


An aerial photograph of the Harvard University campus, featuring a mix of historic brick buildings and modern multi-story structures. A large, bright blue 'Hello!' is superimposed over the center of the image. In the background, a white domed building is visible on the left. The foreground shows a street with a crosswalk and a curved road with a white van and other vehicles. Lush green trees are scattered throughout the campus.

# Hello!

**I'm Jenny Li Fowler**

Web Editor of [hks.harvard.edu](http://hks.harvard.edu)  
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## Selecting the Right Social Media Channel for Your Needs



*“Have the discipline to slow down in a fast paced world.” - Meredith Artley, CNN digital*



Be  
thoughtful



# Five Ms of Social Media

- Mission
- Message
- Medium
- Management
- Metrics

A grayscale photograph of a person from the chest up, wearing a light-colored, textured sweater. They are holding a smartphone in their right hand, looking down at the screen. A large, solid blue diamond is superimposed over the center of the image, partially obscuring the person's face and the phone. Inside the diamond, the word "Mission" is written in a white, sans-serif font.

Mission

WHY ARE WE  
DOING THIS?



**"It's not a great mission statement,  
but we'll revise it if things get better."**

A grayscale photograph of a person from the chest up, wearing a light-colored, textured sweater. They are holding a smartphone in their right hand, looking down at the screen. A large, solid blue diamond is superimposed over the center of the image, partially obscuring the person's face and the phone. Inside the diamond, the word "Message" is written in a white, sans-serif font.

Message



# Message

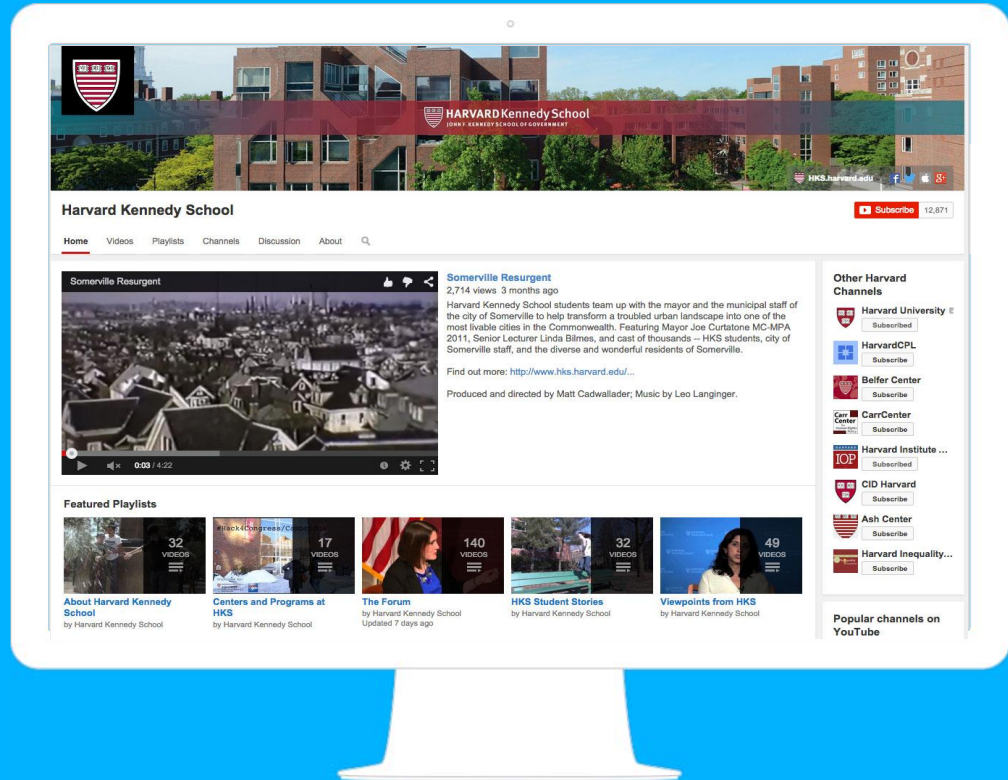
- Who is your audience?
- What is your content?
- What value are you adding?
- What action do you want your audience to take?



## Know your audience

- average age
- income
- education
- domestic/international

YouTube reaches  
more U.S. adults  
ages 18-34 than any  
cable network.



39% of Twitter users have at least some college experience and hold a pretty decent job.

42% earn \$50,000 per year.

