

HEADLINE GOES HERE

What Makes a Good Headline for Social

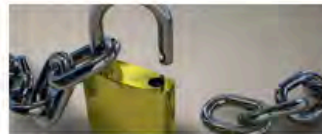
- Has an emotional appeal
- Doesn't mislead
- Answers these two questions:
 - What is the most interesting thing about this piece?
 - Why should people care?



Report: Ross Grads Have The Jobs Everyone Wants

A new report from Universum, an employer research and branding firm, asked more than 240,000 students from 1,700+...

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Four Tips to Unlock Positive Change in Your Organization

In a new post in the leadership magazine Chief Executive,...

[READ MORE >](#)



What is the value of an MBA for women?

Good question! And soon, we'll be hitting the road and joining forces with top business schools across the country to help prospective MBA students find the answer. Starting in mid-July,...

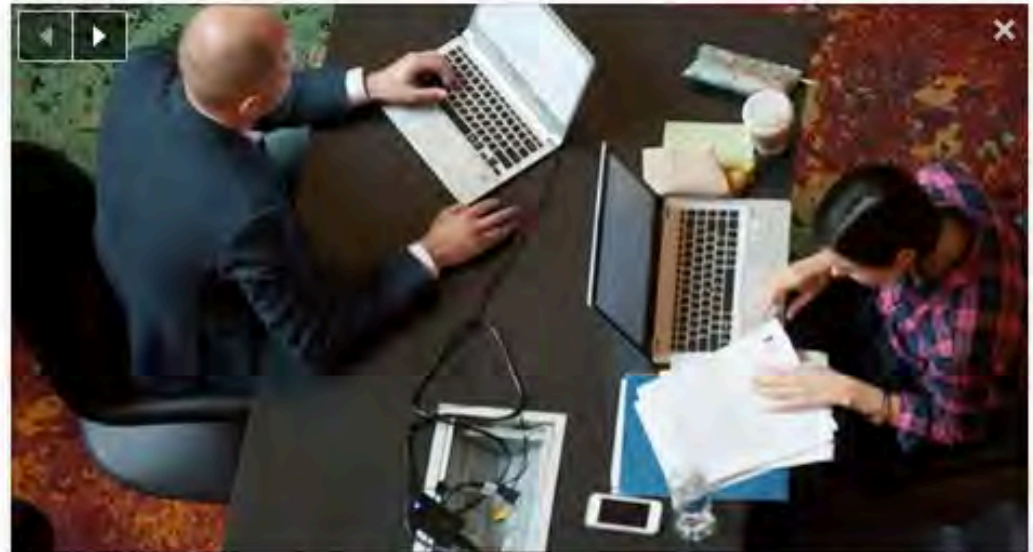
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Posting on Facebook, Optimizing for shares

- Change the headline if you have to



<http://michiganross.umich.edu/news/michigan-ross-makes-popular-courses-finance-leadership-and-negotiation-available-world-online>



Michigan Ross Makes Popular Courses in Finance, Leadership, and Negotiation Available to the...

The University of Michigan's Ross School of Business today announced an extended list of its online offerings for the fall semester to meet the changing...

MICHIGANROSS.UMICH.EDU

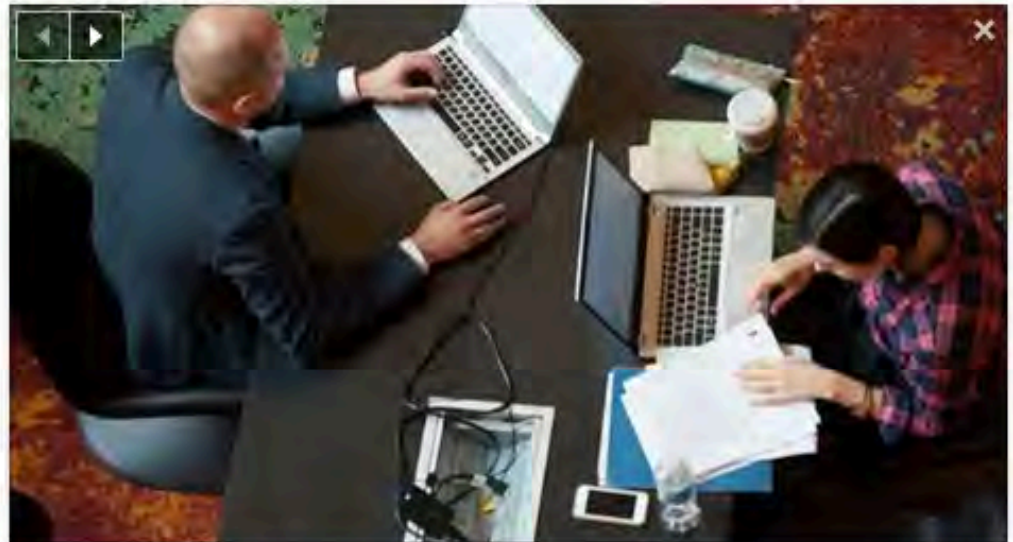
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<http://michiganross.umich.edu/news/michigan-ross-makes-popular-courses-finance-leadership-and-negotiation-available-world-online>



Popular Courses in Finance, Leadership, and Negotiation Available to World Online.

