Social Media Best Practices for Education

Beth Russell

April 25, 2017
SOS Users Collaborative Workshop

Detroit Zoological Society
Detroit, MI

Our Online Presence

2008

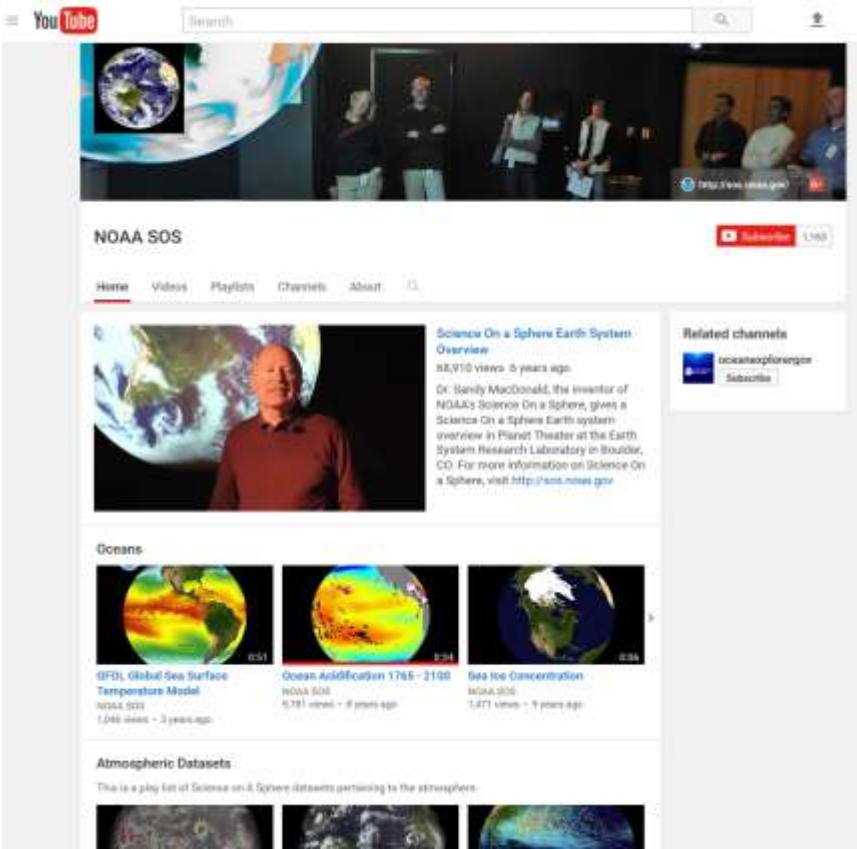
2009

2014

2017

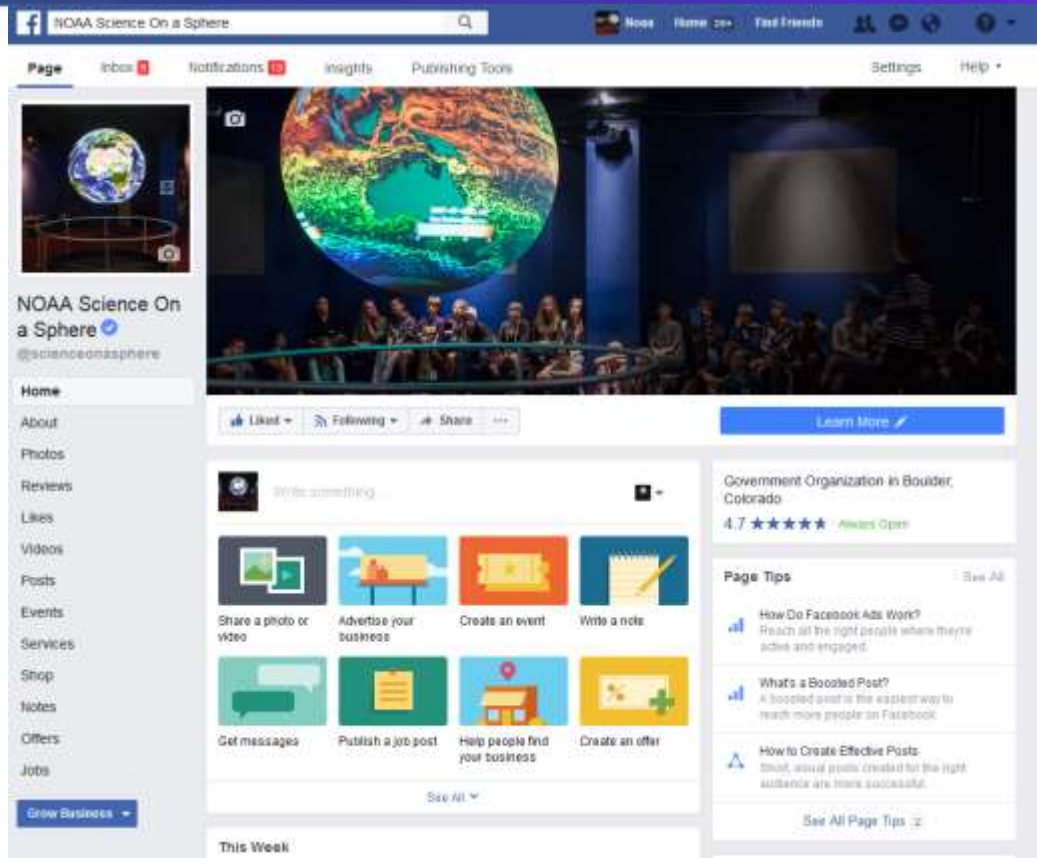
YouTube

- **1,163** subscribers
- **81** videos
- **509,329** views
- Haven’t posted consistently in two years
- Phased out when Facebook added better video support



Facebook

