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the basics

social media presence

Social media enables you to connect with key audiences and stakeholders, including potential and current students, faculty and staff as well as alumni, fans, friends and fellow marketing and communications professionals.

social media @DU

The University of Denver encourages and supports the use of social media to enhance its academic and research mission and promote its vision of a private university dedicated to the public good.

Currently, DU's branded social media platforms are Facebook, Instagram, LinkedIn, Twitter and YouTube.

What should I do first?

Learn about the variety of platforms, including their audience demographics, thinking about which ones will be best for helping you reach your objectives.
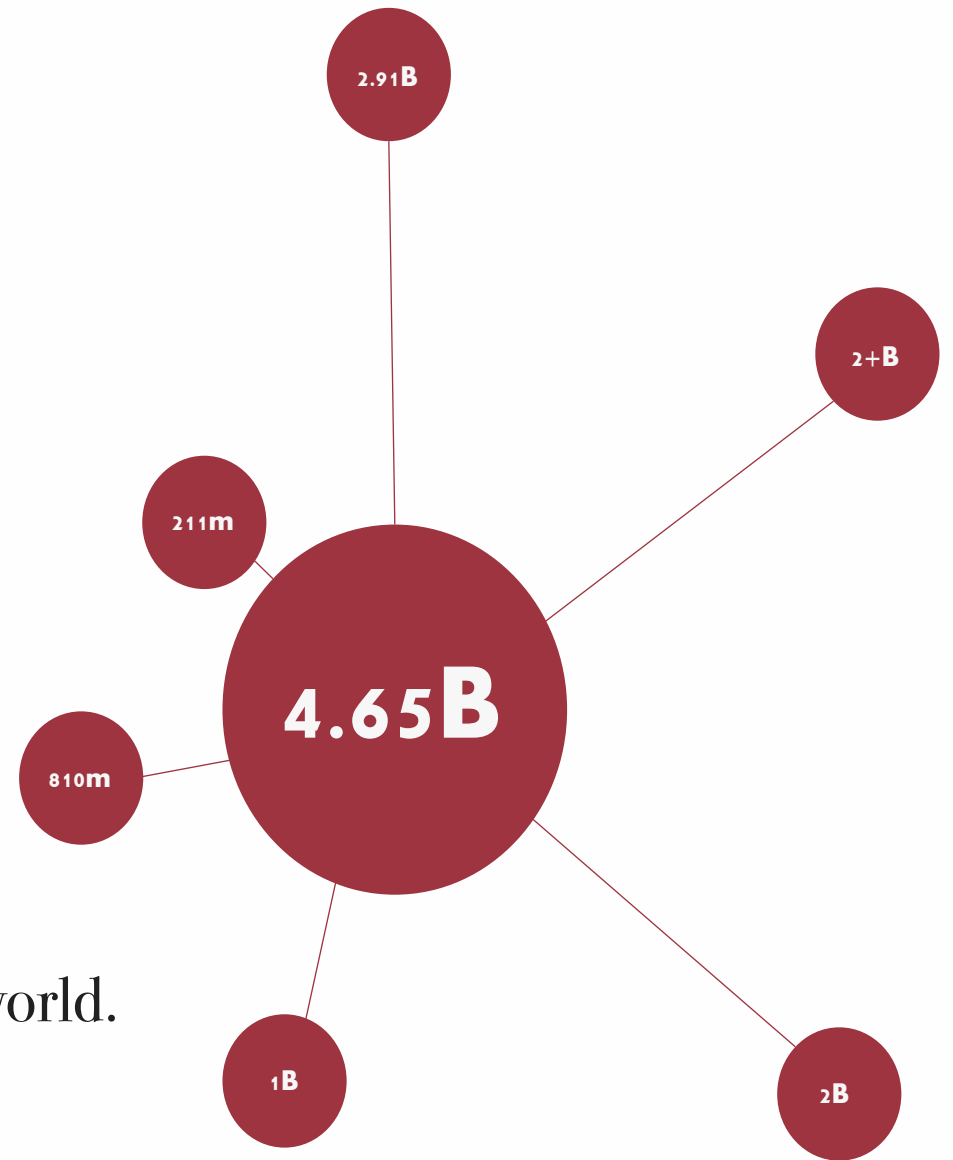
get to know the channels

Determine your target audience and where they spend their time.