The University of Michigan's Ross School of Business today announced an extended list of its online offerings for the fall semester to meet the changing...

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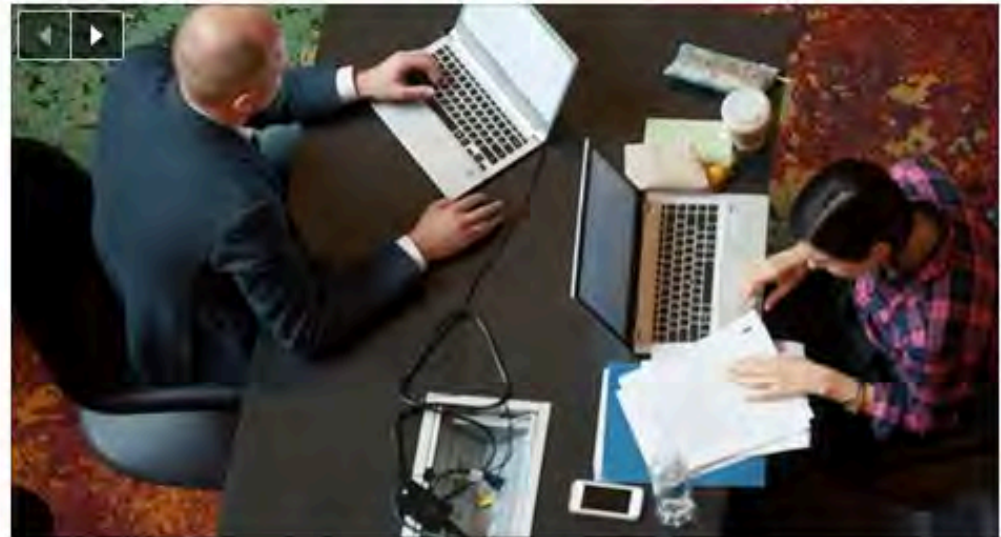
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Posting on Facebook, Optimizing for shares

- Keep share copy short!
- Should be a **comment** on the story, not more information necessarily.
- Keep it colloquial



Now the entire world can learn from some of our most popular faculty members!



Popular Courses in Finance, Leadership, and Negotiation Available to World Online.

The University of Michigan's Ross School of Business today announced an extended list of its online offerings for the fall semester to meet the changing...

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The Ross School of Business

Published by Christopher Ankney [?] · September 23 at 12:44pm · 🌐

Now the entire world can learn from some of our most popular faculty members!



Popular Michigan Ross Courses in Finance, Leadership, and Negotiation Available to World Online

The University of Michigan and Ross have expanded our online offerings that have reached more than 3.4 million lifelong learners over the past three years.

MICHIGANROSS.UMICH.EDU

18,005 people reached

[Boost Post](#)

129 Likes 3 Comments 40 Shares



[Like](#) [Comment](#) [Share](#)

18,005 People Reached

216 Likes, Comments & Shares

165 Likes	129 On Post	36 On Shares
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9 Comments	3 On Post	6 On Shares
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42 Shares	40 On Post	2 On Shares
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798 Post Clicks

0 Photo Views	611 Link Clicks	187 Other Clicks ↕
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page



The Ross School of Business

Published by Christopher Ankney [?] · October 12 at 11:30am ·

Being a University of Michigan Alum just got a little bit more amazing.



