

Departmental Social Media Playbook and Content Strategy

***THIS GUIDE IS FOR ANYONE CREATING DIGITAL CONTENT ON BEHALF OF
WICHITA STATE UNIVERSITY.***

Social media plays a key role in the growth of Wichita State University's brand and our ability to remain connected with and relevant to key audiences. Those not only include media, alumni and current students, but prospective students and their families in their critical search for colleges and universities.

Social media offers the opportunity to tell Wichita State's story in new and engaging ways, to build relationships and engage in conversations, and to market ourselves in a near real-time fashion. Care should be taken to maintain a strategic approach with defined goals and processes, while protecting the integrity of the brand image and reputation we have worked so carefully to build.

While the university also encourages and supports the use of social media by individual schools and departments, we must follow a framework that provides for longer-term vision, growth and success, and that facilitates a cohesive and sensible social media presence to our audience.

All social media accounts representing Wichita State University need to:

- Have a clear purpose
- Be clearly identifiable as being part of our organization
- Be easy to find through both official and unofficial channels

Remember: These accounts are each frontline brand representations and individual interactions can impact the reputation of the entire organization.

This playbook outlines goals, strategy and tactics for how to engage and grow on social media. It is intended to serve as a fluid document that will evolve over time, reflecting WSU's growth and changes.

For more information

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SOCIAL MEDIA OBJECTIVES AND KEY AUDIENCES

What Social Media Should Do

You should expect a lot of your department's social media presence. It should:

- ☛ **Connect** with, pique the interest of, engage with and influence key target audiences, especially prospective students and their families.
- ☛ **Communicate** in relevant, timely, responsive and engaging ways.
- ☛ **Demonstrate** the mission, values and goals laid out in the Wichita State University Strategic Plan.
- ☛ **Increase** visibility and awareness of the department and WSU's brand online.
- ☛ **Support** student recruitment and retention.
- ☛ **Create** content that is designed to be shared, not simply consumed.
- ☛ **Enhance** social search and search engine visibility.
- ☛ **Foster** loyalty and advocacy among WSU supporters.
- ☛ **Empower** advocates to share their passion for the WSU brand.
- ☛ **Coordinate** and bring structure to organization-wide social media initiatives, ensuring that Wichita State University is properly and effectively represented at a localized school and departmental level, and that brand integrity and messaging is properly protected.
- ☛ **Empower** individual schools and departments to properly represent Wichita State University on social media through the creation of a social media ambassadors group focused on training, education, guidance and collaboration.

Primary Audiences

- ☛ **Prospective students:** Connect with and influence prospective students both proactively and reactively during their research and decision making process.
- ☛ **Prospective students' parents:** Connect with and influence parents both proactively and reactively during their research and decision making process.

- **Current students:** Serve as a communications hub for current students, and capture and share positive stories about life on campus that can serve to influence prospective students.
- **Media:** Recognize that many of WSU's media contacts use social media as a primary news source, so key content must be accessible and amplified via these channels.

Secondary Audiences

- **Alumni:** Foster support by keeping alumni connected to daily life on campus, and capture and share alumni success stories in ways that can influence prospective students.
- **Business partners, donors and other supporters:** Foster support by keeping WSU partners and supporters connected to daily life on campus, and highlight and showcase positive impact of their support.
- **Athletics fans:** While the main WSU social media accounts will not be athletics-focused, we want to capture the fans' enthusiastic support of WSU and facilitate advocacy.
- **WSU internal:** For many schools, departments and staff, social media provides the most effective means of keeping connected across campus. We want the campus community to connect, share our content and amplify WSU messaging, and contribute valuable content to be shared through the main WSU accounts.

Many of your target audiences will overlap in terms of content strategy, with an overall goal of telling positive stories about the quality of life, education, environment and student success at Wichita State.

We are proud of who we are and of the story we have to share, and have a loyal base of alumni, students, partners and supporters primed to serve as advocates to help amplify our messages.

UNIVERSITY ONLINE NETWORKS, CHANNEL STRATEGIES AND MANAGERS

Content Themes

The following content themes should be used to drive your content creation across the various social media platforms.

