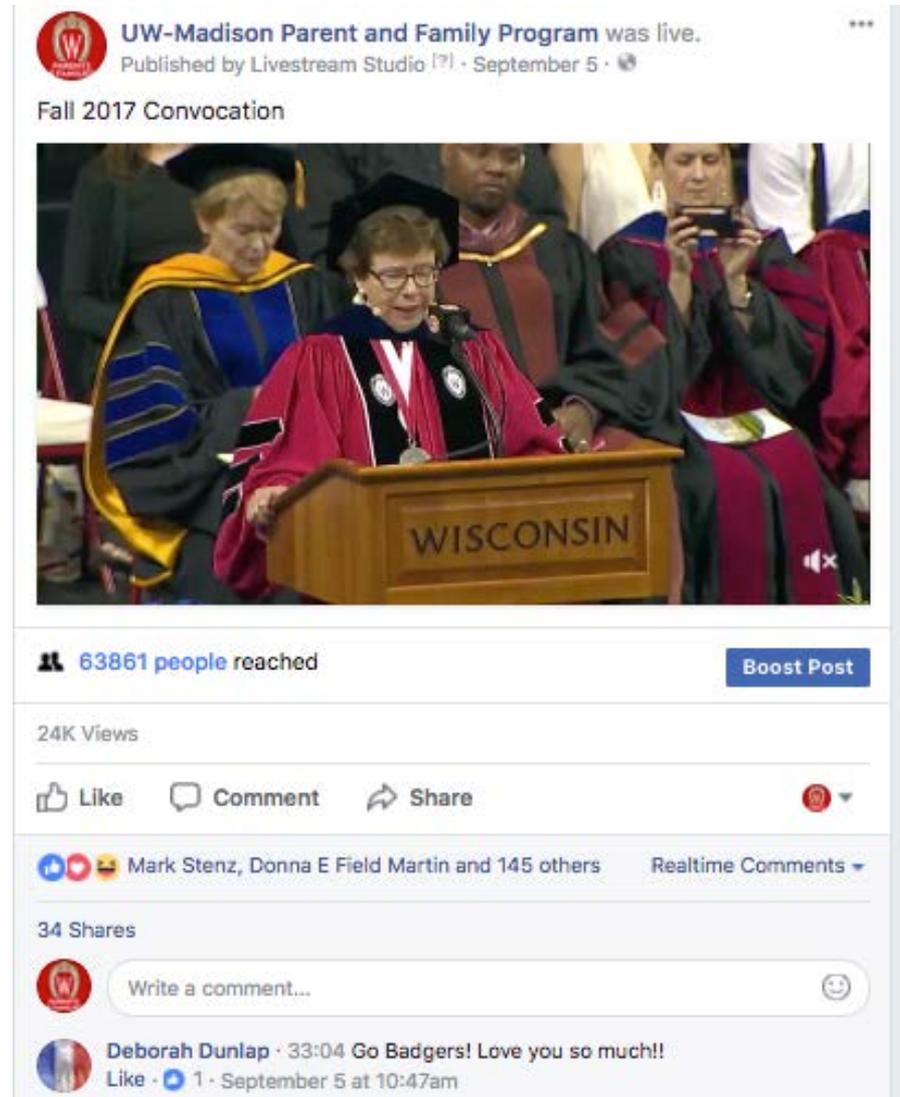
👤 3583 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

👤 Brenda Reckelberg, Linda Young and 72 others

# Facebook Live Stream Large Events

- Free
- Huge reach
- Builds your followers
- Work with your communications department



UW-Madison Parent and Family Program was live.  
Published by Livestream Studio [?] · September 5 · 🌐

Fall 2017 Convocation



63861 people reached [Boost Post](#)

24K Views

Like Comment Share

Mark Stenz, Donna E Field Martin and 145 others [Realtime Comments](#)

34 Shares

Write a comment...

Deborah Dunlap · 33:04 Go Badgers! Love you so much!!  
Like · 1 · September 5 at 10:47am

# Write Easy-to-Use Hashtags

- Not too generic
- Useable in a sentence
- Specific to your event
- Short and easy to remember
- Easy to use #BadgerFamily for multiple events/campaigns



# Tie into Campus Campaigns



**UW-Madison Families** @UWParent · Sep 6

Since we know you can't be here, we're providing your **#Badgers** w/  
**#firstdayofschool** photos and fuel all morning in Library Mall. **#WIWelcome**