Do some research to get familiar with the variety of social media channels and focus on the ones your audiences use on a regular basis.

demographics & usage by platform

There are **4.65 billion*** social media users around the world.

*as of April 2022 Source: Kepios

Facebook is the largest social platform among consumers and marketers.

facebook

- Number of monthly active users: <u>2.91B</u>
- Largest age group: <u>25-34 (31.5%)</u>
- Gender: <u>43% female, 57% male</u>
- Time spent per day: <u>33 minutes</u>

Source: Hootsuite

Instagram has a firm hold on Gen Z and Millennials, which make up two-thirds of its base.

instagram

- ❑ Number of monthly active users: <u>2B</u>
- ❑ Largest age group: <u>25-34 (31.2%)</u>; <u>18-24 (31%)</u>
- ❑ Gender: <u>48.4% female, 51.8% male</u>
- ❑ Time spent per day: <u>29 minutes</u>

Source: Hootsuite

TikTok's popularity and growth is unprecedented, with 40% of Gen Z saying they are directly influenced by products they see on the platform.

tiktok

- Number of monthly active users: 1B
- Largest age group: 10-19 (25%)
- Gender: 61% female, 39% male
- Time spent per day: 89 minutes

Source: Hootsuite

One-third of Twitter users are college-educated and earn more than $75K annually.

twitter

- Number of daily active users: <u>211M</u>
- Largest age group: <u>18-29 (42%)</u>
- Gender: <u>38.4% female, 61.6% male</u>
- Time spent per day: <u>31 minutes</u>

Source: Hootsuite

Due to the platform's demographic of high-earning B2B professionals, this is the top-rated social network for lead generation.

linkedin

- Number of monthly active users: 810M
- Largest age group: 25-34 (58.4%)
- Gender: 48% female, 52% male
- 63% of users access weekly; 22% daily

Source: Hootsuite

Though 62% of YouTube's users log in daily, most users claim to use it for entertainment rather than to find brands and products.

youtube

- Number of monthly active users: <u>2+ billion</u>
- Largest age group: <u>15-35 (highest reach)</u>
- Gender: <u>46% female, 54% male</u>
- Time spent per session: <u>~30 minutes</u>

Source: Hootsuite

What should I do next?

Now you can develop a plan to help you focus your efforts and figure out how you're going to build your social media presence. You might also want to curate a list of accounts you would like to follow. These should be both relationship building as well as accounts that you'd like to leverage as part of your content strategy.

develop
a plan

Think through the development of an outline that includes the type of content you want to share with your audiences on a regular basis.

strategy development

determine your objectives

Think about what you want to accomplish. You might decide to:

- Promote events

- Acquire new students

- Build and nurture relationships with your current audience

- Increase traffic to your blog, website and/or landing pages

outline your priorities /1

Start with a list of items that are *alwaysgonnahappen* and develop relevant content for your social media posts. Examples could include:

- ❑ New student welcome

- ❑ First day of classes

- ❑ Finals week

- ❑ Commencement ceremony

outline your priorities /2

Once you exhaust your list of those things that always happen, begin thinking about one-time or first-time projects, guest speakers or significant events you're planning.

Example: Will your unit be experiencing a milestone anniversary this year?

outline your priorities /3

Lastly, make a list of interesting things you would want to share that might happen but you're not sure when.

Example: Is a high-level personnel announcement likely in the future?

Now what should I do?

Define your voice, determine your audiences and designate your channels. Social media gives you a chance to share DU's human side—you can be conversational, engaging or even funny.

establish voice and tone

Look for ways to incorporate DU's brand voice into your content strategy, using the brand guidelines along the way.

You can access the brand guidelines on DU's website:

https://www.du.edu/brandguidelines

choose your channels

Select a few channels your audience is most likely to prefer and develop a differentiated channel strategy.

This will help ensure you establish specific goals for each channel that will make up your social media presence so you can meet your audiences where they are.

channel strategy considerations

- Outline your goals.

- Establish your target audience, keeping the demographics of each channel in mind to ensure you're talking to the right individuals.

goalsetting

Consider how you want to position your unit and what you want to accomplish.