-Pew Research Center

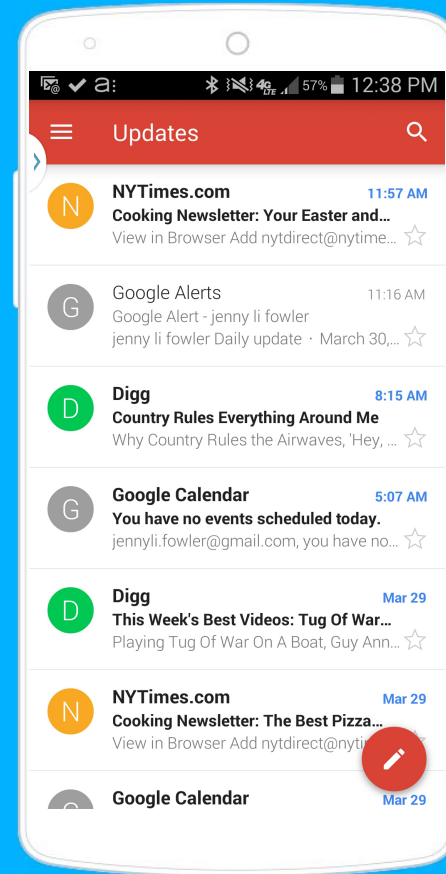




# College aged women spend 10 hours a day on their cellphones.

- 95 minutes a day texting
- 49 minutes emailing
- 39 minutes on Facebook

-Pew Research Center





PINTEREST

**SOCIAL SITE  
THAT IS ALL ABOUT  
DISCOVERY**

**LARGEST  
OPPORTUNITIES**



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70  
MILLION  
ACTIVE USERS**



TWITTER

**MICRO BLOGGING  
SOCIAL SITE  
THAT LIMITS EACH  
POST TO 140  
CHARACTERS**

**LARGEST  
PENETRATION**



**BUT SPREADING  
SLOWLY AND STEADILY**

**5,700 TWEETS  
HAPPEN  
EVERY SECOND**



**560  
MILLION  
ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING  
SITE THAT HAS  
1 BILLION  
USERS WORLDWIDE**

**LARGEST  
OPPORTUNITIES**



**COMMUNICATING WITH  
CONSUMERS  
IN A NON-OBTRUSIVE WAY**

**USERS SHARE  
2.5 BILLION  
PIECES OF CONTENT EACH DAY**



**1  
BILLION  
ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING  
SITE ALL AROUND  
PICTURES  
AND NOW 15 SECOND  
VIDEOS**

**MANY BRANDS  
ARE PARTICIPATING  
THROUGH THE USE OF**

**# HASHTAGS**

**AND POSTING**

**PICTURES  
CONSUMERS  
CAN RELATE TO**

**MOST FOLLOWED  
BRAND IS**



**150  
MILLION  
ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK  
BUILT BY GOOGLE  
THAT ALLOWS FOR  
BRANDS  
AND USERS  
TO BUILD CIRCLES**

**NOT AS MANY  
BRANDS  
ACTIVE,  
BUT THE ONES THAT ARE  
TEND TO BE A  
GOOD FIT WITH A  
GREAT FOLLOWING**

**GROWING RAPIDLY  
WITH 925,000**

**NEW USERS  
EVERY DAY**

**400  
MILLION  
ACTIVE USERS**



LINKEDIN

**BUSINESS  
ORIENTED**  
SOCIAL NETWORKING SITE

**BRANDS THAT ARE  
PARTICIPATING  
ARE CORPORATE  
BRANDS  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO NETWORK  
& CONNECT**



**79% OF USERS  
ARE 35  
OR OLDER**

**240  
MILLION  
ACTIVE USERS**

# Management

- How frequently can you engage with your audience?
- What resources will you need to maintain consistency?
- How can you continue to develop your presence to enhance your mission and message?

# Metrics

- How will you measure success?
- Pick one metric.
- It's okay to change your mind.





HKS

social media channels

Page

Messages 41

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## Harvard Kennedy School

College & University

Create Call-to-action

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PEOPLE

★★★★★

37,352 likes

14,652 visits



Promote Your Page

Connect with more of the people who matter to you

Promote Page

ABOUT

Harvard Kennedy School

<http://hks.harvard.edu/>

Promote

PHOTOS



Status

Photo/Video

Offer, Event +



What have you been up to?



Harvard Kennedy School

Posted by Sprout Social [?] · 1 hr ·

Five state and local governments will receive technical assistance to help develop Pay for Success projects through the Social Impact Bond Technical Assistance Lab at Harvard Kennedy School. <http://hks-siblab.org/>

Harvard Kennedy School

Social Impact Bond Technical Assistance Lab

[HKS-SIBLAB.ORG](http://HKS-SIBLAB.ORG)

136 people reached

Boost Post

Like · Comment · Share · 4



Harvard Kennedy School

Posted by Sprout Social [?] · 14 March at 14:29 ·

The Kennedy School alumni pictured here in Ecuador are working to help innovate, transform, and enhance the tourism sector in Ecuador.

