

CHOOSING IMAGES FOR SOCIAL MEDIA



THE NEWS VALUES OF SOCIAL MEDIA IMAGES*



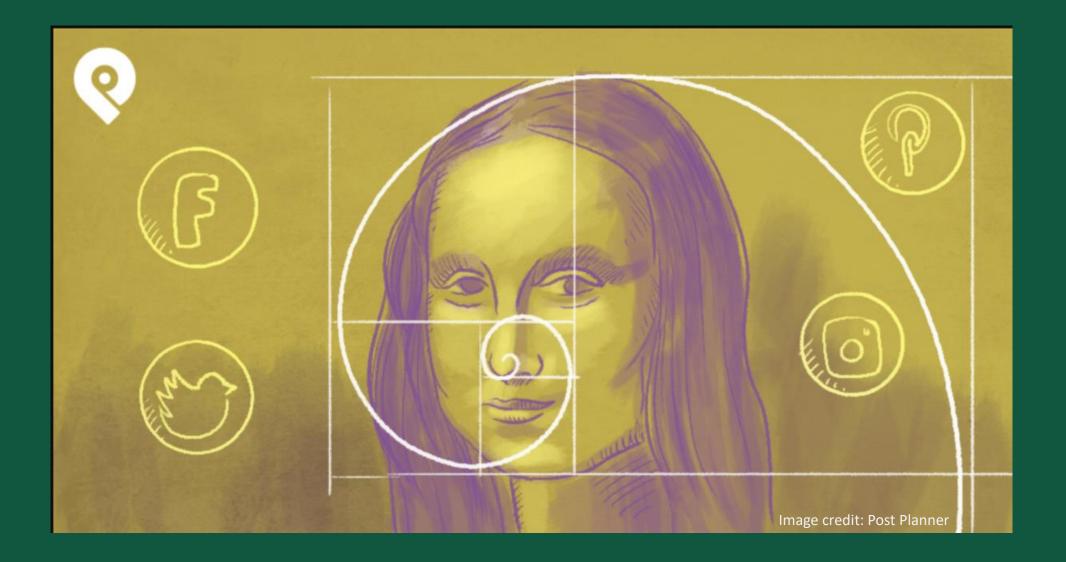




KEEP THE GOAL IN MIND

• USERS CLICK THE LINK & READ THE FULL STORY

2. users share, retweet, engage with and comment, helping our content reach new eyes



UNDERSTAND OUR AUDIENCE

TO BETTER CONNECT WITH THEM

FACEBOOK

98% of users view Facebook via mobile devices 79% of users <u>only</u> view Facebook via mobile devices Our audience is primarily 25-34 & 45-64 years old and most live in VA.

TWITTER

80% of users view Twitter via mobile devices 71% of users say they get their news from Twitter 26% of users are ages 30-49



WE HAVE COMPETITION

13 LIKES, 5 COMMENTS, 1 SHARE

are the average Facebook user's actions per month

38 MINUTES PER DAY

is how long the average user spends on Facebook



Lee Ann Jourdan ► #HigherEdSocial 11 mios + 至

Our office runs our alumni platforms, and the College runs the institution's platforms. We know we need a more robust plan RE: the purpose of our accounts, what we will/won't post, when we will share, etc. We've been asked to build a plan with measurable goals to help us know when we are effective. Does anyone have a social media plan (more than a calendar) that differentiates the two voices, objectives, goals, etc.? TY!





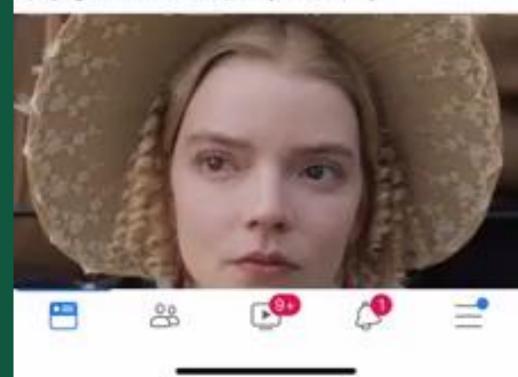


EMMA. Seensered · Ø

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Emma knows best, but love knows better. #EMMA is now playing in select theaters, everywhere Friday.









Going into Saturday's 4 p.m. Senior Day game at Kaplan Arena, Nathan Knight '20 talks about his development as a student-athlete at W&M as he became one of the Tribe's alltime best players: https://www.wm.edu/news/stories/2020/ knight-solidifies-his-place-among-elite-in-wm-basketballhistory.php

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WM FDU

Knight solidifies his place among elite in W&M basketball history



"You never know what life circumstances are really going to rock you to the core. This is a really wonderful commitment to understanding that our community has needs and trusts that we can figure out ways to help."

Thanks to support from Teri Dale Dungan '88 and Thomas Dungan III '88, the HEART Fund is there for stud... See More





William & Mary News @WM... · 1/22/20 Given the artifact's contents and context, @williamandmary archaeologists believe this Civil War-era jug found on the I-64 median is likely a rare ritual item known as a "witch bottle." Witch bottles served as a kind of talisman to ward off evil spirits.



Civil War-era bottle found on highway median may be rare 'witch bottle'

MINIMAL CONTEXT NEEDED Is it obvious what users will get when they click the link?

DIFFERENT, IN A GOOD WAY Does it stand out from other content? Is it attention-

grabbing?

THINK MOBILE



Is it discernible from a smaller screen? Does it have one singular subject? Does it feature bright colors?



MORE VALUES



William & Mary News @WMN... · 1/8/20 Kristen Popham '20 and Government and American Studies Professor Simon Stow co-authored a chapter for an upcoming book titled "The Cold War and American Life."



'To Kill a Mockingbird' has led student down rewarding path and her first pu... wm.edu

Bold Focal Point



William & Mary News @WM... · 1/13/20 V W&M's McCormack-Nagelsen Tennis Center hosted its second @ACEingAutism camp last week, which gave 14 kids on the autism spectrum the chance to not just gain tennis skills, but to build connections - and confidence:



wm.edu

Clear & Easy to View



WEM

William & Mary News @WM.... · 12/30/19 ~ 2019 is almost over and we're looking back at some of the year's stories. This fall, another group of freshmen took their first steps into scientific research by examining bacteriophages, a class of viruses that infect only bacteria:



William & Mary's freshman phage lab goes viral for the 12th straight year wm.edu

Representation Matters