



Leveraging Social Media & Interactive Platforms

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Twitter

Currently at
9,053 followers



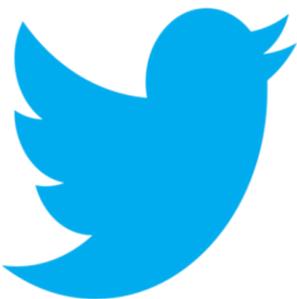
Facebook

Currently at
21,155 likes



Instagram

Currently at
6,004 followers



Pinterest

Currently at
507 followers



July 2016

Today

18,805

12.49%

21,155

7,970

13.69%

9,053

4,484

33.89%

6,004

Social Media Tips

- **Post Once a Day on ALL Platforms**
- **Boost Significant Posts**
 - ✓ **Low Cost = High Impact**
- **Utilize Giveaways**
- **Highlight the STUDENT**
- **Instant Enjoyment (Facebook Live)**
- **Offer the Keys to the Car**

ThrowbackThursday

Remembers moments from MU's past, both its distant and more recent history

FoodieFriday

Advertises the food options accessible to MU students

Organic

35,192
reached

1,831
reactions

163
shares

Millersville University updated their cover photo.
Published by Kate Hartman (?) · March 30 · 🌐

Photo by alum Clay Carty

35,192 people reached Boost Unavailable

👍👎👤 713 14 Comments 163 Shares

👍 Like 💬 Comment ➦ Share

Boosted

24,564
reached

13,642
video views

200
reactions, comments
& shares

Millersville University Like Page

Published by Janet Kacsos (?) · April 25 · 🌐

Can't wait for FestiVille 2017 this weekend, April 28-29? You can still get tickets at www.millersville.edu/music/festiville!
Just like last year, this year's concerts are bound to be memorable. Relive last year's fun here!

2016 Spring Concert Recap
02:20

24,564 people reached View Results

👍👎👤 122 2 Comments 26 Shares

👍 Like 💬 Comment ➦ Share

Facebook Live

The screenshot shows a Facebook Live post from Millersville University. The post header includes the university's logo and the text "Millersville University was live." followed by "Published by Kate Hartman [?] · May 13 ·". The video player shows a person in a graduation gown walking in a hall, with a play button icon overlaid. Below the video, there is a green checkmark icon and the text "Get More Likes, Comments and Shares" and "Boost this post for \$3 to reach up to 1,200 people." The post statistics show "68,605 people reached" and a blue "Boost Post" button. At the bottom, there are icons for reactions (167), comments (15), and shares (18), along with "Like", "Comment", and "Share" buttons.

68,605
reached

3,873
video views

263
reactions, comments
& shares

Web Based Marketing Tips

- ✓ Retargeting
- ✓ Geo-Fencing
- ✓ Paid Search
- ✓ Pandora
- ✓ Mini-Campaigns
- ✓ Link to Social Media Efforts