- **172,000+** Likes
- **138** videos
- **9.8 million** views of most popular dataset
- **25 - 50K** views for most datasets
- Our most popular social media outlet



Twitter

- **869** Followers
- **58** Tweets
- **81** Retweets on a single post
- Haven’t spent much time investing in Twitter

Instagram

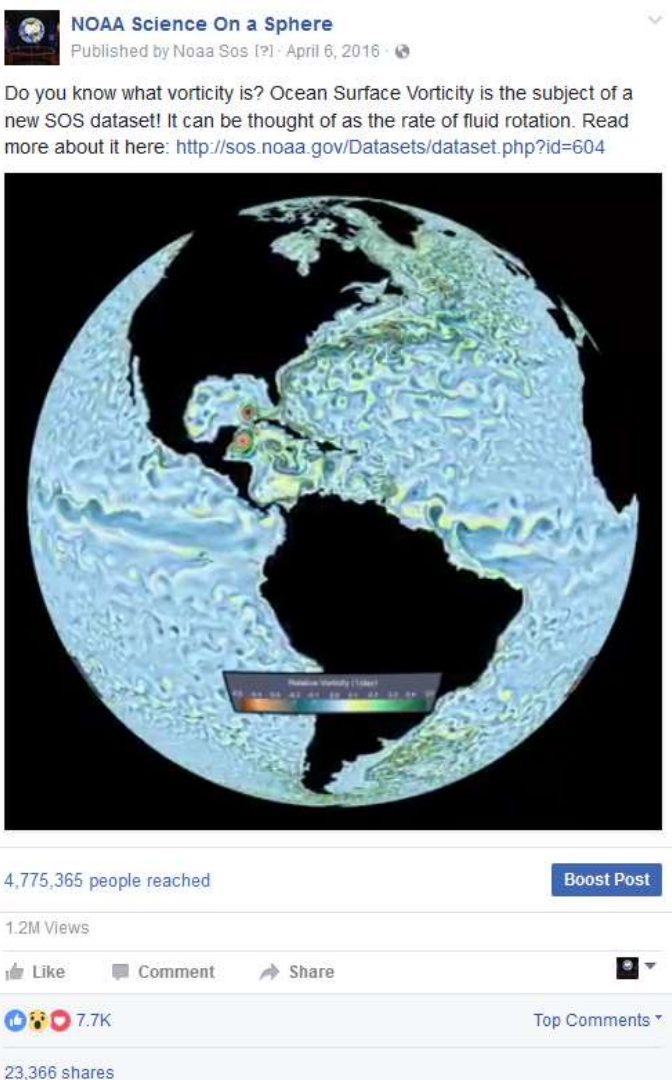
- **427** Followers
- **25** Posts
- **421** video views for top post
- Brand new platform for us