Example: Do you want to increase awareness? Build audience affinity?

choose consistency over frequency

Be sure to decide on a cadence of posting to which you can commit. When you are consistent, your audience will know that they can expect regular updates from you and are more likely to stay engaged.

Then what?

Find a way to catalog, document and organize your content so you can keep track of your plans and make changes when needed.

create a calendar

- ❑ Your calendar should include the date for the post, subject, the channel(s) you'll use, graphics (if applicable) and an idea of what you will say.

- ❑ You might also include a space to record the actual date of the post, so you will have documentation of whether you were able to stick to your plan.

sample content calendar

Date	Campaign, event, holiday, subject etc	Which channels	Notes	Scheduled	Posted
6/1 to 6/4	Psychology meets the stage podcast Post #1	All	DU Spring 2022 Magazine	Yes	Yes (6/2)
	Women's Lax Summer Camp 1997	All	TBTDU	Yes	Yes (6/2)
	First Gen Student	All	DUNewsroom	Yes	Yes (6/1)
	Langar@DU Post #4	Facebook,Twitter, and Linkedin	Sharing YouTube link to invite video	Yes	Yes (6/1)
	Langar@DU Reshare #2	Instagram Story	Reshare old Langar@du post on Instagram	Yes	Yes (6/1)
	Joshua Berlo	All	Vice Chancellor Announcement	Yes	Yes (6/2)
	Meet Charlie Amáyá Scott	All	NBC story about DU student	Yes	Yes (6/2)
	Joshua Berlo #2	All	DUNewsroom	Yes	Yes (6/4)
	1Day4DU Recap	All	DUNewsroom	Delayed	
	Best Places to Relax With a Book	All	DU Field Notes Reshare	Yes	Yes (6/3)
	Newman Center presents fall season	Facebook and Twitter	DU Clarion Reshare	Yes	Yes (6/3)

Can I start posting now?

Now that you've done your homework–you know something about each of the most used channels, you have your social media strategy in place, you have decided where and how frequently you'll post and you've planned your content–yes, now you're ready to start sharing relevant content through your channels to your audiences.

daily checklist

- Check incoming posts from the day before; refer questions as needed, reply to any comments; respond with likes, etc. where appropriate.

- Check for friend requests and new followers; accept and follow back as appropriate.

- Check your editorial calendar; reach out to confirm any events, news or announcements you'll need to monitor.

- Send today's posts; update and schedule the next ones.

guidelines & best practices

What is DU's social media policy?

MarComm has established guidelines and best practices for University social media accounts. The guidelines can be found on MarComm's website and there is also a university-wide policy coming soon.

Following are some best practices and response guidelines for social media during good times and when things go awry.

guidelines and best practices /1

- ❑ Contact MarComm before creating a new DU social media presence.
- ❑ Ensure all administrators are employees.
- ❑ Adhere to best practices, which include compliance with brand standards, posting frequency and ADA guidelines.

guidelines and best practices /2

- ❑ Maintain confidentiality in accordance with all applicable University policies, federal and state laws, FERPA, HIPAA and other nondisclosure laws.

- ❑ Follow copyright laws with all multimedia.

- ❑ Post community expectations, moderation protocols and any other guidelines on the social media account in the profile or in a "pinned" post.

guidelines and best practices /3

- ❑ Create accounts with a DU email address and share the login information with MarComm.

- ❑ Do not share sensitive or private information.

- ❑ Initiate connections with other University accounts, employees and trusted University partners from your DU account.

guidelines and best practices /4

- Create ways to minimize confusion between your personal and professional channels.

- If it is determined that you are posting information on your personal accounts that might be attributed to DU given your affiliation, you may be asked to place a disclaimer on your personal channels expressing that comments are yours alone and not reflective of the University's views.

- You might consider adding this information to your personal channels preemptively.

when the unexpected happens

What should I do when something goes wrong?

MarComm has established guidelines and best practices for University crisis communications that include social media. DU's Social Media Guidelines are located on MarComm's website: https://www.du.edu/marcomm/social-media-guidelines

You can always feel comfortable reaching out to MarComm for help and support.

pause

Your ability to respond appropriately and professionally will increase with a few moments of careful thought and consideration.

connect

When you collaborate with partners across the University to report an incident, you will be able to discuss possible response scenarios.

respond

Post a response even if you decide to remove a comment.

