

Social Media Guide

... GUIDELINES AND BEST PRACTICES



Social Media Guide

... GUIDELINES AND BEST PRACTICES

OVERVIEW

Social media is an excellent way to communicate with and engage EKU stakeholders. EKU stakeholders are students, faculty, staff, alumni, families, affiliates and friends of the University. It is important for all University, faculty, staff and students to be aware of social media and how social technologies can help create and foster student recruitment and retention, share information, raise awareness and enhance the learning experience to encourage Eastern students to become creative and critical thinkers.

By engaging with social media as a part of our communications about the University, we create additional avenues to effectively tell the wonderful stories about our people, places and programs in a cost-effective and meaningful manner. Social media offers the opportunity to interact with a broad scope of EKU constituents both locally and globally. Each college and administrative office, in addition to individual faculty and staff members at EKU should evaluate which, if any, social media technologies are appropriate for their communication needs.

QUESTIONS TO CONSIDER BEFORE CREATING A SOCIAL MEDIA SITE

- What are the goals of creating such a site?
- Who is the intended audience(s) for this site?
- What messages do we want to share on this site?
- Who will write the messages for the site?
- Who will update the site?
- How often do you plan to post content to the site?

KEY INFORMATION

- All official EKU social media accounts must be registered with an EKU email address. This includes Facebook pages, which must have two EKU employees as page administrators.
- All accounts must comply with branding guidelines. See Visual Identity Guide for latest updates.
- Any crisis communication or negative/alarming social media engagement/post should be shared with the Office of Communication and Brand Management.
- If you're creating a new hashtag for your department or area, let the Office of Communication and Brand Management know. This is to help build consistency with any other University communication.

BEST PRACTICES

- Focus on University topics and express an interesting point of view.
- Provide worthwhile information and perspective.
- Always tell the truth.
- Stick to the facts and be sure they are accurate.
- Provide informed and well-supported opinions.
- Be aware that content may be posted inside and outside the University.
- Avoid engaging in online disputes with your audience.
- Correct any mistakes you make as quickly as possible.
- Always keep in mind that you are representing EKU.
- Don't use slurs, insults or obscenity.

MAIN EKU SOCIAL MEDIA ACCOUNTS



@EKUStories



Eastern Kentucky University



@easternkentuckyu

HASHTAGS

A hashtag is a group of words or phrase (with no spaces), preceded by a # sign. It is used to bring together various social media posts and relate them to a topic. Topics are sometimes connected to an event, pop culture, sports or other trends.

POPULAR EKU HASHTAGS ARE:

#CampusBeautiful #EKUHome #EKUHonors #FutureColonel #ForeverColonel
#EKUArchives #EKUPeople #EKUPlaces #EKUPrograms **#EKUGrad** #EKUFamily
#GoBigE #BigEWelcome **#EKU** #HealthyEKU #EKUAbroad

TIPS

- Search hashtags first before using, to ensure use/popularity and trend.
- Tagboard is a good source for building content around hashtags: [twitter.com/search](https://tagboard.com/search)
- Don't use too many hashtags — 1-2 for Facebook and 2-3 for Twitter is sufficient. The max average for Instagram posts is 10. Too many hashtags will distract the user from content's purpose and clutter their newsfeed.
- If you're looking to start the use of a new hashtag, inform EKU Communications and Brand Management so consistent communication can be coordinated across all social channels associated with the University.



WHAT TO TWEET

- Images, videos and infographics get higher engagement
- Upcoming events, important dates for students
- Information about programs (#EKUPrograms), faculty/staff and student stories (#EKUPeople) and The Campus Beautiful (#EKUPlaces)

WHEN CONSTRUCTING A TWEET

- Be sure to keep text 280 characters or less
- Use timely and newsworthy content
- Publish on a regular schedule when possible
- Use proper ECU hashtags

HOW TO TWEET

Example tweet templates below for most typical tweets.

