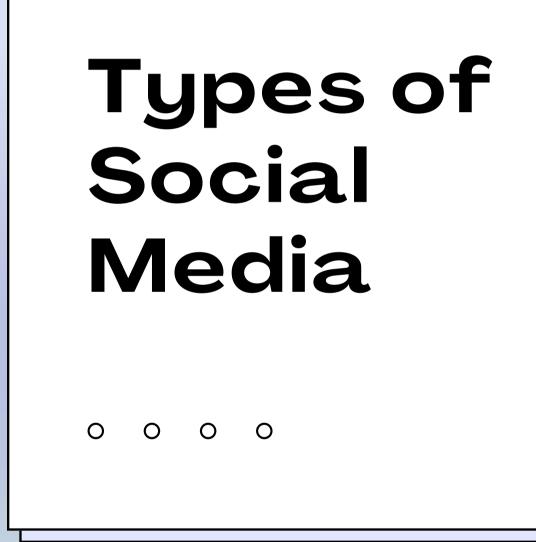
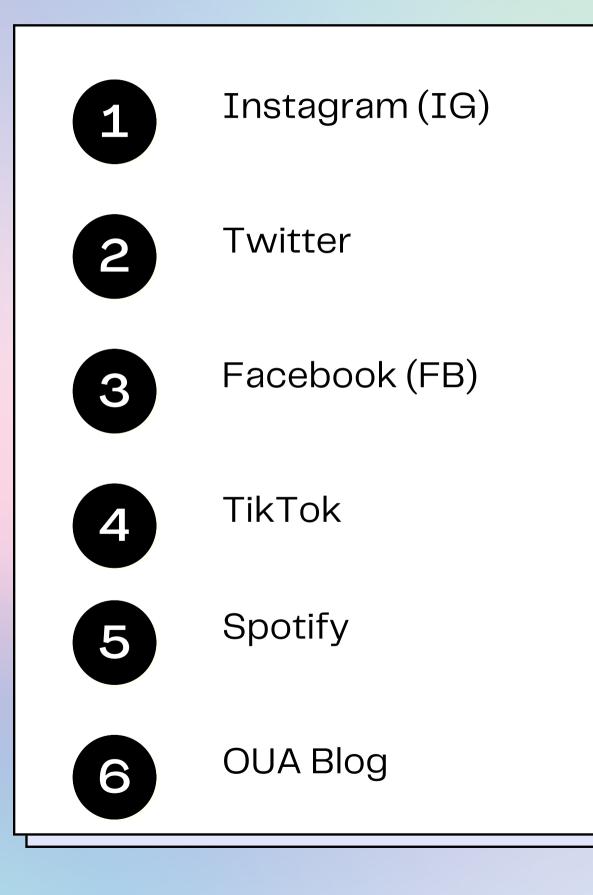
OU in Arezzo Social Media \mathbf{O}







Instagram (IG)

Photo sharing app with stories, reels, etc.

Engagement: Followers: 3,165

<u>Average likes:</u> n/a some on posts are hidden.

<u>Posts/ Stories:</u> IG, FB, Twitter can all be same post adapted to each platform

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

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

- Weekend recaps on stories/posts,

<u>Strategies:</u>

– # hashtags

Ideas:

- Do more student take overs-

- 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

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

Strategies:

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

<u>Average likes (hearts):</u> 1-4

<u>Average retweet (re-post):</u>n/a

<u>Average Posts:</u> IG, FB, Twitter can all be same post adapted to each platform - Take the IG posts and make it where its a condensed version of it (short & sweet version)

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

Strategies:

<u>Ideas:</u>

TikTok

Video creating app-30 seconds to 3 minute video-

> 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

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

Strategies:

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

<u>Playlist</u>: 4 - OUA Alumni - Italian Only Playlist - UNISI – Staff

Posts/Stories:

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

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

<u>Strategies:</u> Do student playlists for weekend trips /semester

Ideas:

- OUA links playlists

All Done!!