University news and informational updates – Focus on positive news, sharing success in a way that helps tell your story rather than simply act as a news service. Focus on people wherever possible. Follow the content best practices set out in these guidelines and share as visual content wherever possible.

Campus sites and landmarks – Highlight green space and seasonal changes, and campus art and natural beauty.

Building and facilities – Show off your great learning environment and modern technology.

Your programs – Demonstrate quality of learning, focus on what makes your program unique and focus on the unexpected.

Shocker and department traditions – Focus on telling WSU's story, building pride, connecting alumni and current students with those researching WSU, showing traditions and the excitement around them through photo and video that captures emotion.

Shocker for life – Encourage or solicit content that imparts the lifelong pride WSU alumni feel toward the university.

Campus life – Illustrate how people spend their days on campus, using visual content about positive experiences, diversity and acceptance, and highlighting the many social and recreational activities students can participate in.

Wichita – Remember that students won't spend all their time on campus. If WSU wants to draw students from outside the area, prospective students want to know the city itself will be a great place to live.

Athletics – Recognize athletics as an important part of WSU's content mix, but make sure that it does not dominate any of your other messaging. Not all students will want to attend WSU based on our athletic program and not every alumni has this as their primary focus.

Current students and recent grads – Capture and create content that helps prospective students feel connected to current students. They want to learn from peer insights, experiences and recommendations, and you need to deliver. Focus on photo and video content and quick "sound bites" rather than in-depth or overproduced content.

Fun stuff – Use contextual humor that just makes people smile or laugh. It helps demonstrate your department's personality in a positive way.

User submitted content – Encourage users to either submit photos/videos or share/retweet/repost user-generated content.

Shareable content – Post content designed specifically to be shared. For example, use themed Facebook cover photos that include Wichita State University branding and are not only used on your own Facebook page but are designed to be taken and used by your audience on their personal pages.

Access and Conversation

Considering the nature of the medium and the audience WSU is targeting, you should adopt a less formal tone of voice. You want to be seen as friendly, approachable, having a sense of fun, but always professional. Avoid acronyms or slang.

Remember, social media is conversational medium, not a broadcast medium. We have specific guidelines for response and engagement and they must be top of mind. When content is posted, you must be ready to both acknowledge and respond to your audience.

Social Media Channels and Strategy

Facebook

While trends indicate a shift toward a more diverse social media portfolio, Facebook remains a vital social media platform for the university. Prospective students visit a potential university's Facebook page multiple times during their decision-making process.

What prospective students research on Facebook is not the same as the information they might expect to see on your website or in program brochures. Prospective students want more than school news and updates. They want to learn about daily life on campus.

In addition to your primary audience of prospective students, the wide demographics of Facebook users mean many of your other key audiences will also be connected to your Facebook page, so you must find a balance of content and engagement that meets the needs of your primary audience, but that will also provide a positive online experience across all audiences.

Not every update needs to be about the department itself, but must always have context based on sharing information, campus life, fun and positive experiences, academic success and current and former students telling the WSU story.

Facebook is not simply a marketing channel; it is a community and should be treated as such.

Twitter

Prospective and current students can be prompted to join conversations built around specific hashtags or subject matter. Other target audiences such as alumni, media and business partners are active Twitter users. In particular, many in the media use Twitter to source stories and news updates.

A key advantage on Twitter is the ease of sharing information (retweets) and the ability to organize information via hashtags. It's also easy to engage proactively and reactively with those talking to you and about your department.

Include hashtags in all related offline and online promotion, monitor the hashtag and actively participate in the conversation where appropriate.

There are additional best practice guidelines for optimizing content and for listening and engaging. This is an important part of Twitter's role and functionality.

A key to your Twitter strategy is not just the content you post, but the conversations and connections you make and facilitate.

Instagram

With Instagram comes the ability to capture both photo content and videos. Your primary audience will be prospective and current students and their families. You will use the channel to:

- ➊ Tell positive stories documenting life on campus.
- ➋ Capture “in-the-moment” content focused on reinforcing positive values and emotions and demonstrating fun, diverse recreational and social activities.
- ➌ “Touch” prospectives and current students through “liking” their content.