[post description] <http://url.com> #EKUhashtag

Basic Tweet

[photo caption] #EKUhashtag [attach photo]

Photo Tweet

"[Quote]" - @TwitterHandle #EKUhashtag

"[Quote]" - [Name of person not on Twitter] #EKUhashtag

Quote Tweet

[Name of the Event] at [Place and Time]. [Include brief description] @TwitterHandle #EKUhashtag

Event Tweet

WHEN TO TWEET

- 12pm-6pm are the best times for highest engagement and click-through rate
- 5pm yields the highest retweets
- Space tweets apart to not overwhelm the newsfeed of your followers

TIPS

- Refer to analytics for more specific information on audience/followers, tweets and engagement
- Follow @EKUStories for more engagement and retweet potential between channels
- Stay current on latest trends and hashtags in higher ed and within audience/followers



TWITTER ANALYTICS

TO ACCESS TWITTER ANALYTICS

- Log in to your account
- Click on your account icon in the top right corner
- Select "Analytics"

WHAT YOU CAN DO WITH TWITTER ANALYTICS

- See a general overview of your account
- Review a 28 day summary of tweets/account activity
- See impressions, profile visits, mentions and followers
- Notice top tweets and tweet highlights
- Click on tweets/followers and get a more in-depth view of each
- Export data to your computer
- See changes in followers and specific information relating to them (demographics, interests, gender breakdown, etc.)

To explore best measures of success on Twitter, goals of analytics, and best comparisons, visit:

blog.bufferapp.com/twitter-analytics





FACEBOOK

WHAT TO POST


- Posts that include links and images get higher engagement.
- Programs, information, images of campus and student/faculty stories — think about your audience and what would appeal to them.
- Sharing events on Facebook works well, especially if the event is created through Facebook and the link can be shared as a post. This serves as a invite and reminder to the user, while promoting the event through your page.

WHEN CONSTRUCTING A POST

- If text is included, keep it brief (40-50 characters or fewer if possible)
- Make sure content is timely and newsworthy
- When possible, publish on regular schedule with other posts

WHEN TO POST

- Non-peak times (before and after regular work hours)
- At least twice a day on weekdays
- Fridays which are the highest peak days for engagement

 **Eastern Kentucky University**
Published by Hootsuite [?] · May 17 · 🌐

#EKU, Chase College of Law sign 3+3 agreement:
<http://ow.ly/vxaT30k3jrS>. #EKUprograms #EKUpeople EKU CLASS EKU Mock Trial EKU Admissions



STORIES.EKU.EDU
EKU, Chase College Of Law Ink 3+3 Agreement | EKU Stories | Eastern Kentucky University

+198 10,469 People Reached
61 Shares

 **Eastern Kentucky University**
Published by Matt Schumacher [?] · May 12 · 🌐

Congratulations to the 2,993 degree candidates! #EKUGrad



+440 9,222 People Reached
85 Shares

TIPS

- Facebook Groups allow private and public spaces to create community settings for a selected audience.
- Utilize Facebook Events to highlight campus events going on in your department/area.
- Like the main EKU Facebook page to increase engagement between channels.
- Engage with your audience through comments and questions.