Introducing Alumni Advantage from Michigan Ross

The University of Michigan's Ross School of Business today announced Alumni Advantage, a new program offering an exclusive suite of benefits for Michigan Alumni

MICHIGANROSS.UMICH.EDU

34,721 people reached

Boost Post

278 Likes 65 Shares



Like Comment Share

34,721 People Reached

491 Likes, Comments & Shares

411 Likes	278 On Post	133 On Shares
15 Comments	0 On Post	15 On Shares
65 Shares	65 On Post	0 On Shares

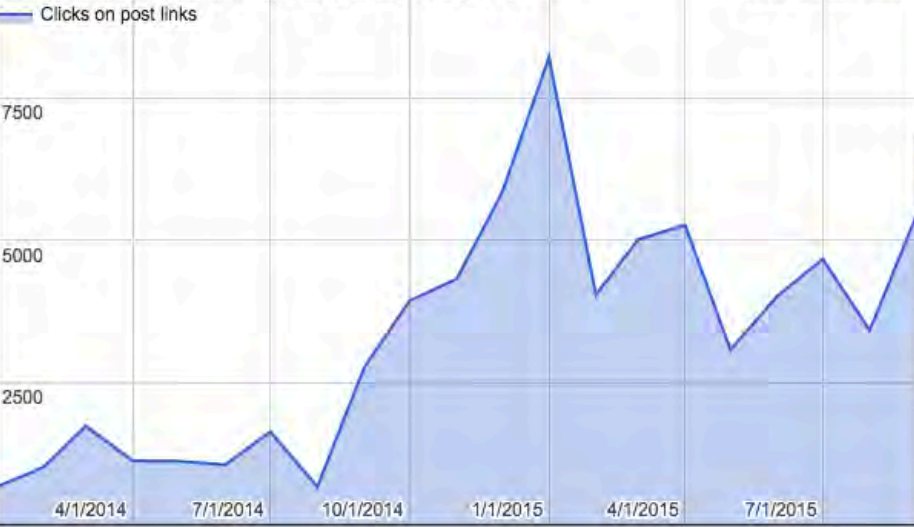
2,078 Post Clicks

0 Photo Views	1,734 Link Clicks	344 Other Clicks
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NEGATIVE FEEDBACK

12 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Clicks on post links - Michigan Ross Facebook



Views to posts - MichiganRoss Facebook



Posting on Twitter, Optimizing for shares

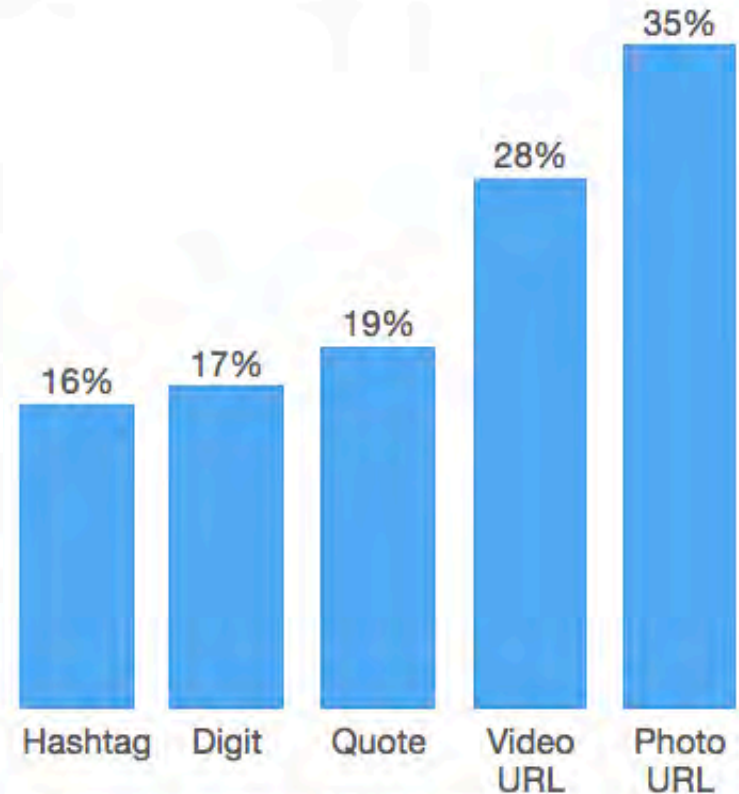
- Great headlines easily transform into great tweets
- Include a picture if you can
- Next best is a quote

Increase RTs on content

The effect on retweets of...

% change in retweets. So photos give verified users a 35% bump in retweets, compared to what they would get anyway. Click dropdown to see different areas

All areas



Include a photo

M ROSS Ross School of Bus.
@MichiganRoss

They say imitation is the greatest form of flattery. And the Ross orange looks great on you, Super Moon. #Supermoon



Source: media.twitter.com

M ROSS Ross School of Bus.
@MichiganRoss

Being a @UMich Alum just got a little bit more amazing. Introducing Alumni Advantage: myumi.ch/aKeXE



RETWEETS 28 FAVORITES 28

M ROSS Ross School of Bus.
@MichiganRoss

How you navigate a crisis WILL define your career. So you'd better know how to handle it. myumi.ch/6wwwKw



RETWEETS 6 FAVORITES 9

MICHIGAN ROSS

Include a quote or video



Ross School of Bus.
@MichiganRoss

"An organization is a living system. People who live only by a hierarchy do not see reality." Watch Live: youtube.com/watch?v=wMnNVm...