Instagram will be a powerful tool for capturing content from current students and sharing with prospective students.

Specific content of that nature can be shared and aggregated using hashtags in the same way as on Twitter.

Photos sourced from individual schools and departments, and from students themselves, can be reposted to the official WSU Instagram accounts using a repost app.

We have additional best practice guidelines for optimizing content and for listening and engaging.

Snapchat

Snapchat is a vital social media platform due to a large part of our target audience using it on a daily basis. Our audience uses Snapchat to showcase unfiltered, casual moments of their life as opposed to perfected images shared across Instagram.

This is an opportunity to showcase your department's personality with a fun and casual tone—even more so than other social media platforms. There is no expectation that photos/videos have to be professional quality, though it is important to still maintain brand standards and uphold the university's image.

YouTube

While YouTube content might not be as frequently produced, it plays an important role. YouTube is more than a video library; it is an important component of Google search. We have best practice guidelines to help ensure that video content is maximized to support Search Engine Optimization (SEO).

In addition to more formally produced video content, look at opportunities to create less formal video content that can be shared across your networks to support specific messaging or outreach.

- ☛ On Instagram you might be able to ask a student a single question per video, but on YouTube you could ask the same question to several students and capture a series of short responses that could be shared in a 60-second video.
- ☛ The video can be posted on YouTube with captions enabled to boost search, and shared strategically via Facebook and Twitter.

Note: For more information on social media channels not covered here, contact:

Tim Hart, director of web and new media • tim.hart@wichita.edu

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PROCESS AND BEST PRACTICES

Content Calendar

Content planning, creation, distribution and measurement should follow the guidelines set out in the Content Calendar Development section.

Optimizing Content for Each Channel

When sharing across multiple channels, take time to optimize content for each of those individual channels using the guidelines that follow. Do not automatically cross-post content.

Tracking Tools

NOTE: Specific instructions / information in the Tracking Tools section may be outdated. This section will be updated during the next phase.

Each designated channel manager must proactively monitor for comments or questions directed to your department, and for comments made about your department.

For monitoring and engagement, you may want to use the following tools. All email notifications should be directed to one designated email account for automatic group distribution.

There is some duplication between search and monitoring functionality in your toolset. This is intentional to combine real-time and summary alerts, to provide additional assurance all mentions are being caught, and to provide redundancy in your toolset in the event of any key areas of functionality being lost or going offline.

Google Alerts

<http://www.google.com/alerts>

Set email notifications for “As-it-happens” to monitor new web mentions of keywords and phrases.

Mention

<http://mention.com>

Set email notifications to “Daily,” install desktop and mobile apps, and enable push notifications to monitor and provide consolidated daily reports of both direct and indirect social mentions (comments made about you but not specifically directed to you), as well as to monitor keywords and phrases on photo and video sharing sites, blogs, forums and across the web.

It can serve as the hub of your monitoring efforts, providing backup to your real-time monitoring, aggregated and easy to review daily reports and short-term archives.

Note: At this point Mention is not pulling from Instagram unless the content is shared via Twitter or Facebook pages.

Hootsuite Pro

<http://hootsuite.com>

Hootsuite is a browser-based tool on desktop but has a mobile app that allows you to enable push notifications and schedule posts.

This tool can be used to manage Twitter and Instagram accounts.

- For Twitter, it will be used to monitor and respond to direct @mentions of your username, indirect mentions of your name and variations of your name and any relevant hashtags you are monitoring.
- For Instagram, it will be used to monitor and respond to both direct and indirect mentions and any relevant hashtags.

Sprout Social

<http://sproutsocial.com>

Sprout Social is a paid tool that offers listening, publishing and analytics features for Facebook, Twitter, LinkedIn and Instagram. Its analytics suite can help you identify trends in responsiveness and engagement.

Facebook Admin

The Page Admin responsible for accounts should enable email notifications and “On Facebook” notifications, both located in Settings.

Page Admin responsible for accounts should also install the Facebook app on his or her smartphone.

