

GOVERNOR'S
TOURISM
CONFERENCE



CRAFT A COMPELLING SOCIAL MEDIA STRATEGY WITH EVIDENCE- BASED CONTENT

Jenny Li Fowler | Director of Social Media Strategy,
Massachusetts Institute of Technology



EXPLORE
GEORGIA.

hello!

I am Jenny Li Fowler

hello!

I am Jenny Li Fowler

News 25 reporter & anchor



hello!

I am Jenny Li Fowler

News 25 reporter & anchor

State Farm public affairs



State Farm



hello!

I am Jenny Li Fowler

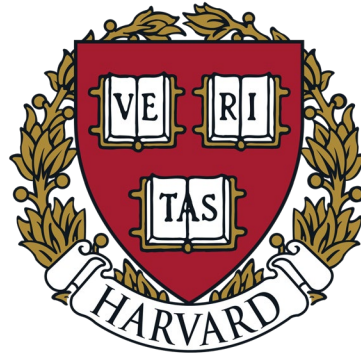
News 25 reporter & anchor

State Farm public affairs

web editor and social media manager at Harvard Kennedy School



State Farm



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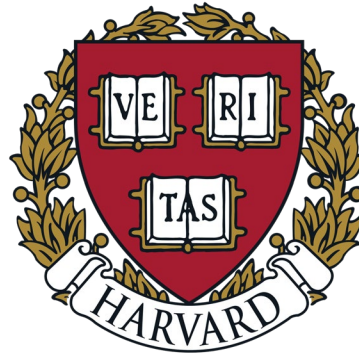
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State Farm

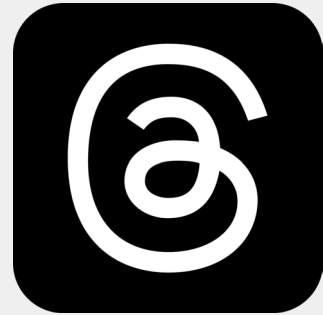
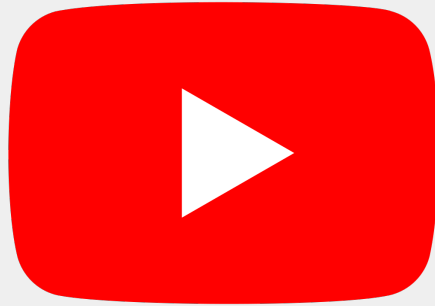


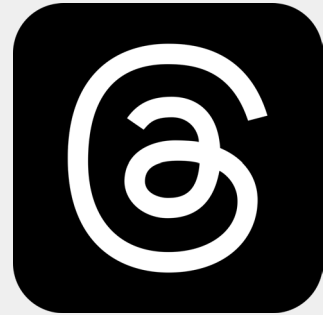
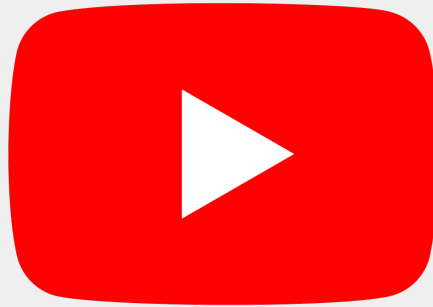
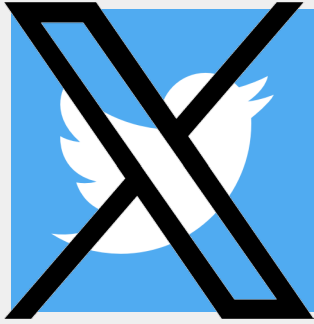