Things we've learned

- Know your purpose
- Keep it simple
- Keep it short
- Don't discount the value of beautiful graphics
- Tie it to current events
- Videos beat pictures
- Answer questions
- Anything can be controversial

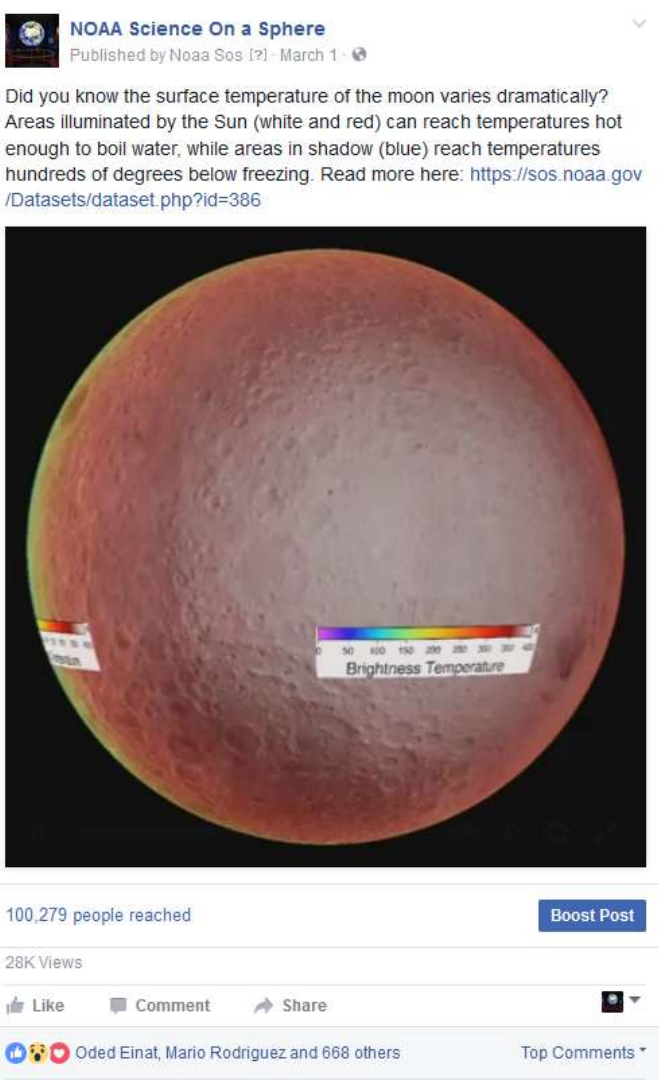
Know Your Purpose

- Started as a page to communicate about new sites, traveling events, and software updates for users
- Quickly realized that new dataset posts got the most attention
- Most followers likely have not seen SOS in person
- Goal now is to share science with people



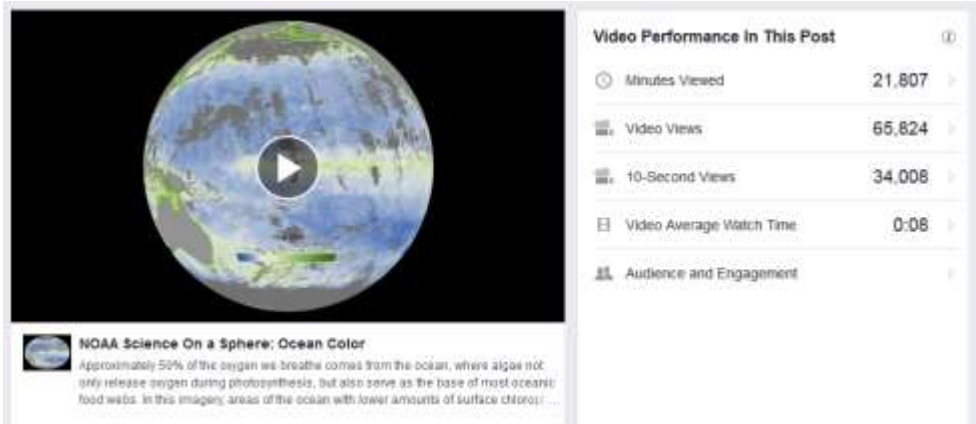
Keep it Simple

- There is a lot that can be said about each dataset, but it doesn't need to all be said here
- Pick main point and then include a link for more information