Responding to Comments and Mentions

Responsibility for managing each of your social channels does not simply include sharing content and growing your audience, but includes critical responsibilities of listening and (where appropriate) responding to what others are saying to or about you.

When and how to respond

Never ignore questions or comments directed to one of your social channels, unless the question or comment is abusive or clearly does not merit a response.

This includes both posts and comments on your Facebook page, tweets and responses to content posted on Instagram, Snapchat, LinkedIn and YouTube.

- Treat every question as an opportunity.
- Questions received during business hours should ideally be responded to within two hours.
- Questions received outside of business hours should ideally be responded to within two hours of start of next business day.
- If appropriate, include a link to additional resources or an invitation to connect via a more private forum such as phone or email.

Every positive comment posted on or directed to one of your social media channels should be acknowledged. If a user has taken time to leave a comment, you want them to know their feedback is valued.

- A text response will not typically be required. In most instances a simple “Like” (Facebook or Instagram) or “Favorite” (Twitter) will be sufficient.

When people are unhappy, you will receive negative comments posted on your Facebook page, most likely in the comments on a post, and across your other social media platforms. Because the institution name is on the channel, people—especially students—are prone to express more vitriol than they might in a face-to-face meeting. Here are some tips for handling the situation:

- If the comment is made in good faith, do not delete the comment unless it is abusive, offensive or spam. (This is specific to Facebook and Instagram as you can delete comments, but you cannot delete someone’s tweet on Twitter.) Remember that anger is not, in and of itself, abusive. Responding is always the preferred option and deleting should always be a last resort. Hiding a post on Facebook may be an option for posts that forward misinformation, are off-subject or are poor, but not offensive, attempts at humor. Hiding keeps the post visible in the thread for the user and the user’s friends, but will not be visible to the public.
- Recognize that a response might not always be appropriate. Use discretion as to whether a response might help alleviate the situation. But never engage in any argument or discussion; simply acknowledge the comment and offer a redirect to a more private communication channel. That may mean stepping from behind the institutional veil to engage the user through a private message or email. At some point, contact from an administrator may be the only remedy.
- If a comment or question concerns specific Wichita State University policy, or you are not confident of giving an accurate response on behalf of the organization, reply with an acknowledgment that a more detailed response will follow, and refer to Tim Hart for clarification and further instruction.

- If a thread on Facebook becomes negative, make sure that you post or share one or two items within a few hours that will push that thread lower on the page.
- Identify opportunities. In addition to questions or comments directed to you, if your monitoring process identifies indirect questions or comments about your department or identifies a potential prospect, review whether proactive engagement is appropriate.

In instances of indirect mentions about your department or organization, respond using the same process (response or acknowledgment), but also consider context. Consider the comment or question and whether a response would be beneficial or may instead come across as “creepy” and off-putting, and engage tactfully. For example:

- A comment such as “I wonder what the Geology program is like at Wichita State?” might not be directed specifically to us but could be positively responded to with “We noticed your comment and thought this link might help” or “We noticed your comment and want to know how we can help you.”

In instances where a mention appears to be from a prospective student or parent, review the users account before responding to check for context.

- If a response is appropriate, be mindful that unsolicited contact can be intrusive. Engage the user with a short message.

If appropriate, include a URL linking to additional information. Alternately, ask if they would be interested in speaking with someone at WSU. For example:

- “We noticed your comment about XX. Here’s some information from WSU that might be of interest: [LINK]” or “We noticed your comment about XX. WSU would be a great fit. Can we get you info?”

CONTENT AND CHANNEL OPTIMIZATION

To be effective, content should be optimized for each social and digital channel. Always create and optimize content with a view to it being shared, not merely consumed.

Twitter

- Optimum: Two to three updates daily.
- Include relevant hashtags whenever possible. If you are encouraging the use of specific hashtags, you need to use them yourself.
- Where space permits, @ mention any individuals or organizations being referred to, so they are aware of the mention and to increase the likelihood of an RT to or by their audience.
- You can shorten any links using bit.ly so you can track click-throughs and save space.

- When time permits evaluate each new follower and follow back any user who falls within your target audience groups, or who you would otherwise benefit from building relationships with.
- Take advantage of live video through Periscope, an app owned and integrated with Twitter.
- Include visual content with your tweets wherever possible.