Hi!
I'm Jenny



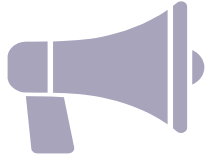




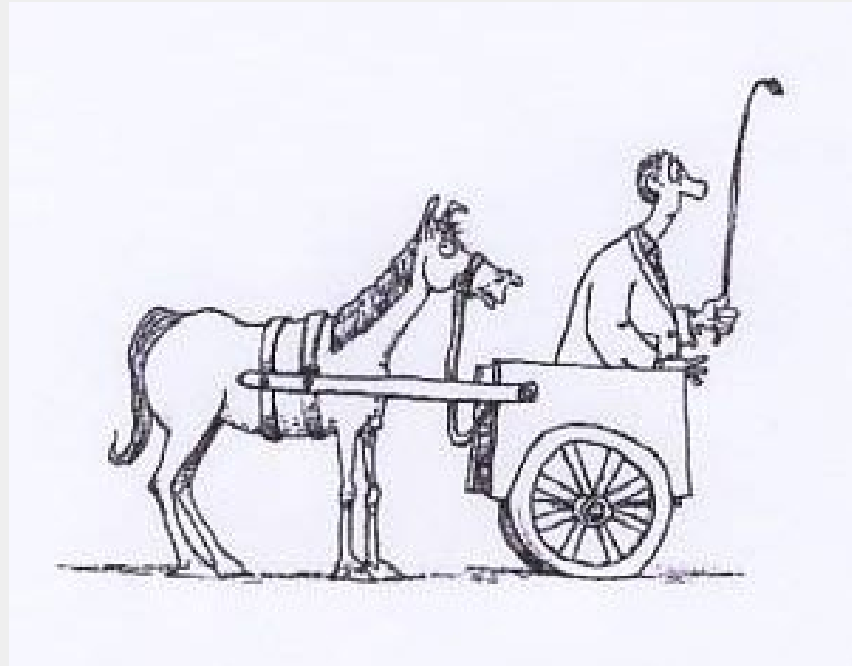


5.5 Million +

Total Social Media Followers



**Organic social media is not dead,
it's difficult.**



Content uploaded to the internet per second:

✉️ 3,400,00 emails sent

🖥️ 54,777 Facebook posts

📷 1,100 photos uploaded on Instagram

📺 One hour of video uploaded on YouTube

 **Don't worry about industry best practices.**

 **Don't worry about industry best practices.**

 **Worry about optimizing your content.**

Content optimization:

- Use high resolution images.





Massachusetts Institute of Technolog...  @... · Sep 4 Promote 

MIT is closed today in observance of Labor Day. Thank you to all our hardworking employees for your tireless work!



 6

 34

 188

 32K



Content optimization:

- Use high resolution images.
 - Select compelling thumbnail images.
-

The Most Beautiful Destinations in the World ▶ Play all

Come and explore some of the world's most extraordinary places. From the misty peaks of Bhutan to the vibrant streets of Cartagena to the bustling canals of Venice, the world is a beautifully...



Winter in Wyoming

Beautiful Destinations
137K views • 3 years ago



Vietnam - From Above

Beautiful Destinations
650K views • 3 years ago



24 Hours in the Gorges du Verdon

Beautiful Destinations
110K views • 3 years ago



New Zealand Winter

Beautiful Destinations
190K views • 3 years ago



Let's Go - Egypt

Beautiful Destinations
1.2M views • 3 years ago

Creator Corner: The Most Innovative Storytelling in the World ▶ Play all

Venture alongside the world's most innovative creators from across the globe as they capture incredible destinations in their own one-of-a-kind ways — showcasing the often overlooked truth...



