

Hub and Spoke



So Many Networks



Facebook Blueprint



Introduction to Facebook



Best Practices



Facebook Pages



Purchasing Ads



Managing Your Ads



Advertising Objectives



Targeting



Campaign Optimization



Reporting and Measurement



Insights



Instagram



SMB



Webinars

Snapchat Overtakes Twitter

Snapchat Now Has More Daily Users Than Twitter Does

by Matthew Ingram @mthwrd JUNE 2, 2016, 10:28 AM EDT



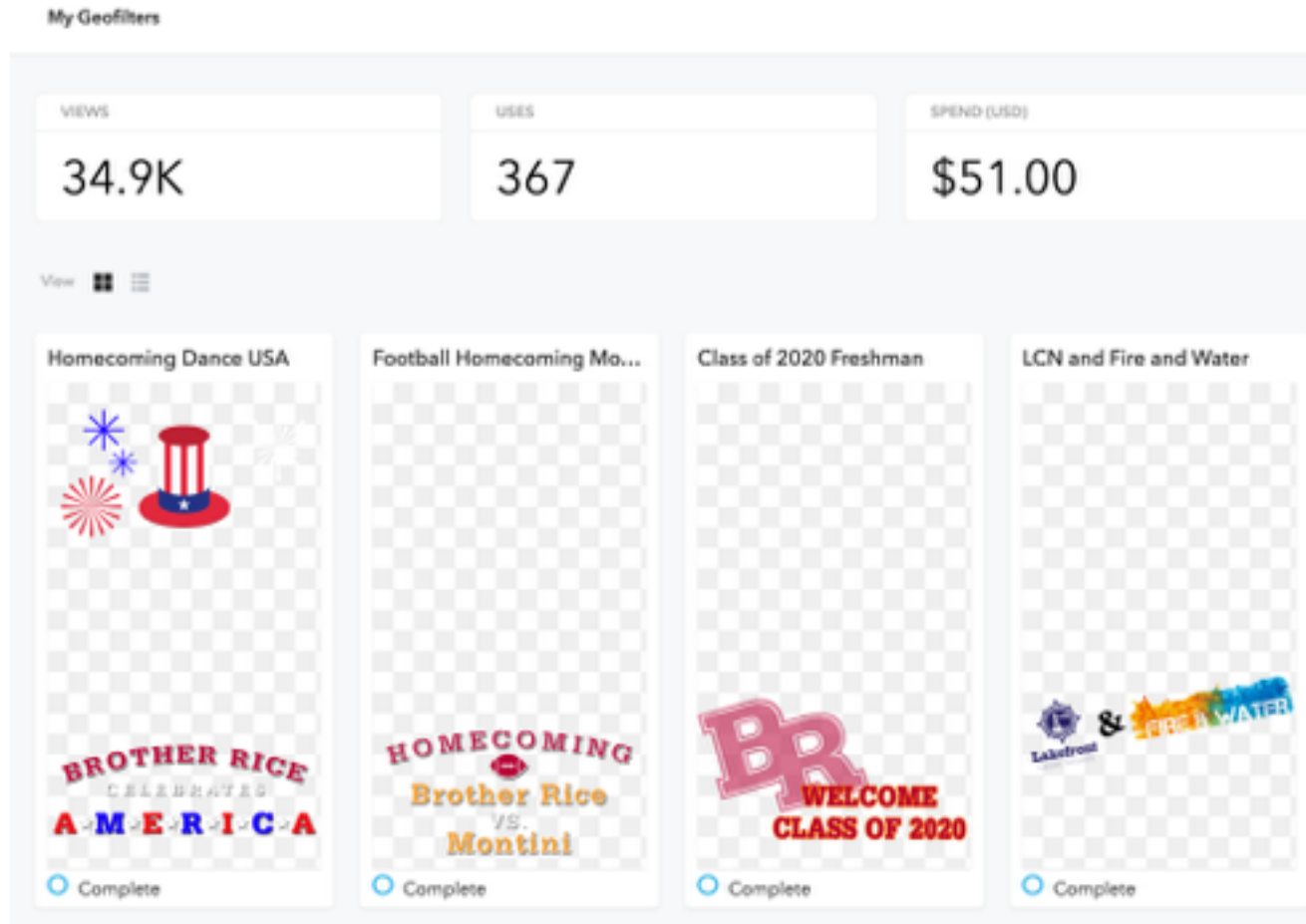
And Snapchat is also growing much more quickly

According to a report by Bloomberg, Snapchat now has 150 million people using the app every day. That's significantly more than Twitter has, based on the company's last public statement on the subject. Snapchat also seems to be growing rapidly, while Twitter's user base has more or less flat-lined.