FACEBOOK ANALYTICS

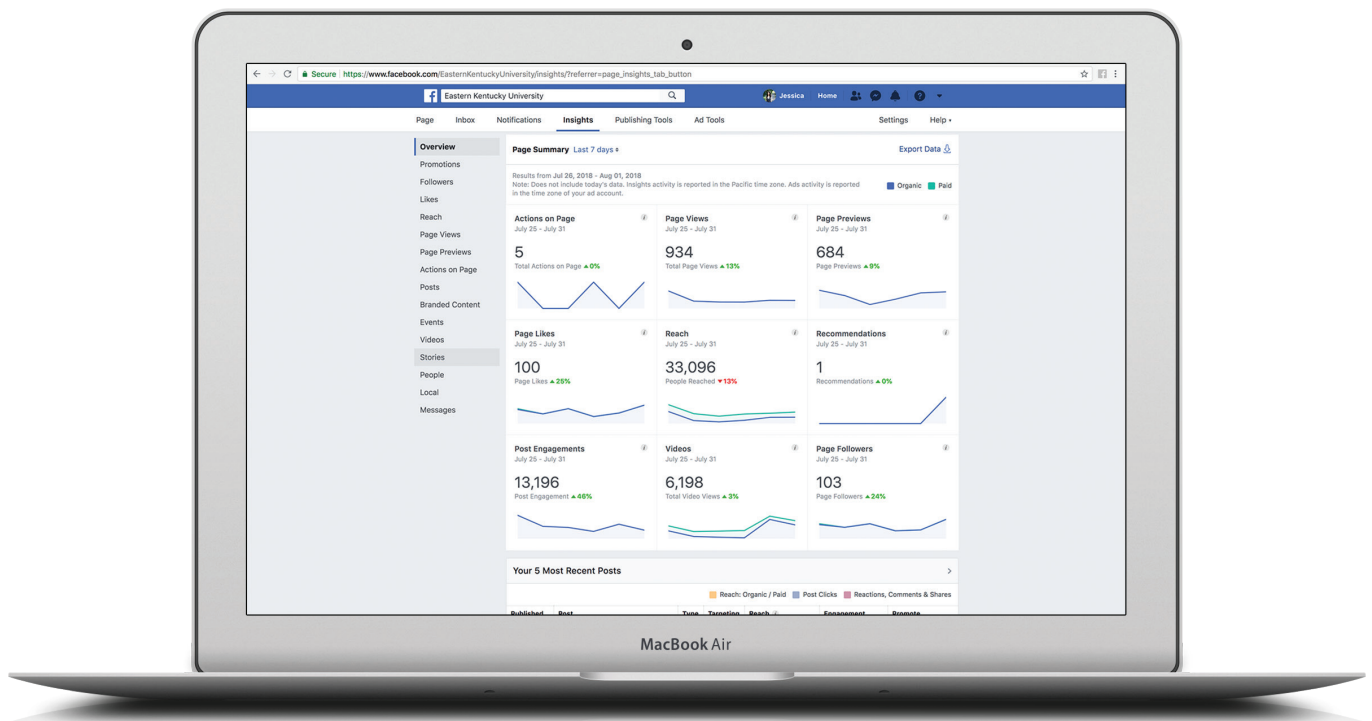
TO ACCESS FACEBOOK ANALYTICS

- Log in to your account
- Go to Facebook "Business Manager" page
- Select "Insights" from the top tab of the "Business Manager" page

WHAT YOU CAN DO WITH FACEBOOK INSIGHTS

- Review total page likes (including new page likes from current and last week)
- Compare post reach totals from current to last week
- Understand the breakdown of engagement from last week (likes, comments, shares, clicks)
- See organic vs. paid reach
- Get post clicks vs. likes/comments and shares
- Review the most popular posts from the past week
- Boost posts if needed
- Compare performance to similar pages on Facebook
- Export data to your computer by using the option at the top beside "Settings"

To explore best more in-depth features, such as visitor demographics and sources of engagement within Facebook Insights, visit: www.facebook.com/help/ then search "Page Insights."





INSTAGRAM

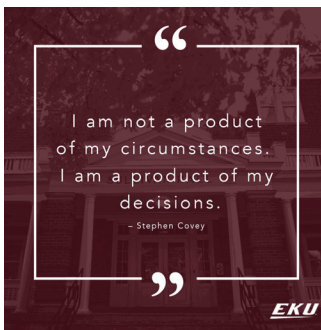
WHAT TO POST

- Images of campus events/The Campus Beautiful
- Graphics/posters of upcoming events
- Challenges, photo contests
- Short videos of campus events or daily perspective
- Regular Posts: Quotes, #tbt, Fan Friday, etc.
- Unique content around national trends

EXAMPLE CONTENT



+136
4,180 Reach
5,644 Impressions



+237
5,293 Reach
7,187 Impressions



+291
5,617 Reach
7,252 Impressions

TOOLS AND APPS

- Layout (from Instagram) - Instagram's app lets you create various layouts by remixing your own photos and sharing them on various social networks.
- Repost (for Instagram by Red Cactus LLC) - Repost for Instagram makes it easy to #Repost favorite photos and videos on Instagram while giving credit to original user.

