

Social Media Guidebook



Social Media Strategy



Purpose

Ensure you leverage current outlets,
tell your story, engage new audiences,
and support your endeavors

Things to Consider

You want your content to be interesting to your audiences. No single post speaks to everyone.

- Students don't want to read research articles
- Professionals will find your page when you use hashtags
- Have fun but keep it positive
- Students want internship/job opportunities but it depends on the time of the semester
- Highlight the uniqueness of your department
- You don't need every platform
- It shouldn't be time consuming
- Quality over quantity



Engaging Content Ideas

Achievements of students and professors

Show off what you and your students have accomplished. People want to know why you are a good department to join.

Milestones

Share the longevity of your department. It may not be some new achievement but it is still worth sharing.

Curated Content

Take advantage of alumni and current student posts. It shows interest in your students and lets others know the kind of department you are.

Career Resources

Students want to know they can get a job. Tell them about job opportunities or how to leverage their degree with you to a career.



Example post showcasing a student's internship

Student for a Day

Follow a student for a day to share what it's like in the department, courses, physical space, etc.

Polls and Surveys

Ask your students about what they like and want to know more about. It creates engagement and gives you useful information.

Course Information

Tell students what kinds of assignments happen in a course, what a course is about, a new offering, or just share something about the curriculum. Students want to know what you do.

Canva



Adobe Creative Cloud Express

Resources

Several free online tools can help you create professional looking content

Canva

A free tool with lots of templates to create posts, flyers, social media specific content, and more. You can create static images, animated content, and videos in minutes.

Adobe Express

Similar to Canva, Adobe Express has free templates to use. It also includes access to free stock photos to include. The video editing tool is particularly easy to use. It includes templates with explanation on what should go in the video.

WIU Photo Library

Any event that has been photographed at WIU is included in the library. You can sort by college, department, or event to find professional photos to include in your content.

WIU Marketing Guidelines

University brand guidelines, templates, and official color palette is available for reference.

wiu.photoshelter.com/index

Western Illinois University

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Content Calendar

Having a plan gives you guidance on what to create

This can be as simple or as detailed as you like. Simply having a topic/goal for each day of the week allows you plan and gather content in advance. For instance, you can gather information about your faculty in a matter of days and have material for weeks. There are many content calendar templates available. To get started, a simple spreadsheet of topics and hashtags will be most useful. Later, you can add intended audiences for particular content to better tailor material.

Example Content Calendars

 SOCIALCHAMP

30 DAYS OF SOCIAL MEDIA POST IDEAS

MON	TUE	WED	THU	FRI	SAT	SUN
1  Infographics	2  Question of the Day	3  Quick Tips	4  Branded Graphics	5  Your Blog Post	6  Inspirational Quote	7  Contest /Game
8  Post a Meme	9  Your New Blog Post Teaser	10  Curated Content	11  Infographics	12  Behind-the -Scenes	13  Tutorial /DIY Video	14  Your Favorite Hack/Tool/Tip
15  Branded Graphics	16  Inspirational Quote	17  Your Blog Post	18  FAQ Session /Chat Session	19  Free Course /E-book	20  Interesting Fact/Did You Know	21  Video Announcement
22  Behind-the -Scenes	23  Your New Blog Post Teaser	24  Poll	25  Curated Content	26  Non-Blog Promos	27  New Feature /Product Announcement	28  ACTION Calls to Action
29  Motivational Quote	30  Giveaway					

Access to Accounts

Half the Battle

Sometimes just allowing someone access to the social media accounts can be very difficult. Who has the passwords? How do I add someone? How many people should have access?

There are a few options available.

1. Total access - Grant those will create content editor rights in Facebook and the passwords for Instagram and Twitter. Those individuals will be able to post, comment, share at will.
2. Limited Access - If you only use Facebook and Instagram, you can link the accounts and allow Instagram content to automatically be posted on Facebook. Providing the password for Instagram only limits access. It can also be reset if problems arise.
3. Scheduling Tool - You can set up your accounts through a scheduling tool (more later). You can provides access to this tool rather than all of the accounts individually.



Secure your accounts but make sure there is institutional memory so access isn't lost.

Which is the best option? It depends on how much you trust the individuals who will have access. If you are comfortable with the person and they will be generating content for a long time, then total access may be the best choice.