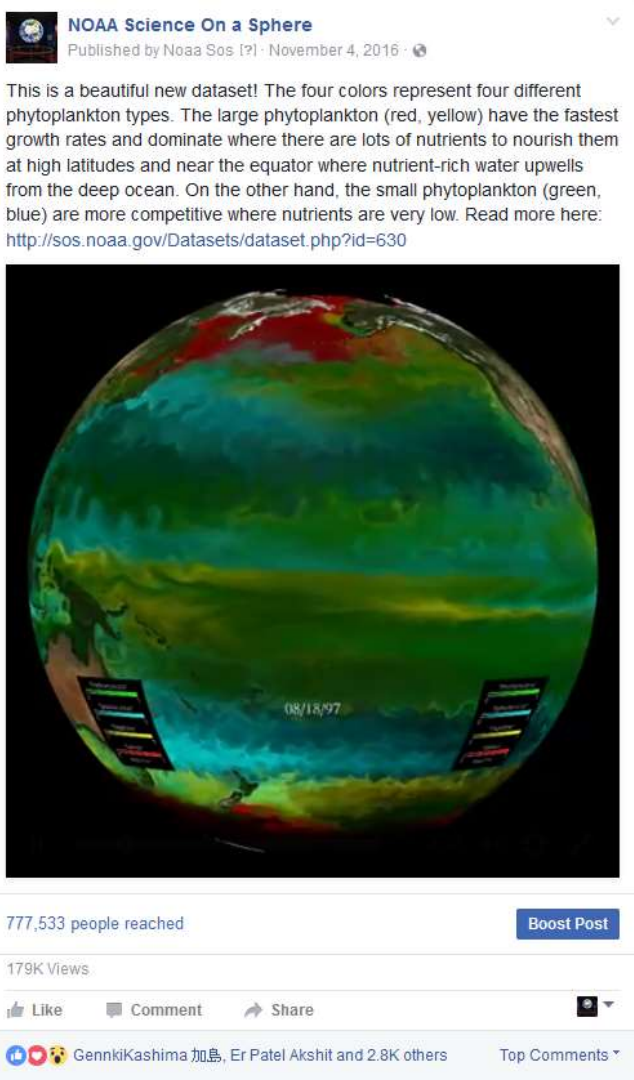
Keep it Short

- The action needs to start immediately and stay interesting
- The drop off rate is pretty incredible, even with great videos