# Analytics and Assessment

# Facebook Insights

09/20/2017 4:05 pm	 UW-Madison Parent and Family Program shared			1.8K		188 36		<a href="#">Boost Post</a>
09/12/2017 9:05 am	 UW-Madison has been ranked 12th best public			4.9K		623 206		<a href="#">Boost Post</a>
09/11/2017 5:30 pm	 Wisconsin remembers.			2.3K		130 118		<a href="#">Boost Post</a>
09/06/2017 6:24 pm	 Missing the annual first day of school photo? Fear not -			4.3K		1.6K 59		<a href="#">Boost Post</a>
09/06/2017 9:22 am	 Happy first day of school! Since we know our Badger			9.7K		2.6K 277		<a href="#">Boost Post</a>
09/05/2017 10:14 am	 Fall 2017 Convocation			63.9K		5.8K 681		<a href="#">Boost Post</a>
09/05/2017 9:29 am	 Families of new Badgers - join us today! We'll be			3.4K		372 57		<a href="#">Boost Post</a>
08/30/2017 9:38 am	 Happy move-in week, Badger Families! Our staff			4.3K		75 45		<a href="#">Boost Post</a>
08/25/2017 2:51 pm	 Badgers really are everywhere!			3.2K		575 122		<a href="#">Boost Post</a>
08/21/2017 5:01 pm	 UW-Madison Parent and Family Program shared			3.4K		528 80		<a href="#">Boost Post</a>

# TweetDeck

The image shows a screenshot of the TweetDeck application interface. On the left is a dark sidebar with navigation options: 'New Tweet', 'Search Twitter', 'Activity', 'Home', and a list of search filters including '#badgerfamily', '#futurebadgers', '#uwparent', '#badgermom', '#badgerdad', and '#uwmom'. The main area displays four columns of tweets:

- Column 1 (#badgerfamily):** A tweet from 'UW-Madison Families' (2d) about planning for Winter #UWGrad. Below it is a tweet from 'UW-Madison' (verified) asking if you're a Winter #UWGrad and featuring a photo of a student on a statue. Below that is another tweet from 'UW-Madison Families' (3d) about weekend events.
- Column 2 (#futurebadgers):** A tweet from 'UWMadison Admissions' (20h) thanking Chicago Scholars and featuring a collage of photos from campus tours.
- Column 3 (#uwparent):** Two tweets from 'Wisconsin's Best' (Wisconsin Cheese Company) promoting 'Badger Fan Gift Boxes' with images of the product.
- Column 4 (#badgermom):** A tweet from 'Jennifer Gros' (evolutionary) with the text 'HI GUYS #BAC #SOCCERMOM That's My BOY #NCAASoccer @B1GSoccer @USLPDL' and a photo of a person. Below it is a tweet from 'Cat @cathamarl' about a 'cute little bit of red' and a photo of a cat.

# Grytics – Paid Platform for Facebook Groups

**GRYTICS** MY GROUPS ▾ FEATURES USE CASES ACADEMY HOW TO BLOG ABOUT US ▾ PRICING Badger ▾

Overview ▾

- Weekly Summary
- Key metrics
- Evolutions
- Group activity
- Posts & Comments
- Members
- Albums & Photos
- Videos
- Files
- Docs
- Engagement tools
- Download Reports
- Compare
- Manage & Update
- Metrics definition

My Groups / Badger Parents and Families / Summary

## Weekly Summary

From 2017-11-10 18:48:26 to 2017-11-04 00:00:01 US/Central

Export in PDF Export in PPTX Export in XLSX

Compared to 2017-11-03 23:59:59 to 2017-10-28 00:00:01 US/Central

Metric	Value	Progression	Change
66 POSTS	66	PROGRESSION	-2.94%
503 COMMENTS	503	PROGRESSION	-2.33%
4733 MEMBERS	4733	PROGRESSION	0.23%
545 ACTIVE MEMBERS	545	PROGRESSION	-0.18%
1034 REACTIONS	1034	PROGRESSION	65.71%
0 SHARES	0	PROGRESSION	+0
22 NEW MEMBERS	22	PROGRESSION	-8.33%
10 FORMER MEMBERS	10	PROGRESSION	900%
30.91 ENGAGEMENT	30.91	PROGRESSION	27.1%
229 ACTIVITY	229	PROGRESSION	32.81%

# Grytics – Post Statistics

GRYTICS
MY GROUPS ▾
FEATURES
USE CASES
ACADEMY
HOW TO
BLOG
ABOUT US ▾
PRICING

 Badger ▾

Overview ▾
Group activity
Posts & Comments ▾
Posts Statistics
Comments Statistics
Posts & Comments List
Posts published with Grytics
Members ▾
Albums & Photos ▾
Videos ▾
Files
Docs ▾
Engagement tools ▾
Download Reports ▾
Compare

📅 2017-10-11 TO 2017-11-10 UTC -6:00 ▾

My Groups / Badger Parents and Families / Posts List
Export posts 📄 Export comments 📄

NO TAG SELECT ▾
NO TYPE SELECT ▾
ORDER BY UPDA ▾

Author	Content	📣	💬	↪	🌐	Type	Creation Date	Update Date	Actions
	Can anyone tell me exactly what the UW health serv...	20 +	53	0	126	status	2017-11-07 22:44:51	2017-11-10 17:15:37	
	Hey, all - a group of students in Journalism 449 W...	23 +	22	0	67	link	2017-11-09 17:31:07	2017-11-10 16:32:11	
	(SOLD) Iowa Tickets \$100 - Neenah, WI Selling two...	0	2	0	4	status	2017-11-09 10:36:13	2017-11-10 15:55:39	
	<p>This is why the football team rocks!</p>	23 +	0	0	23	photo	2017-11-10 12:19:43	2017-11-10 12:19:43	