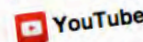


Bob Quinn: How To Turn Organizations Positive - Positive Links 100th...
Learn More: <http://myumi.ch/aVNvD> The 100th Session of the Center for Positive Organization's Positive Links Speaker Series will feature world-renowned resea...



Ross School of Bus.
@MichiganRoss

"The fact that our lives come into our work, does not mean we're weak. It means we're people." @SallieKrawcheck myumi.ch/LrXge



Lessons in Finance: A Conversation with Sallie Krawcheck and Dean...
Learn more about Ross: <http://michiganross.umich.edu> Subscribe for more:
Subscribe Sallie L. Krawcheck is the Chair of the Ellevest Network...

LinkedIn

- Short, snappy headlines work best.
- Buffer did a study of their posts and found that headlines with ten words or less performed best
- Share text can be longer for LinkedIn, and be a bit more professional than the colloquial phraseology you'd use on Facebook

University of Michigan Ross School of Business How well you respond to emotional cues can determine how ready you are to lead a team. Take this quick test from a Ross Professor to see where you rank!



Take the test: Are You Ready To Lead?

myumi.ch · Michigan Ross Professor Jeffrey Sanchez-Burks shows how reading collective emotional cues plays a big role in how well leaders connect with teams



University of Michigan - Stephen M. Ross School of Business

Have you ever been the only person in the office not caught up on a TV show? New Ross research shows that the changing ways we watch TV has an impact on our work relationships.



The Binge Watch Culture is Ruining Our Work Relationships

michiganross.umich.edu · Professor Jeffrey Sanchez-Burks, writing in the New York Times, explains how binge watching affects workplace socializing.

University of Michigan Ross School of Business Our new MBA students spent four days working with impressive youth entrepreneurs in Detroit to develop the first ever Mini Maker Faire in the city. Check out these pictures from the event to learn more:



Ross MBAs work with Detroit youth on Mini Maker Faire in Detroit

[facebook.com](https://www.facebook.com) · Last week, Ross MBA students worked with young Detroit entrepreneurs to host the first-ever Detroit Youth Mini Maker Faire in Eastern Market. Together they raised more than \$10,000 for three Detroit organizations working with youth on innovative...

Listen to/engage with the audience


- They'll tell you what they want to see and what they're interested in sharing.



Listen to/engage with the audience

JUNE 23, 2015

Hey, new Ross BBA students: Your friends are super proud of you

PRINT 

SHARE    



So are we, for that matter. And when we released admissions decisions for our incoming Ross Bachelor of Business Administration class of 2018, the outpouring of support from friends and family of the new students was nothing short of inspiring.

From proud, beaming selfies congratulating newly admitted friends, shouting pride at

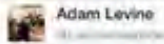
Adam Levine (@LaviniaLevine) unbelievably happy and excited to have my best boy @miron1212 accepted into @MichiganRoss!!



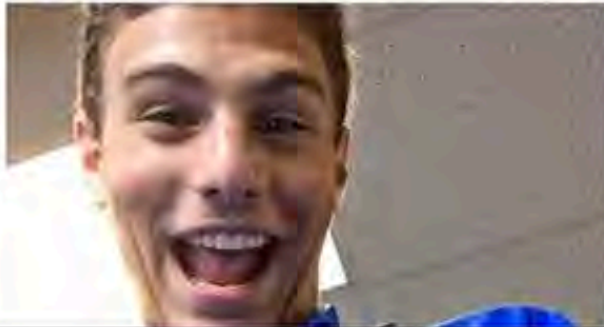
The Ross School of Business 😊 feeling energized

Published by Christopher Ankney [?] · June 23 · 🌐

The intense reactions from the friends of the students we admitted this weekend made us feel all warm and fuzzy. Welcome to Ross, new BBAs!



unbelievably happy and excited to have my best boy @dannymiron1212 accepted into @MichiganRoss!! so proud, this happy



Hey, new Ross BBA students: Your friends are super proud of you | Michigan Ross

So are we, for that matter. And when we released admissions decisions for our incoming Ross BBA class of 2018, the outpouring of support from friends and...