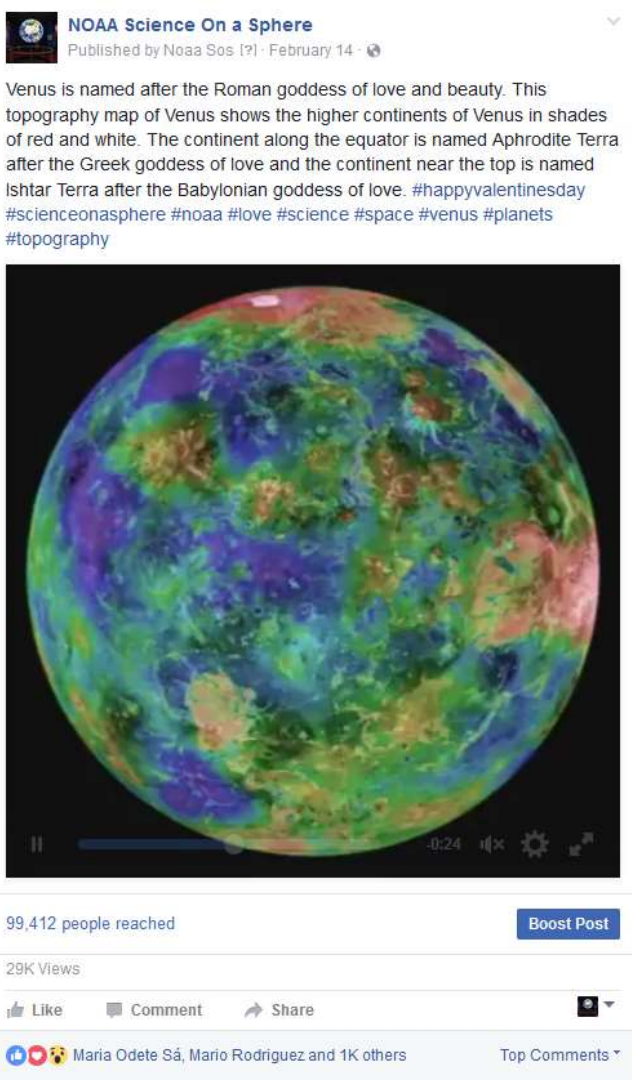
Beautiful Graphics

- Datasets that are really captivating tend to get more action on social media
- Beautiful graphics are a great way to catch people's attention



Current Events

- If you can relate your post to today, people tend to pay more attention
- Can be natural disasters, holidays, special days, anything!

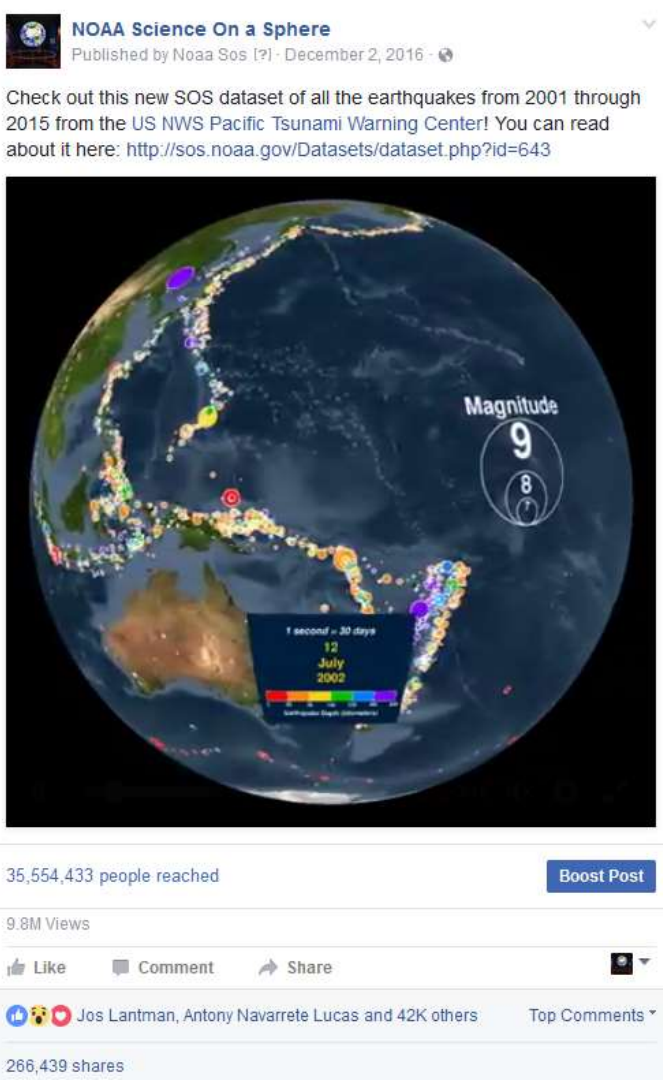


Videos Beat Pictures

- Even when they're timely and interesting, pictures don't get much traction on our page