FREE ANALYTIC TOOLS

- Instagram Business Profile - Allows user to see insights on posts including impressions, engagement and reach to followers.
- Other tools like SimplyMeasured and Websta, also provide free Instagram reports and analytics.
- www.pixlee.com/instagram-analytics

TIPS

- Incorporating ECU hashtags into posts will increase visibility and shares.
- Tag location of photo. Geotagging photos increases engagement and promotes ECU awareness. It also helps identify locations around Campus Beautiful and #EKUPlaces.
- Follow the main ECU account (easternkentuckyu) and use hashtags to stay consistent with content.
- Videos are also a great way to highlight an experience or event at ECU.



INSTAGRAM STORIES

Instagram Stories is a feature that lets users post photos and videos that vanish after 24 hours. Comparable to Snapchat, there are options for geotagging, account mentionings and unique filters inside each story post. This feature provides a unique view of the #CampusBeautiful and the content you can curate to your audience. From videos, to snapshots of key events and trending boomerange clips, the Instagram Story can bring a creative option to your channel and potential reach new audience outside of your following.

WHAT TO POST

- Snapshot coverage of an event
- Event flyer/promotion
- Daily capture of #CampusBeautiful
- Quick views of campus life
- Boomerang clips, short videos
- Link/Promotion to page content

EXAMPLE CONTENT



+136 4,180 Reach
5,644 Impressions



+136 4,180 Reach
5,644 Impressions



+136 4,180 Reach
5,644 Impressions

TIPS

- Incorporating EKU hashtags and the "Eastern Kentucky University" Geolocation into posts will increase visibility of content and potential reach.
- Follow the main EKU account (easternkentuckyu) and use hashtags to stay consistent with content.
- Highlight content that your audience is looking for, something unique from regular content but something they may want to see: events, campus life and other activities they could be involved in.



SNAPCHAT

The official Snapchat channel for the University is @EKUStories and is currently managed by the office of ECU Admissions. This office utilizes this account to highlight specific events, campus programs, student life and other key content to prospective students. If you'd like to know more about this account, sharing content, or understanding Snapchat as a possible platform, email admissions@eku.edu.

WHAT TO POST

- Videos and/or photos (both commonly referred to as "snaps") to create a story
- Events (live coverage), important updates, upcoming events (later that day/evening or next day)
- Highlight outstanding individuals or accomplishments of those in your area (students, staff or faculty)

WHEN CONSTRUCTING A SNAP

- Aim for short videos; lengthy videos will be split into segments
- After taking a photo, select the display time (in seconds) of your content.
- Add text, stickers or a URL to your snaps when appropriate
- Avoid text-heavy information on snaps

WHEN TO SNAP

- Most Snapchat users are active after 6pm (Monday-Friday), therefore posting snaps after this hour will result in more views
- Keep snap stories short so that followers are less likely to drop off and not view the complete story

TIPS

- When promoting a campus event, include a snap (photo) of the event's flyer
- Play with stickers, text formatting and geofilters, but don't overdo it
- Review content before posting to your story

SNAPCHAT GEOFILTERS:

Snapchat geofilters are created to help highlight an event, encourage engagement and provide exposure to the University and initiatives. You do not need a Snapchat account to have geofilters, and pricing for custom geofilters starts as low as \$5, with variables on pricing including square footage the geofilter covers as well as length of time the geofilter is available. ECU Communications and Brand Management can assist with reviewing or creating designs, ensuring branding standards are met and helping getting these in place in time for the event. Examples of past designs include:



OTHER SOCIAL MEDIA PLATFORMS

Although the University is active on all major leading social media platforms (Instagram, Facebook and Twitter), there are other outlets to communicate and connect with your intended audiences. Below are a few other suggestions with key notes and highlights for each.