Example: The University of Denver may delete posts or comments that promote for-profit ventures that do not comply with DU policies. Posts that are grossly off-topic, abusive, contain profanity, pornography, are threatening, contain discriminatory language or language of bias or hate and the like will not be tolerated.

This page is moderated by DU staff to maintain safety and ensure appropriate interactions. Posts concerning safety and discrimination will be brought to the immediate attention of Campus Safety and/or the Office of Diversity, Equity & Inclusion.

What should I do if someone needs help?

Respond quickly and politely with an offer for direct and immediate assistance if someone posts a call for assistance, shares a negative experience or is looking for answers.

sample scenarios

- The following sample scenarios and responses outline some of the potential issues you might encounter on your social media channels.

- Always feel free to connect with MarComm for support.

- You can reach MarComm any time, any day at 720-608-0240.

providing assistance

Example: "Yuck! I found ham in my vegetarian salad today. I'm so grossed out and won't be eating on campus again anytime soon!"

Response: "Sorry to hear about your salad experience and hesitance to eat on campus again. We are looping in Food Services to notify them of this lunch mishap and see if there's anything they can do for you. In the meantime, look for a DM from us seeking additional details." (The DM could collect their student ID number so a refund or credit can be issued.)

upholding institutional values

Example: "Why are the refs at the game today such (*insert discriminatory/racist term here*)?"

Response: "The University of Denver does not tolerate words of bias or hate. This post is being removed. If you have questions or concerns regarding the removal of this post, please contact (*insert email address here*)."

reporting a safety issue

Example: "Some guy in my psychology class said he's going to follow me around campus until I agree to go out on a date with him. Um....stalker?"

Next steps: When you spot something that appears to be a safety or legal issue (or at the very least a student or employee conduct issue) it is important to begin gathering as much information as quickly as possible. Connect with the original author of the post and let them know you are taking the matter very seriously and would like additional details emailed or sent via DM. Take screenshots and immediately alert Campus Safety.

What if there's a university-wide crisis?

In a crisis or emergency, MarComm will take the lead in posting to DU's branded social media accounts with information that can be shared by other accounts.

It is important to refrain from posting information ahead of MarComm or sharing information found elsewhere.

additional considerations

Comments you will want to remove, but shouldn't:

- Rude or outrageous remarks: Some people will post comments that are rude. There is a difference between rude, discriminatory, defamatory etc.

- Consistent complaints: Sometimes you may encounter someone who frequently picks fights or complains; otherwise known as a "troll" on social media.

- Inaccuracies: If the information is inaccurate, consider addressing it and issuing a correction.

Interactions you will want to engage in, but shouldn't:

- An escalating situation in which you will likely not be able to maintain restraint and tact.

- A situation that appears to be handled by the social media community or in which you think the community is likely to jump in. Remember to pause, connect and collaborate first. If the community does not jump in and you still feel you should respond, you might choose to provide a statement, link to a website, share contact information for a team member or reach out to MarComm for support.

tools and resources

social listening

MarComm uses Sprout Social, a social media software tool that provides listening, management and data analytics of DU's social media presence.

Monitoring the social media engagement of our community helps with determining what content to share and create for our audiences. It also enables us to stay attuned to the overall health of DU's brand.

social media directory

To be listed and/or continue to be listed as an official DU account within the DU Social Media Directory, accounts must meet and maintain a series of standards related to ownership, administrative access, activity, ADA best practices and brand guidelines.

The DU Social Media Directory is housed on DU's website:

https://www.du.edu/social-media-directory

social media toolkit

As part of the brand rollout, social media account administrators will soon have access to DU's Social Media Toolkit. The Toolkit will function as a one-stop self-help tool, providing access to branded content, an organizational content calendar and other resources.

final thoughts

- Social media is a powerful tool that can expand your reach, enhance connections to your audiences and empower you to tell your story in ways that are creative, powerful and fun. It can also spark activism, extremism and other unintended consequences.

- Because social media models are changing daily, it's important to stay abreast of trends that can affect your connections and interactions. MarComm is committed to collaborating with you as we navigate this landscape together.

- MarComm wants to partner with you to support your needs with strategic planning and providing support for emerging issues or crises. Feel free to reach out to MarComm's social media manager if you would like individual training or support to help you reach your social media goals. Our team is always available and willing to help.