If there is a lot of turn around in that role, more limited access may be the solution.

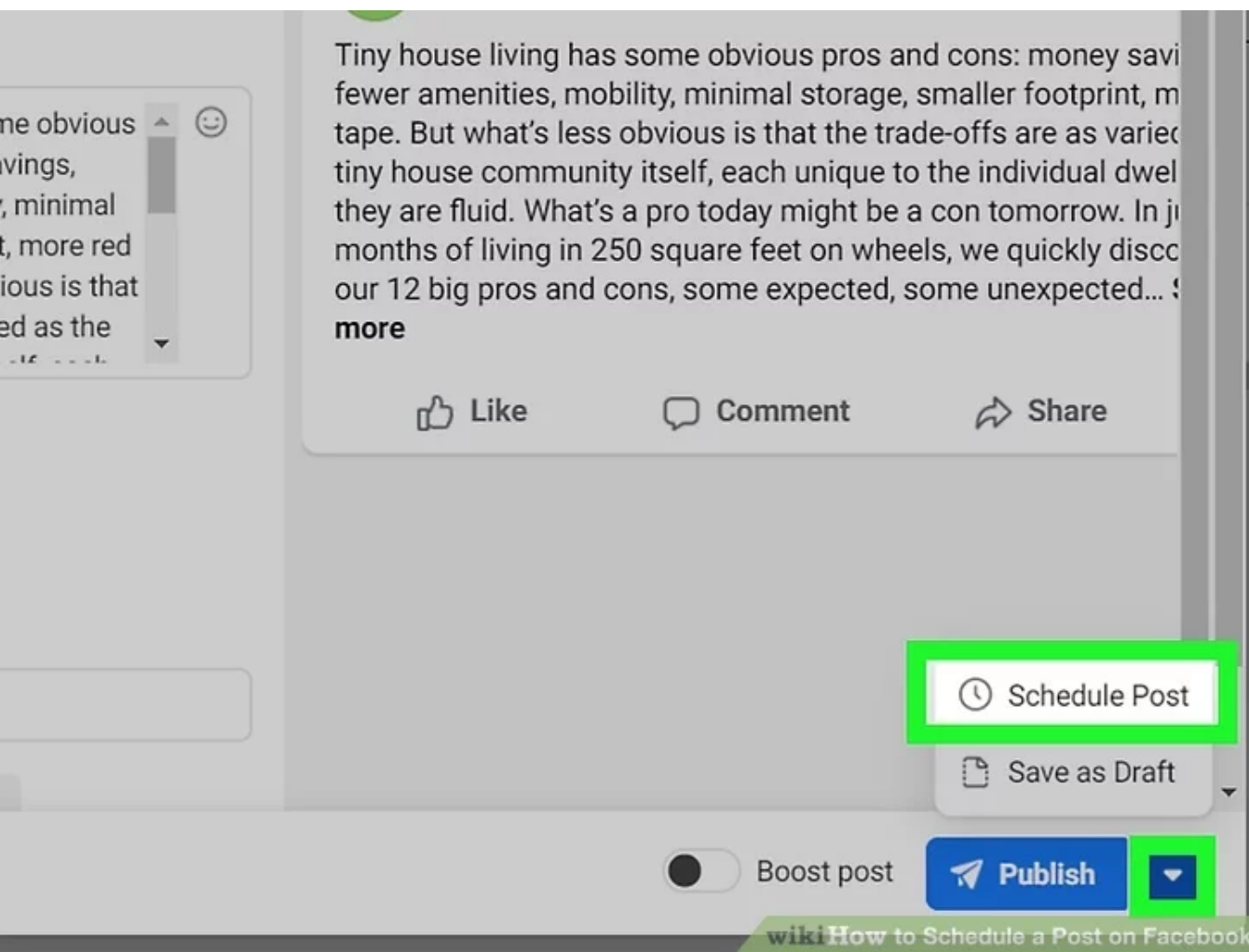


Scheduling Tools

There are many options. Some are free, many are not.

You can schedule content directly in Facebook. If you are using the Business Suite you can schedule content to both Facebook and Instagram.