Facebook

- Optimum: Two to four updates daily, spread throughout the day.
- Take advantage of Facebook’s live video feature to increase engagement.
- Keep you text updates between 80-120 characters that contain a link. To maximize views and drive engagement, share using visual content wherever possible.
- You should shorten links using bit.ly so you can track click-throughs.

Instagram

- Optimum: Post daily.
- Use relevant hashtags to your department or organization with every post.
- Take advantage of Instagram Stories.

Snapchat

- Optimum: Two to four snaps a day.
- Use relevant filters to Wichita State University and Wichita.

YouTube

- Post as available.
- For video title, think in terms of SEO and include search-friendly keywords. What word or phrase would best connect the video with the desired audience?
- Complete description field fully, again with focus on SEO.
- Select all appropriate keyword tags.
- While it may not be practical in every instance, enable captions and manually enter captions to ensure accuracy: Click on the option titled “CC Captions,” select “+ Add Captions,” then type the matching text.

Captions not only make video content accessible to more viewers, they create additional search-friendly content. And Google also gives higher ranking to captioned content.

CONTENT CALENDAR DEVELOPMENT AND ANALYTICS

We recommend that departments create a content calendar to help plan upcoming posts. Your content calendar will ensure that:

- ☛ All key business goals and objectives are clearly identified and content themes are built around that primary objective, which will form the core of your content calendar.

- ☛ Additional content opportunities that meet approved strategy and suggested themes are identified in advance and used to build out a calendar that both directly and indirectly supports your primary objective. Then content frequency requirements can be met in a way that delivers value and interest to your target audiences.
- ☛ Creative support (photos, graphics, etc.) and any other resources should be properly identified, and budgets and responsibilities properly allocated.

The content calendar is an important document in ensuring that activity aligns with goals and strategy, and that you are properly serving the needs of both the university and your target audiences.

Process and Responsibility

Process and responsibility for the social media content calendar should be determined at the departmental level. The following is how Strategic Communications conducts the process and responsibility, and can be used as an example of how your department handles its content calendar.

Overall responsibility for developing our social media content calendar falls with our director of web and new media. The content calendar is populated during a weekly planning meeting consisting of individual channel managers, our news staff and the director.

In the meeting, we review information and calendars from strategic communications, admissions, and entities concerned with student involvement, campus life and diversity to identify events and initiatives that support content development and targeted engagement.

When those items are entered, the calendar allows us to easily identify days where content needs to be filled in. We often fill these holes by creating content that forwards the vision and mission of the university.

Remember: No department should undertake social media for social media's sake. As much as possible, we should align social media content to support department and university goals.

Once we have the weekly calendar populated, we identify creative needs and assign personnel to generate the content. We also decide what channels are appropriate for the content and who will post.

Content Calendar basics:

- ☛ Weekly, identify content themes and events that can be effectively integrated into the content plan, keeping department and university goals in mind.
- ☛ Enter relevant dates and deadlines in the coming week's content calendar.
- ☛ Use the calendar to identify holes where additional content is needed.
- ☛ For each item, identify actions to be taken in response to content and assign responsibilities.
- ☛ Designate appropriate channels for each content item based on our guidelines.
- ☛ Review audience growth, trends and engagement and set specific goals to ensure that we are always striving to increase both reach and engagement with our target audiences. We always want to learn and grow. Strategic Communications uses analytics to review and compare content that performed most effectively against content that wasn't well received. The content meeting is a great place to put the lessons learned from analytics to work, changing format, media and themes and channel selection to improve overall content effectiveness.

Measurement

Measuring impact is critical to understanding the success of your content strategy and will allow you to effectively adapt and evolve what and how you share and achieve more effective results.

You want to understand the impact your content strategy has on increasing your footprint in the social space and growing your targeted social audience, the success of content on a channel-by-channel basis, and the success of your social strategy in driving traffic to specific owned URLs tied to key university goals.

Basic metrics should be tracked and shared during your planning meetings, as you set goals and review and evaluate your ongoing content strategy.