The Hunt - Florence, Italy

Beautiful Destinations



The London Flow

Beautiful Destinations



Sri Lanka - Heart of the Indian Ocean



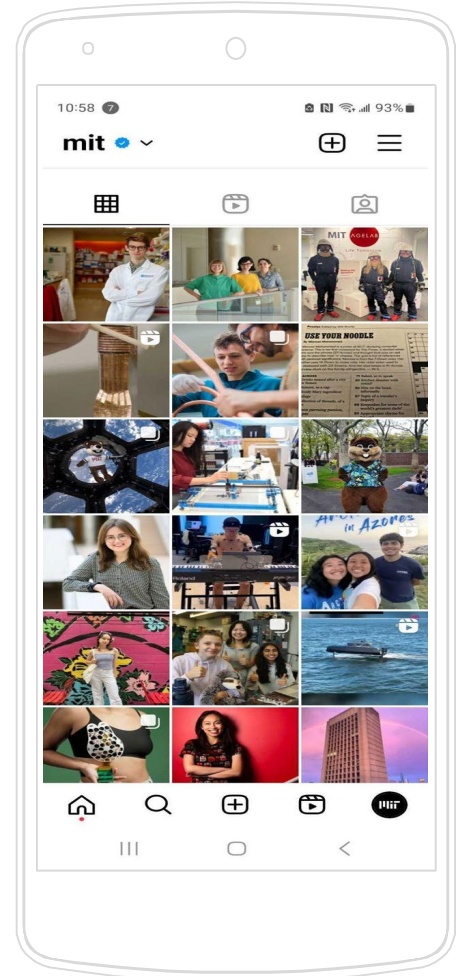
Those Were The Days - Iceland



Botswana's Okavango Delta - Heaven on Earth

My 3 scroll rule

You have 3 scrolls to convince people to follow you. What story are you telling them in 3 scrolls of your feed?



Content optimization:

- Use high resolution images.
 - Select compelling thumbnail images.
 - Provide captioning with every video.
-

Content optimization:

- Use high resolution images.
 - Select compelling thumbnail images.
 - Provide captioning with every video.
 - Use alternative text with every image.
-



NASA @NASA · Aug 30



Guy Bluford chased his childhood dream of becoming an aerospace engineer. Then, he became an astronaut.

Forty years ago today, he made history as the first African American in space. Click to delve into his work and enduring legacy: bit.ly/45NsL8y



185

748

4,478

1.5M





Create new post

Share

Click photo to tag people



mit

Write a caption...



0/2,200

Add location



Accessibility



Alt text describes your photos for people with visual impairments. Alt text will be automatically created for your photos or you can choose to write your own.



Write alt text...

Advanced settings



Content optimization:

- Use high resolution images.
 - Select compelling thumbnail images.
 - Provide captioning with every video.
 - Use alternative text with every image.
 - Upload videos natively.
-

Content optimization:

- Use high resolution images.
 - Select compelling thumbnail images.
 - Provide captioning with every video.
 - Use alternative text with every image.
 - Upload videos natively.
 - No funny crops in your images.
-



Bradley University @bradleyu · Jul 26



What says summer fun more than a taco picnic?! Our friends at [@DiscoverPeoria](#) helped Kamia plan a midday adventure to Lakeview Park with some birria from El Taco Loco 🌮😋 View other picnic pairings here bit.ly/42VLSvW or find other ideas at Peoria.org



13



1,172





Bradley University @bradleyu · Jul 26

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1,172



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 - Upload videos natively.
 - No funny crops in your images.
 - Cater the content to each platform audience
-



mit Enjoying the first hot day of spring! #AroundMIT 😎

Photos: Jenny Li Fowler/MIT

11:34

📶 90%

← Posts



mit
Massachusetts Institute of



[View insights](#)

[Boost post](#)



Liked by rainbow_lounge_mit and 7,923 others

mit Enjoying the first hot day of spring!