LINKEDIN

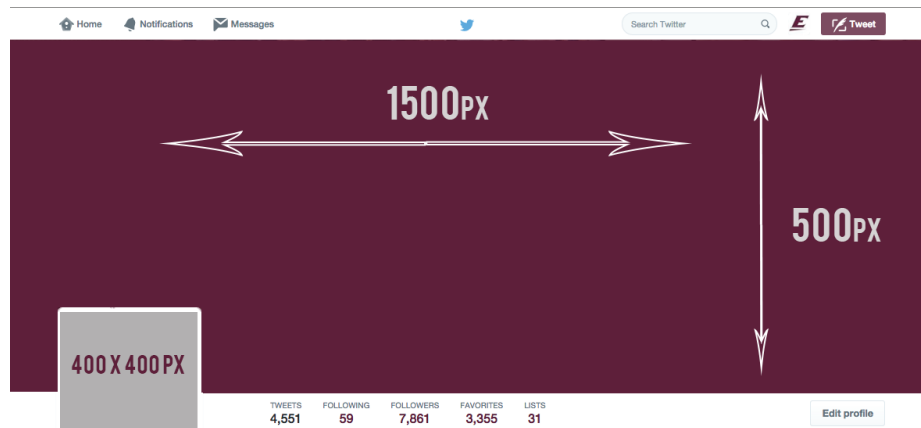
- Allows you to connect with alumni
- Share recent campus new stories
- Promote job or internship opportunities

YOUTUBE

- Main ECU Account is: @EKUStories
 - Video sharing and filing capabilities
 - Subscribers/followers to channel
- (Captioning is required, more information available from Communications & Brand Management)

PROFILE RESOURCES

Twitter Profile:



Facebook Profile:



SUGGESTED REFERENCES

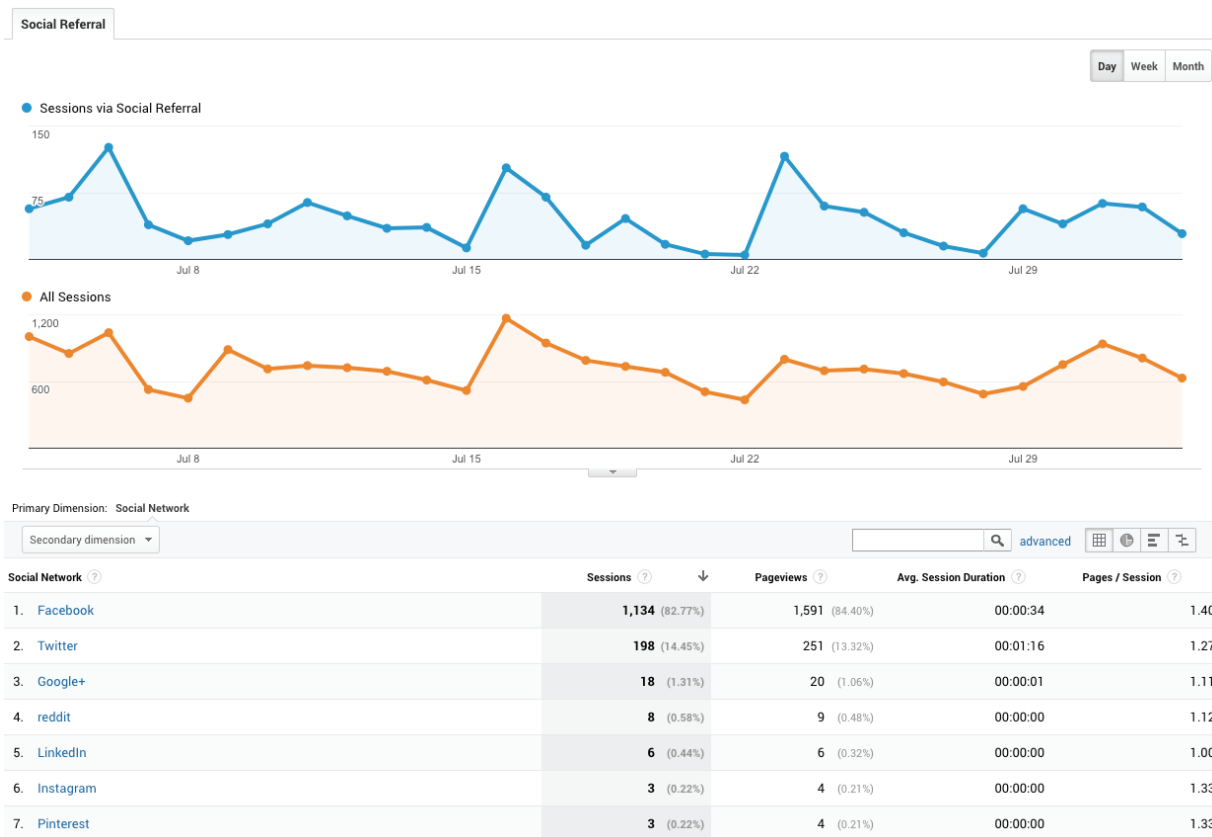
- **Canva:** www.canva.com - Great resource for templates and common sizes
- **Hootsuite:** www.hootsuite.com - Scheduling resource for various social channels
- **BufferApp:** blog.bufferapp.com - Regular blog posts about all things social media