Bit.ly

While social metrics such as likes and shares are important, the traffic you are able to drive to specific WSU-owned URLs is critical to helping support our greater marketing and admissions goals.

If you use bit.ly for sharing links across your channels, you will be able to track overall traffic driven to a specific URL from across channels and through both direct and indirect shares. It will demonstrate the total traffic driven to a specific destination as a net result of your original social shares and content seeding.

Social Activity and Channel Growth

While traffic driven to your website or to specific URLs is vital to meeting university goals, you also want to be sure that your social initiatives are driving positive activity that helps increase brand awareness, enhances your digital footprint and facilitates brand advocacy. You also need to understand how users interact with the content you create and share, and be sure to share content users will see value in, engage with and amplify.

In terms of content shared, we value social interactions and firmly believe they not only contribute to our bottom line but also drive advocacy and word of mouth. Prioritize these interactions in the following order:

- Clicks (direct action taken)
- Shares or retweets (amplification)
- Replies or Comments (engagement)
- Likes or favorites (passive engagement and amplification)

Useful channel-specific metrics to track

Facebook

- Total page likes (gained, lost, net gain)
- Post reach (monthly total)
- Engagement (monthly total)
- Page visits (monthly traffic to any custom tabs you create)
- Top 10 monthly posts by reach
- Top 10 monthly posts by engagement
- Month-on-month growth specifically in age groups 13-17 and 18-24

For each age group track Page Likes, Reach, Engagement (available through Facebook Analytics).

Twitter

- Total followers (gained, lost, net gain)
- Total monthly: clicks, retweets, replies, mentions, favorites
- Top 10 monthly posts by clicks
- Top 10 monthly posts by amplification and engagement combined (available through analytics tab at ads.twitter.com)

Instagram

- Total followers
- Total monthly: likes, comments
- Average monthly: likes per photo, comments per photo
- Top five photos: by likes, by comments

Free statistics reporting is available from <http://statigr.am>.

YouTube

- Monthly views
- Monthly engagement: likes, dislikes, comments, shares, favorites
- Total subscribers
- Top five videos (with views, minutes watched, average view) (available through YouTube Analytics)

BRAND STANDARDS

It is imperative that consistent brand standards are maintained across all social and digital channels.

On any new or existing social media or digital channel where color schemes and visual branding can be customized, apply the established Visual Identity Standards published in October 2011. These can be viewed online at: wichita.edu/visualstandards

In particular, colors used should match the black and yellow color scheme. The preferred color for yellow on the web matches Pantone 109U (HEX: ffc800; RGB: 255/200/0).

Social Media Avatars



The WSU mark (without any name in text) is the primary option for social media avatars to help users more easily identify official WSU channels. It must be used so that it is clear and identifiable, not cropped, altered or distorted. If the WSU mark is not used, photos, such as a building or event shots may be used.

Department lockups should not be used, because the secondary and tertiary text for most will not be legible at most display sizes.



The WuShock logo is acceptable for athletic-related accounts. But bear in mind that the WuShock logo represents athletics programs, not academic programs, at WSU.

For additional information regarding the use of WuShock, please contact Athletic Director of Marketing & Communications Kayla Blanding at kblanding@goshockers.com.

Custom Cover Photos

Facebook, Twitter, YouTube and LinkedIn each provide space for users to upload a custom cover photo to personalize their account.

This is an opportunity for individual schools and departments to express personality and customize their online presence, and we encourage you to take advantage of that. Photographs, collages or other created images may be used at the discretion of the individual account manager, provided that:

- The image is a proper reflection of WSU and has context to the specific school or department.
- Does not use copyrighted material WSU does not own.
- Does not include an altered or unapproved version of the WSU logo or other university branding.

Account Naming Convention

No individual school or department should use the name WichitaState on its own; it is intended for university-wide representation only. Usernames should, however, include either WSU or WichitaState at the start of every username selected, if possible. (Underscores may be used to avoid conflicts with existing accounts at other WSU schools.)

Protecting Account

While we are actively and enthusiastically embracing the use of social media, we must maintain a strategic approach to back each new account with sufficient resources to keep it active both under the proposed admin and in the event of that person leaving and the account having to be transitioned internally.