Photograph by Andrew Hester —
Bloomberg/Getty Images



Snapchat Filters



Snapchat Impressions

My Geofilters / Football Homecoming Montini 2016

CREATE

Football Homecoming Montini 2016



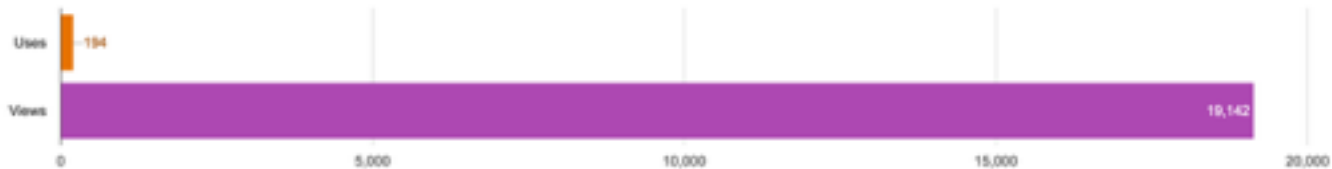
Details

Your Geofilter has completed its run.

Start Time
September 16, 2016 5:00 PM CDT
End Time
September 16, 2016 11:00 PM CDT
Cost
\$12.19 USD
Area Covered
162,594 Sq Ft

Show more details

Metrics



The Power of Video



Brother Rice High School

Created: May 20, 2009 · Videos: 611

CHANNEL

Jul 1, 2015 – Oct 10, 2015



Brother Rice High School

Created: May 20, 2009 · Videos: 611

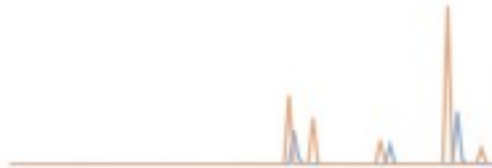
CHANNEL

Jul 1, 2016 – Oct 10, 2016

Watch time (minutes)

Minutes

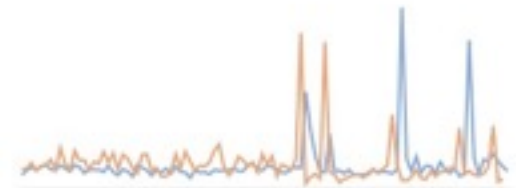
183,410
455,322



Average view duration

Minutes

8:05
6:55



Views

22,652
65,826



Likes

93
323



Dislikes

10
44



Comments

56
2,827



Shares

62
186



Videos in playlists

79
363



Subscribers

62
171



Buffer Social Media Scheduling

The screenshot displays the Buffer web interface. At the top left is the Buffer logo. On the right, there are links for 'Help', 'Team', and 'My Account'. Below the logo is a search bar labeled 'Search Profiles'. The main navigation bar includes 'Content', 'Analytics', 'Schedule', and 'Settings'. Under 'Content', there are sub-tabs for 'Queue', 'For Review', and 'Content Inbox'. A 'Create Images With Pablo' button is also visible. On the left side, there is a list of accounts with checkmarks and profile pictures, including 'Johnnybarko', 'Brian Barko...', 'brotherrice', 'Brother Ric...', 'Brian Barko...', 'Brother Ric...', 'Brother Rice', 'Rice_Pride', 'CrusaderCo...', 'BR_Recruit...', 'brmsband', and 'BrotherRic...'. The 'BrotherRice' account is currently selected. The main content area shows a 'Queue' view with a text input field 'What do you want to share?' and buttons for 'List' and 'Calendar'. Below this, a 'Today' section is visible with options for 'Show empty slots' and 'Shuffle'. Three posts are scheduled for today:

- Post 1:** "#BRTV Watch all 6 of Dino Borrelli's TD passes from Friday night" with a link to a video and a thumbnail image of a football game. Scheduled for 3:25 PM (CDT) via Extension, posted by barko12@gmail.com.
- Post 2:** "We hope you can join us for the Freshman Father-Son Mass next Sunday, September 25th" with a link and a thumbnail image of a man in a red shirt speaking at a podium. Scheduled for 4:44 PM (CDT) via Extension, posted by barko12@gmail.com.
- Post 3:** "Tom Mitchell Field Dedication: September 30th vs. Mt. Carmel" with a link and two thumbnail images. Scheduled for 6:20 PM (CDT) via Extension, posted by barko12@gmail.com.

Teamwork

The screenshot displays the Buffer web interface for team management. On the left is a sidebar with a search bar and a list of accounts, including 'BrotherRice' which is selected. The main area shows the 'Team members for @BrotherRice' page, indicating 1 contributor and 2 managers. A list of team members is shown with their email addresses and access levels:

Email Address	Access Level
barko12@gmail.com	(Contributor)
dannyweishar@gmail.com	No Access
toconnell@brrice.org	Content Manager
bfrason@brrice.org	Content Manager
bbarkowski@brrice.org	Content Contributor
patrick.d.creed@gmail.com	No Access

An 'Add Team Member' button is located at the bottom of the team list.

Sprout Social Analytics



Even More Data



That's a Wrap

- Hub and Spoke
- Which Networks Should We Use?
- One Person Can Only Do So Much
- Using Data to Adjust Messaging