SOCIAL TRAFFIC + GOOGLE ANALYTICS

TRACKING SOCIAL WEBSITE TRAFFIC

Social media offers a great platform for sharing information in short form. It also allows you to share links back to your website where information can be shared with much greater detail. While the social platforms offer their own analytics data, if you're sharing links to a website via social, it's important to track just how well social media is referring to your website. This sort of data is available from Google Analytics (GA).

There are a number of ways to see social media referrals within GA and the best way to start is to log into your GA view and select **Acquisition > Social > Network Referrals**.

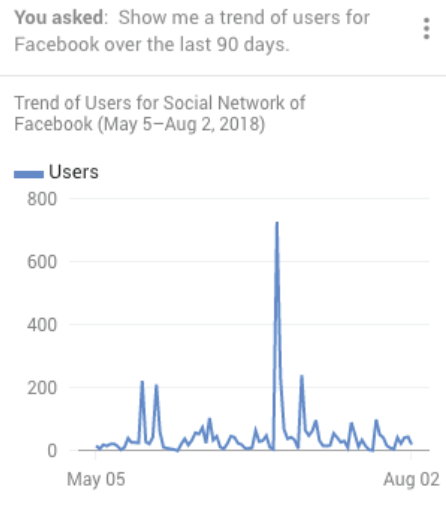


Social Referral will give you an overview of social traffic sources compared to overall traffic, and data related to social network referrals to your website.

Chances are, the data provided by GA will differ from the data provided by Facebook, Twitter or other social media analytics reporting tools. And we're just scratching the surface of the data available via GA in regards to social media traffic, which can be expanded by establishing goals within GA, using tagged URLs to denote campaigns or even through social media paid advertising.

Another, simpler way to track and understand social traffic within Google Analytics is by putting Google Analytics Intelligence (GAI) to work. This machine-learning tool can offer assistance in pinpointing trends and patterns within your website traffic data and even answer questions in natural language.

To use this tool, simply click "Intelligence" within your view in GA. It allows you to "ask" simple questions, such as "How many visitors did I get from Facebook last week" or "Show me a trend of users for Facebook over the last 90 days."



The result from asking GAI "Show me a trend of users for Facebook over the last 90 days."