- For any account you manage or create, make sure that URLs, usernames and passwords (and any subsequent changes) are centrally recorded so that no one person has control of this information.
- Any new account should be properly branded, following the visual standards set out in this playbook. Any "about" information should be fully completed and proper contact information included (URL, email, phone etc. as applicable).

SOCIAL BRAND VOICE

Beyond sharing links and promoting content, your social channels give a unique opportunity to stand apart by communicating with personality, being helpful and supportive, being encouraging, serving as a trusted resource, and fostering conversation about your department – capturing the passion of current and former students, and amplifying that passion to prospective students, their families and other key audiences.

Your social brand voice should:

- Be confident, proud and positive, but never arrogant or aloof.
- Be conversational, engaging and approachable, never sounding like you are simply there to market a message or don't have a real personality behind your accounts.
- Be helpful, encouraging and supportive.
- Focus on building relationships, not simply broadcasting information.
- Have a sense of fun at appropriate times.
- Always be professional. Even though social media is an informal medium, you are still representing Wichita State University and need to engage at a level that commands trust and respect. Always spell check.
- Always be authentic and consistent.
- Never engage in any online argument or dispute.

Important Reminders

- Whatever you post online is public and permanent. "Delete" is not an effective option.
- Social media makes you a frontline ambassador for Wichita State University, and what you post and how you engage with the online audience can heavily impact perceptions of our entire brand.
- While the typical social media and marketing references are to "users, audience and prospects," you must always think beyond that in terms of "individuals."
- Creating effective engagement is a key to success, but should never come at the expense of authenticity and commitment to brand values or identity.

Use of Mobile Apps

Many brands have suffered embarrassing public relations issues as a result of personal updates being accidentally posted on brand accounts.

Typically this has been the individual user accidentally selecting the wrong account on a touch-screen smart phone, which is very easy to do.

Always check that you are on the correct account before publishing content.

OFFLINE MARKETING AND PROMOTION

It is crucial that your accounts are actively promoted in offline and traditional marketing avenues, in personal offline interactions and at university events.

- If a single account is being promoted, refer to it by the specific username.
- In print, do not include the full URL. Include the relevant social network avatar followed by the username. Or if no avatar is used, a shortened URL such as [twitter.com/wsugeology](#).
- It is especially important that you clearly highlight your social channels to prospective students and new students.
- Where possible, avoid giving a command such as "Like Us" or "Follow Us." Instead, extend an invitation and communicate a benefit. For example: "Join our community" or "Learn more about daily life on campus – join us on Facebook."
- For key events such as the start of school year or graduation, consider how you can integrate social media into offline events – creating a hashtag to foster and aggregate conversation and ensuring that hashtag is communicated in any related print material and onsite signage. Often, an offline prompt is valuable in driving an online interaction that leads to a greater connection and conversation.

A COMMITMENT TO COLLABORATION AND EDUCATION

For the social media initiatives outlined in this playbook to be effective in the long term, they must regularly be reviewed and updated.

- ➔ As individuals we must also strive to educate ourselves on the latest trends and technologies impacting us as professionals and impacting our key audiences.
- ➔ Strategic Communications is committed to supporting channel managers and Social Media Ambassadors with ongoing education on relevant subject matter. However, we must also take an individual responsibility to stay informed and to identify specific training or education needs to be met for us to be able to meet these playbook objectives.
- ➔ Recognizing that our brand's social media representation extends beyond Strategic Communications, we are also committed to facilitating structured collaboration and empowerment so that Wichita State University is represented in the most effective way possible not just at a university level, but at an individual school and department level through our WSU Social Media Ambassadors group.

Not only will Strategic Communications support and empower those localized initiatives in a way that makes sense for the overall goals of Wichita State University and protection of our brand name and identity, but we will also use our ambassador network to support and enhance our own social media goals and content.

Joining WSU Social Media Ambassadors

To request entry to the WSU Social Media Ambassadors Facebook Group, go to facebook.com/groups/wsusma or email matheson.herron@wichita.edu.