



PRESENTATION HANDOUT



You
Tube



in



**@Universities, TBH your
#SocialMedia kinda
stinks!**

A blurred background image showing several people's hands holding and using smartphones. The image is dark and out of focus, emphasizing the text overlay.

2.5

HOURS SPENT ON SOCIAL PER DAY

95M

PICTURES POSTED ON INSTAGRAM PER DAY

325K

TWEETS EVERY MINUTE

The growth of social media is driving commerce and building communities

\$84B

projected spend on global social media ad spend in 2021

366M

new people started using social media in the past year (more than a million new people joining social media every single day)

76%

of people purchased a product because they saw it on social media

80%

of consumers say UGC has a high impact on their purchasing decisions

92%

of consumers trust
recommendations from
peers over brand content



**SOCIAL MEDIA
IS YOUR
GREATEST
MARKETING
TOOL**

A photograph of three young adults sitting on concrete steps outdoors. On the left, a woman with long brown hair is wearing a grey cardigan and holding a silver laptop. In the middle, a woman with blonde hair and glasses is wearing a black top and blue jeans, looking at her smartphone. On the right, a man with short brown hair and glasses is wearing a blue t-shirt and light blue pants, resting his chin on his hand and looking towards the woman with the phone. The background shows a building with a slatted facade.

**...AND YOUR
STUDENTS
ARE YOUR
GREATEST
MARKETING
TEAM.**





Your Marketing Team



PRESIDENT



FACULTY



PARENTS



**COLLEGES/
SCHOOLS**



CLUBS



STUDENTS



ALUMNI



ATHLETICS

TJ Washington

@TjWashington3 

2.9k followers



Photo Day 🌞 #UVU #UVUhoops



Carly Dehlin Hirsch

@Carly_Froofy 

6.0k followers



Being able to play 5 years of college golf, get my bachelors and finish an MBA has been awesome. Great people and great experiences! I don't want it to end 🥺 #GoUVU



Carl Call

@carlreef 

615 followers



Bandwagoning with a pic of my team of Ambassa-nerds #uvu







BOISE STATE

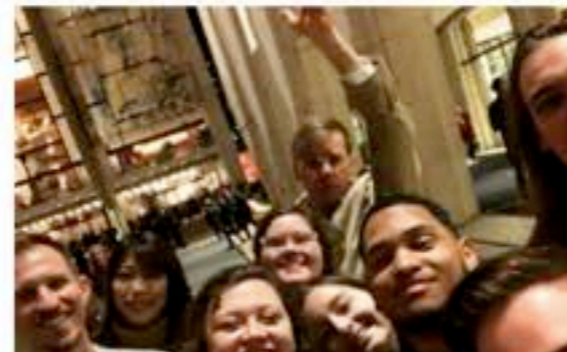
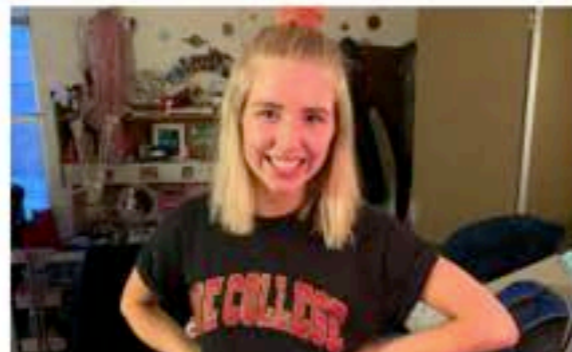
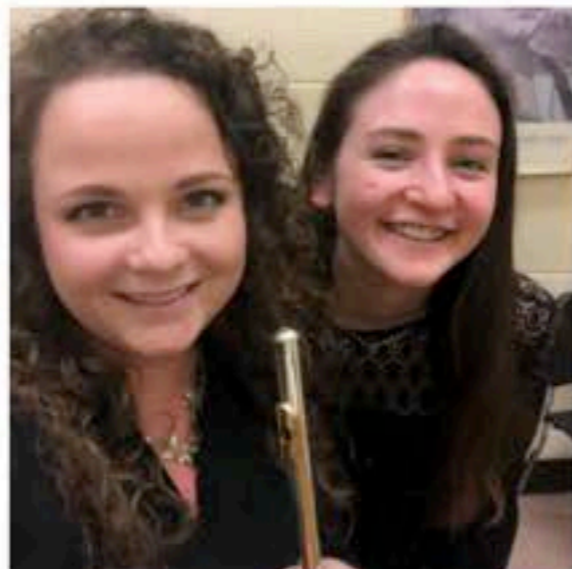
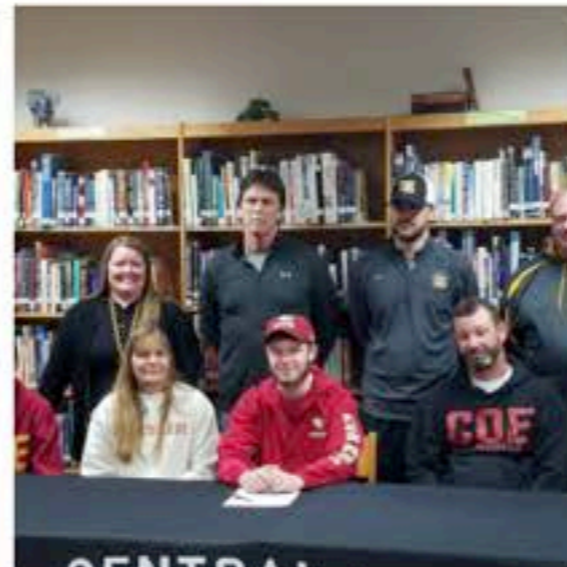
#BoiseStateUniversity

Tag us to be featured!!

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[#officialbronco](#) ⭐⭐⭐

COE COLLEGE SOCIAL MEDIA





#NewToThe 

 Shea Howard (@sheahoward)

Fall 2019, here I come! #NewToTheU #universityofutah #uofu





4 months ago

Good Luck at Nationals this weekend @byucougarettes 🍀 We are cheering for you! #royalarmybrand #cougarettes #nationalchamps #byu #weareroyalarmy #gocougs #riseandshout #4theroyal #byuathletics #byucougars...

 Royal Army Brand
@royalarmybrand

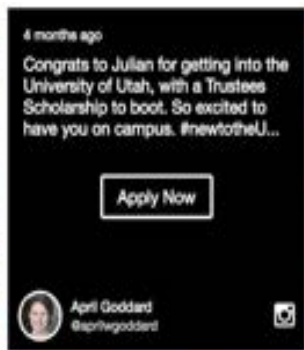





Filter: All    

[Fanboard](#)














A woman with glasses and a white sweater is looking at her red smartphone. The background is a blurred social setting with warm lighting and bokeh effects. The text is overlaid on the right side of the image.

**WHAT ARE
YOU DOING TO
GIVE THEM A
REASON TO
TALK ABOUT
YOU?**

**Paradigm Shift:
Let your students tell your
story**

Gigg