

Social Media Marketing Resources

A few free resources for articles, guides and how-to/tips to use social media to market your program.

1. STEP Online Lessons

Set of online lessons that can be used to help understand how to become a Social Technology Enabled Professional (STEP).

Lesson 1: Using Social Media to Establish and Grow an Online Presence for Your Business:

<https://sites.google.com/site/steplesson1sd>

Lesson 2: Establish a Social Media Network within Your Field:

<https://sites.google.com/site/steppeergroupsd>

Lesson 3: Knowledge Sharing In Your Organization:

<https://sites.google.com/site/steplesson3sd>

More information:

<http://winterworkingconnections.mobilectc.wikispaces.net/Social+Media+for+Engaging+Your+Students+and+Growing+Your+Program>

2. HubSpot

A comprehensive online marketing service that hosts a library of free eBooks, whitepapers, templates and webinars for online marketing strategies and best practices

<https://library.hubspot.com>

<https://library.hubspot.com/social-media>

Guide: Inbound Marketing for Educational Institutions

http://cdn2.hubspot.net/hub/53/file-13204393-pdf/docs/inbound_marketing_edu_ebook_final.pdf

3. Social Media Quickstarter

A visual step-by-step guide to getting started with different social media platforms created by Constant Contact.

<http://www.socialquickstarter.com>



4. Hootsuite

A social media platform that allows users to schedule posts across multiple social sites, as well as hosts a library of social media marketing resources.

<https://hootsuite.com/resources>

5. Social Media Image Size Cheat Sheet

A quick reference sheet for proper image sizes for different social media profile pages

<http://blogs.constantcontact.com/social-media-marketing/social-media-image-size/>

6. Social Media Examiner

A website with articles, tips and strategies for social media marketing.

<http://www.socialmediaexaminer.com>

7. Marketo

A comprehensive online marketing service that hosts a library of free ebooks, whitepapers, templates and guides for online marketing strategies.

<https://www.marketo.com/resources/>

Social media guide

https://www.marketo.com/_assets/uploads/Definitive-Guide-to-Social-Marketing.pdf?20130113004536

Social media editorial calendar

https://www.marketo.com/_assets/uploads/Your-Sample-Social-Editorial-Calendar.pdf?20140825103412

8. Link

A collection of articles about using social media in higher education.

<http://link.higheredweb.org>