Carlos Chango MPA/ID 2008 is a community-based tourism adviser. He

Promote

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152

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9,865

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UNREAD

25

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41

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2015

2014

2013

2012

2011

2010

2009

2008

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Harvard Kennedy School

Harvard Kennedy School

Like Page · 37,352

people like this page

Promote Page



TWEETS 6,313 FOLLOWING 157 FOLLOWERS 41.3K FAVORITES 218 LISTS 5

Edit profile

### HarvardKennedySchool

@Kennedy\_School

John F. Kennedy School of Government at Harvard.

Cambridge, MA, USA  
hks.harvard.edu  
Joined January 2009

461 Photos and videos



#### Tweets Tweets & replies Photos & videos

HarvardKennedySchool @Kennedy\_School · 1h  
Five state and local governments will receive assistance to help develop #PayforSuccess projects through #HKS SIB lab hks-siblab.org

HarvardKennedySchool @Kennedy\_School · Mar 14  
#youarehere #HKS Alumni / tourism sector / #Ecuador



2 5 View more photos and videos

HarvardKennedySchool @Kennedy\_School · Mar 13  
#HousingDay2015 a sign spring is near...Congrats to all freshmen who

#### Who to follow · Refresh · View all

- Dalai Lama** @DalaiLama  
Followed by Harvard Divinit...  
Follow
- UN Publications** @unpu...  
Follow
- Cyberlaw Clinic** @cyberlaw...  
Followed by Harvard Law R...  
Follow

Popular accounts · Find friends

#### Trends · Change

- #BlueDroid  
Promoted by Verizon Wireless USA
- The Jinx
- #buzzfeedbrews
- #SXSW
- Tim Tebow
- Robert Durst
- Grant Shapps
- #FAQinHell
- #NAA15
- #RipNoah





## Harvard Kennedy School

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### Somerville Resurgent

2,714 views 3 months ago

Harvard Kennedy School students team up with the mayor and the municipal staff of the city of Somerville to help transform a troubled urban landscape into one of the most livable cities in the Commonwealth. Featuring Mayor Joe Curtatone MC-MPA 2011, Senior Lecturer Linda Birmes, and cast of thousands -- HKS students, city of Somerville staff, and the diverse and wonderful residents of Somerville.

Find out more: <http://www.hks.harvard.edu/...>

Produced and directed by Matt Cadwallader; Music by Leo Langinger.

### Featured Playlists



#### About Harvard Kennedy School

by Harvard Kennedy School



#### Centers and Programs at HKS

by Harvard Kennedy School



#### The Forum

by Harvard Kennedy School  
Updated 7 days ago



#### HKS Student Stories

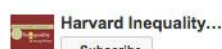
by Harvard Kennedy School



#### Viewpoints from HKS

by Harvard Kennedy School

### Other Harvard Channels



### Popular channels on YouTube



[Is Your HR Social? - Learn Best Practices To Recruit Smarter On Facebook. Download Whitepaper!](#)



## Harvard University, John F. Kennedy School of Government

Greater Boston Area

Add to board

Suggest

401 interested in attending

Home

Notables

Students & Alumni

Recommendations

LinkedIn for Education

Welcome, Jenny LI! You're posting as Harvard University, John F. Kennedy School of Government.

Edit this page

Share school news, events, or announcements...



Share an update with your followers.  
29,547 people are waiting to hear from you!

Share with: Public

Share

Create a custom target



### Explore Careers of 18,855+ Alumni

Where they work

The World Bank	192
U.S. Department of State	141
Harvard University	131

more

What they do

Consulting	1,939
Education	1,546
Entrepreneurship	1,539

more

### General Information

The John F. Kennedy School of Government at Harvard University (also known as the Harvard Kennedy

Show more



Harvard University, John F. Kennedy School of Government



### The Pulse of Public Service - Public Service Week 2015!

[hks.harvard.edu](http://hks.harvard.edu) · In line with the School's mission to make the world a better place, the Student Public Service Collaborative (SPSC) at Harvard Kennedy School, in collaboration with the Dean's Office, research centers,

### How you're connected



15 first-degree connections

3,124 second-degree connections

### Notable alumni

< 1 / 50 >



**Ben Mangan**

Social Impact Executive +  
Lecturer at Center for

MPP, Public Policy - Economic Develo...  
1996 - 1998

BerkeleyHaas

See all

### Advertise on LinkedIn



#### Professional Women Only

Apply Now to the National Association of Professional Women. Register Free



#### Top 14 CMS Compared

Read the free Info-Tech vendor landscape with reviews of the top 14 in CMS.

## A few more things to consider



Your brand is also your social brand.



Craft a “voice,” and use the same voice on all your channels.



Publishing is not the end. It’s the start of how you engage with your audience.



If you’re going to tweet for your organization, tweet for yourself.



Choose one platform and do it well.

A grayscale background image showing a hand holding a piece of chalk, poised to write on a chalkboard. The word "Love" is faintly visible in the background, written in cursive.

# Thanks!

**Any questions?**

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@thejennyli

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