# Grytics – Member Statistics

**GRYTICS** MY GROUPS ▾ FEATURES USE CASES ACADEMY HOW TO BLOG ABOUT US ▾ PRICING

My Groups / Badger Parents and Families / Members Statistics 2017-10-11 TO 2017-11-10 UTC -6:00 ▾

### ACTIVE MEMBERS TYPE

	240 Publishers
	749 Commenters
	1147 Reacters

### REACTERS STATISTICS

	1038 Likers		62 Wow people
	71 Laughters		140 Lovers
	75 Sad people		84 Angry people

### INTERACTIONS ON POSTS

	Likes		Wow
	Haha		Love
	Sad		Angry

### MEMBERS ACTIVITY

Active Members 1

# Grytics – Identify Stakeholders

## TOP COMMENTERS



## TOP REACTERS

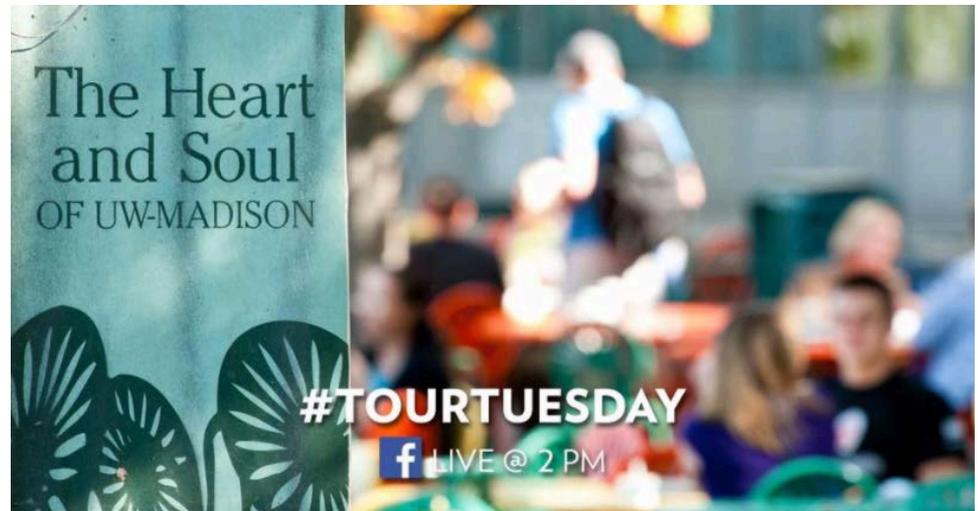




**What's Next?**

# Facebook Live in Facebook Group

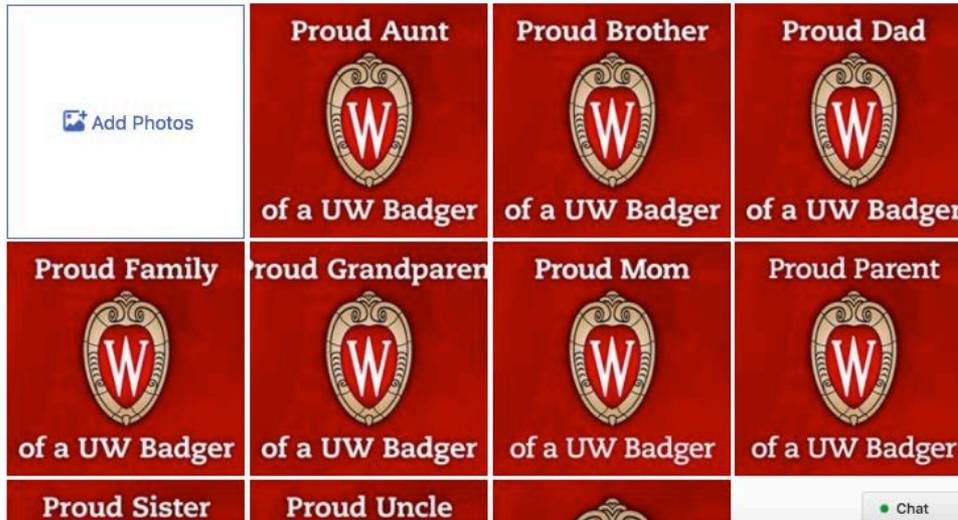
- Strengthen community between me and our parent/family community in the group
- Humanize the institution
- Provide the feeling of “exclusive access” to parents – behind-the-scenes look feels like a gift
- Potentially replace our web chats?



# Shareable Fun

Show Your Badger Spirit: Proud Family Cover Photos

10 Photos · Updated 2 years ago





What are your best  
practices?



Thank you!