#AroundMIT 😎... more

[View all 29 comments](#)

April 13



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Photos: Jenny Li Fowler/MIT

11:34 90%

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April 13

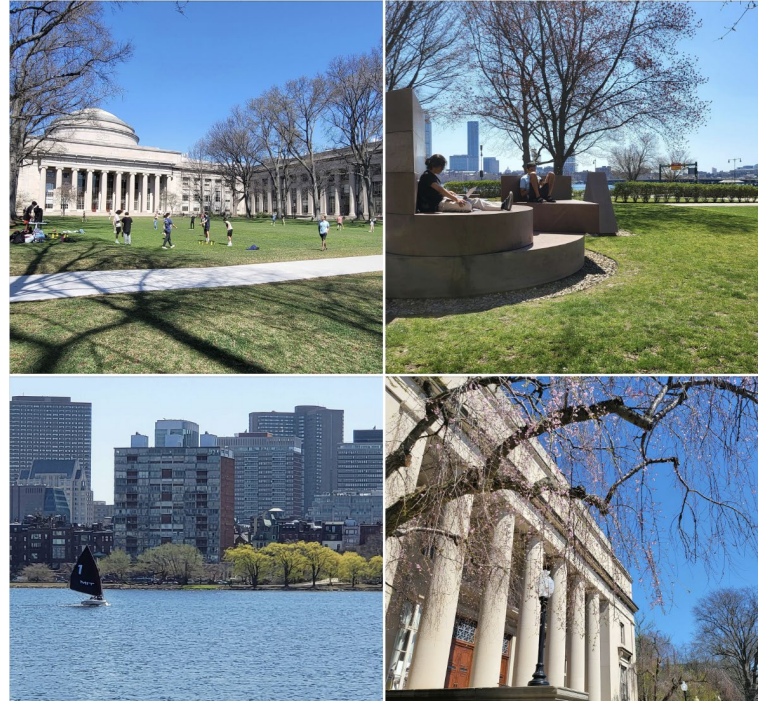


Massachusetts Institute of Technology (MIT)

April 13 at 12:55 PM ·

It's a beautiful day in the neighborhood. 😎

Images: Jenny Li Fowler/MIT



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Content optimization:

- Use the hashtag convention of each platform, if there is one.
 - Use platform vernacular.
 - Follow the general conventions on each platform.
 - Utilize/experiment with all of the features available to you on the platform.
-



Underutilized
features



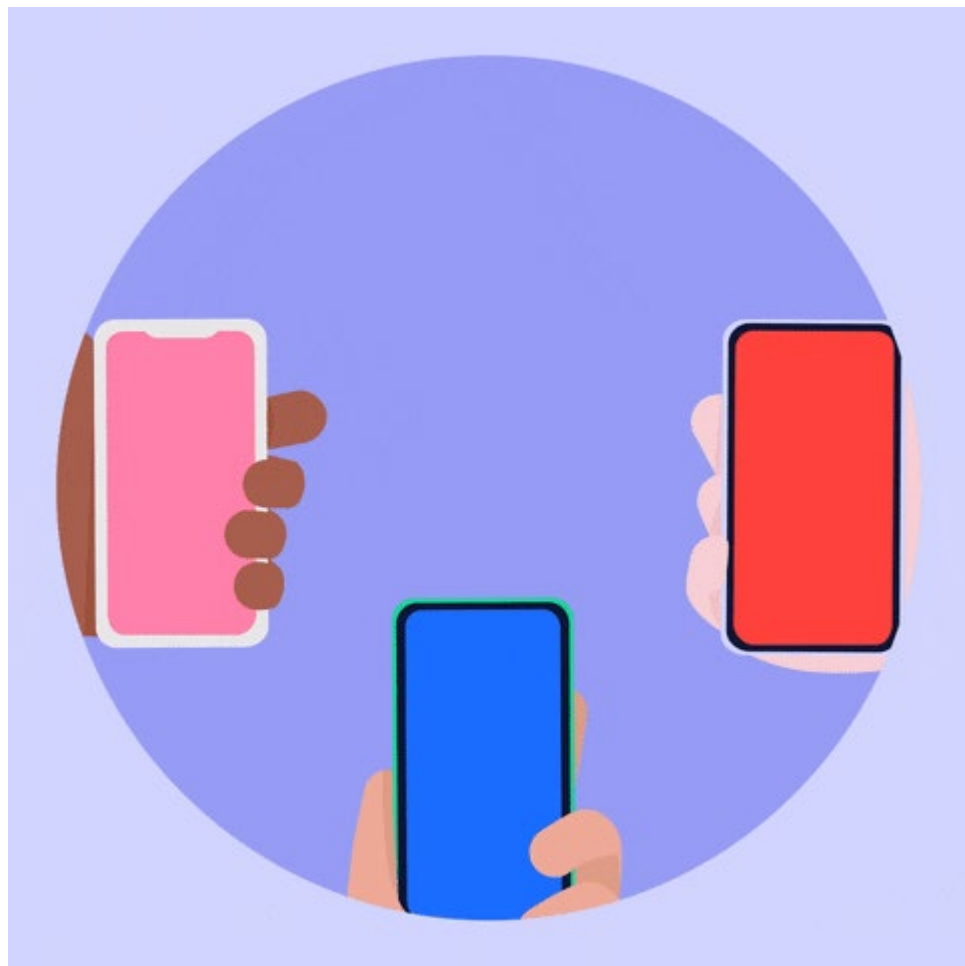
Underutilized features:

- Pin content
- Add location tags
- Call to action buttons
- Create playlists
- Create X (formerly Twitter) lists
- Stickers
- Any and all the real estate platforms give you

It's all about your audience's
experience.

Then you observe and learn from what's working and what's not working.



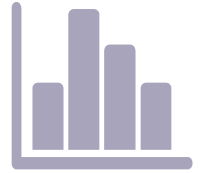




Metrics



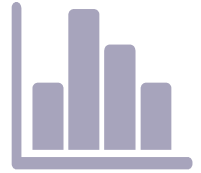
Metrics:



- No one else can tell you which metrics are important to you.

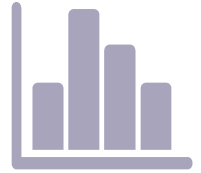


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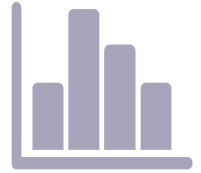
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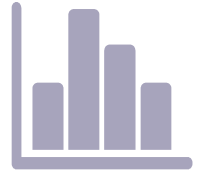
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Metrics:



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- Familiarize yourself with your averages.
- You will start to spot patterns, trends, and outliers.
- When you notice one, do some “digital detective work.”

Digital detective work:



- Why is this post so popular?
- Why is this underperforming?
- What is the pattern?
- Can I repeat it or is it an anomaly?



Evidence based content





Do more of what works.

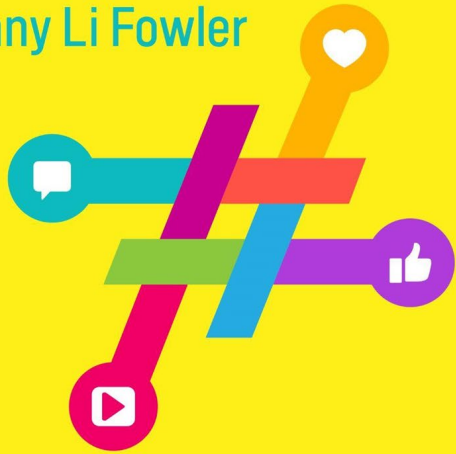


Stop doing what doesn't.

THAT FEELING WHEN SOMEONE
"LIKES" ONE OF YOUR POSTS.



Jenny Li Fowler



ORGANIC SOCIAL MEDIA

HOW TO BUILD
FLOURISHING ONLINE
COMMUNITIES



- Finding your audience.
- Determining the best platform for your needs.
- Creating a posting process.
- Building a foundation to grow your online community!

Thank You!

You can find me:

@TheJennyLi on X

/JennyLiFowler on LinkedIn

Jenny Li Fowler on Instagram