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21,470 people reached

[Boost Post](#)

113 Likes 6 Comments 2 Shares



Like Comment Share

21,470 People Reached

215 Likes, Comments & Shares

189 Likes
On Post **113** On Post **76** On Shares

14 Comments
On Post **7** On Post **7** On Shares

12 Shares
On Post **2** On Post **10** On Shares

1,878 Post Clicks

0 Photo Views **1,116** Link Clicks **762** Other Clicks

NEGATIVE FEEDBACK

8 Hide Post **2** Hide All Posts

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Listen to/engage with the audience

- We also noticed that virtually every post had an emoji or several included with it.



AUGUST 11, 2015

Back to School Guide: Ten Totally Acceptable Business Uses For Emoji

PRINT 

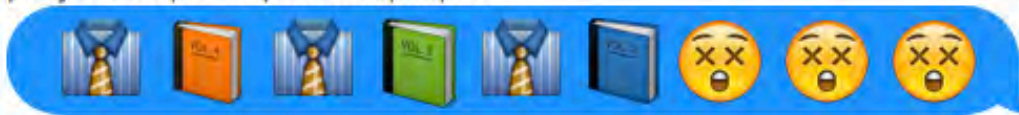
SHARE    



We're just a few weeks away from the start of the fall semester here at Michigan Ross. But, rest assured, coming to business school doesn't mean you need to curb your use of emoji when texting friends (or business partners) about what you're up to.

Here are ten totally acceptable business uses to satisfy your emoji habit this school year.

1. When it's **recruiting season** and you're bouncing from interview to class to interview to class until you just collapse on your bed, pooped.



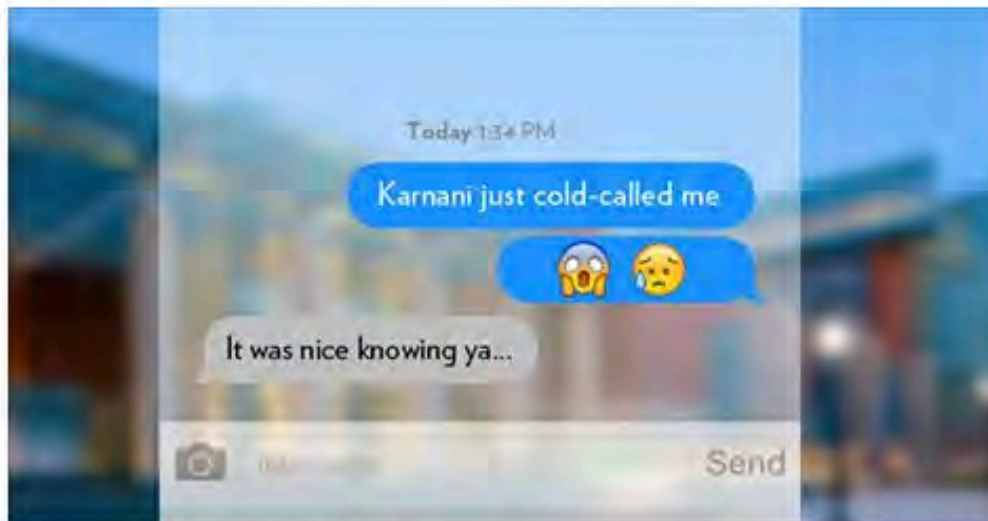
2. When you're trying to choose between traveling to China or Europe or ten other countries for



The Ross School of Business

Published by Christopher Ankney [?] · August 11 · Edited [?] ·

Emoji can definitely be used in the business world. Just use our handy guide:



Ten Totally Acceptable Business Uses For Emoji | Michigan Ross

We're just a few weeks away from the start of the fall semester here at Michigan Ross. But coming into the business school world doesn't mean you need to stop...

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18,310 people reached

Boost Post

108 Likes 6 Comments 4 Shares

Like Comment Share

18,310 People Reached

175 Likes, Comments & Shares

149 Likes 108 On Post 41 On Shares

12 Comments 8 On Post 4 On Shares

14 Shares 5 On Post 9 On Shares

1,111 Post Clicks

0 Photo Views 811 Link Clicks 300 Other Clicks

NEGATIVE FEEDBACK

7 Hide Post 1 Hide All Posts

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Ross School of Bus.
@MichiganRoss

Here are ten totally acceptable business uses for emoji: myumi.ch/6xmym 😊



RETWEETS 11 FAVORITES 17



11:30 AM - 11 Aug 2015



Reply to @MichiganRoss

Impressions	21,125
Total engagements	1,411
Media engagements	950
Link clicks	278
Detail expands	127
Profile clicks	23
Favorites	17
Retweets	11
Follows	5