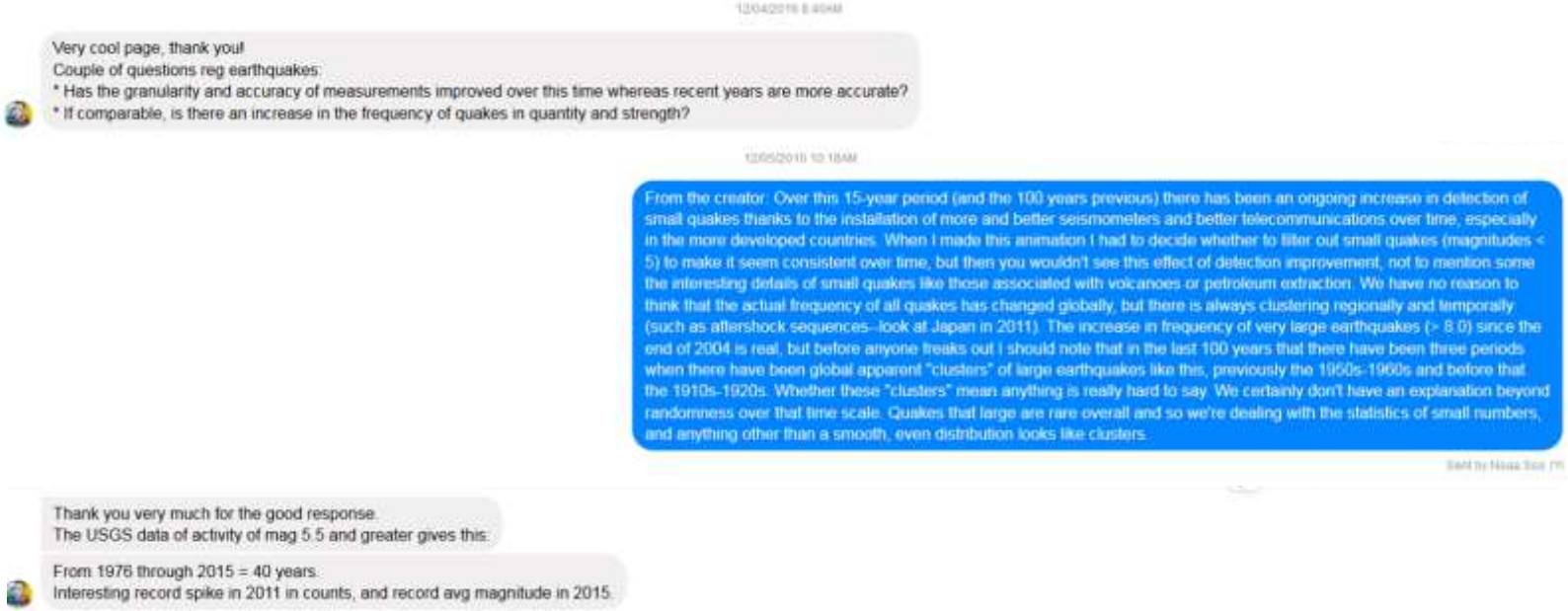
Provide Links

- When you have it, provide the extra information that people are likely to ask for