There are two free scheduling tools available. Buffer and Later both allow you to link up to 3 accounts and schedule content. If you have multiple people creating content, then a central scheduling location may be helpful so everyone can see the content in queue.



Facebook Strategy

Below are some platform specific insights and suggestions.

Most active audiences on Facebook to consider:

- Alumni
- Current students
- Prospective students
- Staff
- Parents

Main goals with Facebook are:

- Build Community - photos, questions, stories should make your audience proud to be a member of your department and compel them to engage with the content.
- Strengthen Reputation - Share stories and information about core values of department and accomplishments that highlight your strengths.
- Stay up-to-date on Facebook - Kinds of posts go in and out of style. Facebook also changes design, algorithm, and formats regularly.



Photo Credits vecteezy.com

Most popular posts include:

- Photography
- Paraphernalia - apparel, mascot
- “Feel good” stories
- Short, text only status updates

Avoid overloading timelines on Facebook. One post a day and 4-5 per week allows for enough interaction.

Twitter Strategy

Below are some platform specific insights and suggestions.

Twitter is intended for short and frequent updates. It can be difficult to judge your audience, but it will likely consist of:

- Prospective students
- Current students
- Alumni
- Student groups
- Faculty

Main goals with Twitter are:

- Build Community - Monitor conversations and mentions to engage with your community. Promote students and groups.
- Be a resource - Keep audience up to date on events, university news, etc.
- Show lighthearted side - Tweet faculty research, student achievements, university awards, or other activities about the department.



Most popular tweets include:

- Replies and retweets - Acknowledging someone can go a long way. 'Feel good' stories and interesting articles about the department are good options.
- Random facts about the department. These can just be observations about what's going on down the fall.

Twitter changes by the minute. Post multiple times a day with diverse content. Avoid cross posting Twitter and Facebook content due to the frequency of posting.

Instagram Strategy

Below are some platform specific insights and suggestions.

Instagram is a photo sharing app that allows users to use filters, frames, and special effects to enhance images. Gen Z considers Instagram their preferred platform. Overall, audiences include:

- Prospective students
- Current students
- Community Organizations
- Alumni
- Student groups
- Faculty

Main goals with Instagram are:

- Build Community - Sharing experiences among current department members highlights the personal connection to your audience.
- Show Personality - Instagram can be a place to show a sense of humor. Images allow you to be creative.
- Virtual Experience - Give your audience a virtual tour of being in your department. Showcase daily life and special events.



Most popular posts include:

- Hashtags - Tagging your photos with hashtags allows them to be seen by more people. Hashtags can be followed, so be consistent.
- Interact with others - Show what's relevant to your department. Comment and like photos that are relevant as well.
- Tag Locations - Tagging the location can give context to the photos.
- Consider stories - These are special photos and videos that are available for 24 hours. They appear at the top of Instagram feeds.

Because interaction is so important, it is useful to monitor accounts once a day. Generate enough content to post a few times a week.

Our Services



What We Can Do For You

All of our services are free!

1. Channel-Specific Services - We can help you choose the platforms that are of most use to you. We can also provide training on how to use major platforms.
2. Strategy - Having a plan is essential for social media. We can help create a plan for content creation and generate goals for your messaging.
3. Account Creating and Branding - Getting a new account set-up can be daunting. We make it easy and help align it with your current branding efforts.
4. Content Creation - We can point you to resources for content creation and gather ideas for new content in the future. It is also possible to assign an intern to assist.
5. Content Publishing - Scheduling content and coordinating multiple accounts with multiple users can be frustrating. Getting a simple solution in place can make life easier.



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6. Research and Analysis - Looking at peers and using social listening tools can provide guidance on how to stay current.
7. Education and Consulting - We can provide training on creating a brand and how to use several content tools.
8. Campaign and Community Management - Setting up a coordinated message campaign across multiple platforms has never been easier. We can guide content creation and engagement plans to maximize goal achievement.

We can tailor our services to meet your needs.

Contact Info

You can check us on our social media accounts, learn more on our website, or contact us directly.

Find us via

Facebook: [WIU Social Media Lab](#)

Instagram: [WIU_Social_Media_Lab](#)

Twitter: [@WIULab](#)

Online: <https://www.wiu.edu/cofac/communication/socialmedialab/index.php>

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