



OU in Arezzo
Social Media

Types of Social Media



- 1 Instagram (IG)
- 2 Twitter
- 3 Facebook (FB)
- 4 TikTok
- 5 Spotify
- 6 OUA Blog

Instagram (IG)

Photo sharing app with stories, reels, etc.

Engagement:

Followers: 3,165

Average likes:

n/a some on posts are hidden.

Posts/ Stories:

IG, FB, Twitter can all be same post adapted to each platform

Stories: depends on school schedule/ weekend trips / things going on

Strategies:

- could do shorter captions on some posts & save longer ones for history posts / when we need them but doing good?
- # hashtags

Ideas:

- Do more student take overs-
- Weekend recaps on stories/posts,
- Use IGTV for longer videos of explaining phrases
- REPOST tiktok on REELS!!

Facebook (FB)

app to connect with people through photos, posts, messaging, etc.

Engagement:

Followers:

3,541 people like the page

3,633 people follow the page

Average likes:

n/a wifi issues

Posts/ Stories:

Average Posts:

IG, FB, Twitter can all be same post adapted to each platform

Average stories (per week):

depends on itinerary

Strategies:

Can take an IG post and expand a bit more w/ more pictures. Not necessarily the blog but FB allows for longer posts _

Ideas:

n/a?

What we do now is working for FB

Twitter

messages known as "tweets". users can post, like, and retweet tweets.

Engagement:

Followers:
2,001

Average likes (hearts): 1- 4

Average retweet (re-post): n/a

Average Posts:

IG, FB, Twitter can all be same post adapted to each platform

Strategies:

- Take the IG posts and make it where its a condensed version of it (short & sweet version)

Ideas:

- work with OU Italian Club to post things about OUA & vice versa

TikTok

Video creating app- 30 seconds to 3
minute video-

Strategies:

Post 1-3x per week (good, eye-catching videos)

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Engagement:

Followers: 49

Videos: 39

Posts/ Stories:

Average Posts:

- Recap of weekend trips
- different food we eat during the week/
around Arezzo/Italy
- Student takeover/ day in the life
- Trendy posts that are on tiktok

Ideas:

- Recap of weekend trips
- different food we eat during the week/
around Arezzo/Italy
- Student takeover/ day in the life
- Trendy posts that are on tiktok

Spotify

Music/ playlist app can download music and follow people

Engagement:

Followers: 5

Playlist: 4

- OUA Alumni
- Italian Only Playlist
 - UNISI
 - Staff

Posts/Stories:

- can link it in IG, FB, Twitter when we create a playlist

Strategies:

Do student playlists for weekend trips /semester

Ideas:

- Have students repost playlist they listen to (of OUA)
- OUA links playlists_

All Done!!