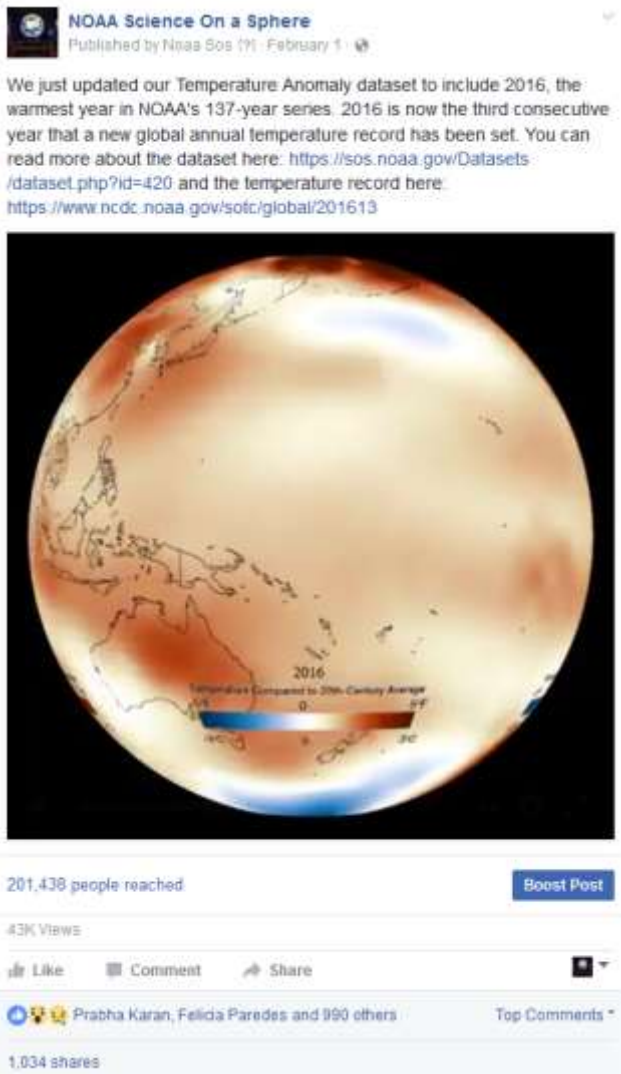
Answer Questions

- We get lots of strange questions that are ignored, but when we get good ones, we try to answer them.



Controversy

- A debate is expected with some posts, but anything can turn into a debate
- We stay out of the debates



Live Stream Experiments

NOAA Science On a Sphere was live.
Published by Noaa Sos [?] · March 22 at 10:08am ·

Our first live stream!

27,944 people reached **Boost Post**

11K Views

Like Comment Share

Jde Jde, Cecilia Mauricio and 488 others Top Comments

89 shares

NOAA Science On a Sphere was live.
Published by Noaa Sos [?] · April 17 at 10:07am ·

79,560 people reached **Boost Post**

8.5K Views

Like Comment Share

Betty J. Schwartz, Joe Maldonado and 329 others Top Comments

72 shares

Live Stream Experiments

- Trying a conversational approach
- Don’t want a polished or rehearsed feel
- We spend about 15 minutes thinking about what we want to say and then start recording
- First one was unannounced, second one had an announcement two hours before
- Viewer drop off rate still high
- Still needs a title!

Thoughts?

- What have been your social media experiences?
- What are you best practices?

[redacted] Wake up!! ⚡ There is no curve!!! ⚡ The earth model here is a lie!!! ⚡ The oceans are moving but the Earth is not a ball!!! The horizon is flat!!! If it would not be, you would not be able to see objects like ships on a distance more than 15 nautical miles, but you can easily see them 25 nautical miles away or even up to 60 stationary miles if weather is good!!! It is just not possible if it would be spherical in shape and 40000 km around! It is a LIE!!! A FU....* LIE!!!!

Like · Reply · Message · 2 · August 12, 2016 at 5:46pm

Hide 34 Replies

[redacted] Lol.

Like · Reply · Message · 4 · August 12, 2016 at 6:00pm

[redacted] I had the same reaction the first time I heard it but when I really checked the data it all became clear! ⚡

Like · Reply · Message · 2 · August 12, 2016 at 6:48pm · Edited

[redacted] If it's not flat how did it get on my screen? Answer that smarty pants.

Like · Reply · Message · 4 · August 12, 2016 at 8:38pm

[redacted] Why would anyone lie about that? Why do high-flying pilots see curvature? Why are rainbows curved, and actually completely circular when you get high above the earth? 🤔

Like · Reply · Message · 2 · August 12, 2016 at 8:43pm

[redacted], oh no, you drank the kool-aid!!!!!

Like · Reply · Message · 1 · August 13, 2016 at 5:15am

[redacted] Bloody flat earthers
You lot belong in the dark ages

Like · Reply · Message · 2 · August 14, 2016 at 1:44am

[redacted] Ok. Don't wake up! 😂

Like · Reply · Message · August 14, 2016 at 8:15am

[redacted] because of the way sun reflects on the drops? As the sun is not as far as the lying media is trying to convince us. How high is high? Anytime I travel 10000km above the earth I see only flat! If you watch Felix Baumgartner Space Jum... See More

Like · Reply · Message · 1 · August 14, 2016 at 8:36am

[redacted]
Come on use your God given senses man
Tell you what look at the moon what shape do you seen? What about the sun, ever seen Jupiter through a telescope?... See More

Like · Reply · Message · 6 · August 14, 2016 at 9:36am