GAI will also point out any anomaly it might detect, such as one social platform outperforming all other sources in terms of referral traffic. In cases such as that, it'll provide a notification once you open GAI.

facebook.com is performing better than other Referral traffic

Jul 1 - 31, 2018

14.12% of your site traffic is from the Referral channel. Within Referral, facebook.com is 8.88% of sessions, and performs **better** on some key metrics.

Metric	This source	Other [Referral] traffic
Avg. Session Duration	00:01:15	00:00:55
Bounce Rate	66.78%	69.45%

When GAI detects an anomaly, it will let you know.

GAI can offer answers to many data questions, such as trends and patterns, but it does have significant limitations. "How" questions will only work if it references "many." It also doesn't have the functionality of, say, Google Assistant or Siri, so it can't answer general questions unrelated to your website.

If you'd like more information on how to get the most out of Google Analytics in regards to social media or have other questions, contact EKU Communications and Brand Management.

PROFILE RECOMMENDATIONS



TWITTER

ACCOUNT NAME/HANDLE:

- Include EKU before name of your department/program/office/etc. Example: EKUSports
- Keep it short and simple
- Be specific and similar to, if not the same as, your website/url

PHOTO/BIO INFORMATION:

- Include URL to EKU website
- Photo should be of EKU approved department/area logo
- Include hashtags relevant to University or department
- Short description about department/area of campus



FACEBOOK

ACCOUNT NAME/HANDLE:

- Include EKU before name of your department/program/office/etc. Example: EKU College of Education
- Be specific and similar to, if not the same as, your website/url

PHOTO/BIO INFORMATION:

- Include URL to EKU website
- Photo should be of EKU approved department/area logo
- Include hashtags relevant to University or department



INSTAGRAM

ACCOUNT NAME/HANDLE:

- Include EKU before name of your department/program/office/etc. Example: EKUSports
- Keep it short and simple
- Be specific and similar to, if not the same as, your website/url

PHOTO/BIO INFORMATION:

- Include URL to EKU website
- Photo should be of EKU approved department/area logo
- Include hashtags relevant to University or department
- Short description about department/area of campus

GLOSSARY

Direct Message – The way to privately chat with someone on Twitter. You can create this conversation by using the “message” function on individual profiles/accounts.

Engagement – The number of likes, comments and shares you receive.

Favorite – Associated with Twitter and serves a similar purpose as a Facebook “like.” You can also use this as a saving tool and review your favorites later.

Followers – These are the people who have followed your handle and can see your updates in their feed.

Following – These are the people you follow so you can see their updates in your feed.

Handle – Your username on Twitter that appears with an “@” symbol in front of it.

Hashtag – A hashtag is a group of words or phrase (with no spaces), preceded by a # sign. It is used to bring together various social media posts and relate them to a topic. Topics are sometimes connected to an event, pop culture, sports, or any trending topic.

“Like” – An engagement function on Facebook that lets users give positive feedback on a post

Lists – Groupings of your followers on Twitter that you’ve created and categorized so that you can find them easily.

Mention – The act of including someone’s handle or username in your tweet. That person will get a notification of the mention.

Organic Reach – The number of people who saw your post.

Paid Reach – The number of people who saw your post due to an ad you paid for.

Promoted Post or “Boost” – You can pay to boost a specific post so that it is shown to more people.

Reach – The number of people who saw your post. This includes the number of people you reached through organic and paid reach.

Reply – You can reply directly to a tweet but only the people following you and the person you’re replying to can see the reply. You can place a character (most common is a period) before the handle to reach more people.

Retweet – A way to repost or share someone else’s tweet.

Share – The share feature on Facebook lets you share the content you enjoy with personal connections.

Tweet – The content you share with your followers.



Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Office of Equity and Inclusion, Eastern Kentucky University, Jones Building 416, Richmond, Kentucky 40475, (859)622-8020, or the U.S. Department of Education, Office for Civil Rights, 400 Maryland Avenue, SW, Washington, DC 20202, 1-800-421-3481 (V), 1-800-877-8339 (TTY). 2018_SocialMediaGuide_TL05