

# Southeast Social Media FAQ's

## Account Setup

**1. We want to create a social media account for our office/department/organization. What's the first step?**

Success on social media depends on planning and strategy. You'll get out of it what you put into it. Some key questions to consider before you make an account include:

- / What are you hoping to accomplish by having a social media presence?
- / How will you measure your success?
- / Who will be responsible for planning, posting, and monitoring your account?
- / Do you have the time and resources to keep up with an account?
- / What will you do if things go wrong?

After answering these questions, please contact University Marketing at [social@semo.edu](mailto:social@semo.edu) to set up your account.

**2. Which platform(s) should we be on?**

This will depend on what you hope to accomplish with your account(s), who you're looking to reach, how often you're able to post, and the type of content your office/department/organization lends itself to. It is better to have a strong presence on one or two platforms than a weak presence everywhere. Please see more specific information in the "Choosing a Platform" section.

**3. What should we name our account?**

Your account's username should be your office/department/organization's official name preceded by SEMO. The @username should indicate who you are and should be consistent across all platforms. For example, the Department is listed as SEMO Agriculture Department and @semoagdept. In some instances, the character limit may prohibit using your office/department/organization's full name. If this is the case for you, please select an appropriate alternative.

**4. What should we write in the bio/about me section?**

This should include the full name of your office/department/organization and a link to the appropriate webpage on semo.edu. If space allows, depending on the platform, you should also include a description of your office/department/organization and contact information. You can also include links to your other social media accounts and list significant achievements and accolades. Be sure to check and update this regularly to make sure information is current and links are still functioning.

**5. Who should have access to our account?**

*Offices & Departments:*

The department chair/director is responsible for appointing account administrators. Suggested administrators include departmental chairs/directors and fulltime faculty/staff. While students

and student workers can be extremely helpful in creating content for your accounts, we recommend all content be reviewed and posted by University employees.

#### *Student Organizations:*

Student organizations should give their faculty advisor administrative privileges and login information. Organizations should designate one or two members responsible for maintaining the organization's social media presence. Depending on the size of the organization, social media responsibilities may be included in an officer's duties or an organization may choose to appoint an officer specifically to maintain social media. The organization's faculty advisor is responsible for granting and revoking administrative rights as they see fit and as officer turnover occurs.

#### **6. What should our profile picture/cover photo be?**

Your profile picture should be something professional and recognizable, such as your sub-brand logo or clear text graphic of your office/department/organization's name using Southeast's brand font(s). Please refrain from using the Southeast Dome and official University logo as those are reserved for the main University accounts. Your cover photo will be a square or circle, depending on the platform you choose.

Your cover photo is one of the first things a user will notice when they view your profile. It should be a high-quality image that shows what your office/department/organization does. You can choose eye-catching photography, organized flat lays, or clever design to make a statement. Some platforms will also allow you to use a video instead of a photo. Whatever you choose, remember that it will display differently on a desktop than on a mobile device. You may find the edges of your image cropped when viewed on a cellphone.

## **Managing Your Account**

#### **7. What should/shouldn't we post?**

Keep your strategy in mind when you're planning content. Does what you're posting help accomplish your goals? Does it make you look like a credible and attractive office/department/organization? Will it catch the attention of your audience?

Also keep quality in mind. Are the words on your graphics readable on a computer screen? What about a phone screen? Are your photos clear or blurry? Are they clear of distracting or inappropriate backgrounds?

While it's tempting to use professional photos and graphics, make sure you're being a good social media neighbor by giving credit where credit is due. Don't copy and post images or graphics that weren't originally created by you. If there is an image or graphic you want to share with your followers, do so by using the share, quote/retweet, or repost options. Be sure you check the source's reputation before you share their content and remember that the majority of your content should come straight from you, not shared from other sources.

Remember that everything you post and share reflects both your office/department/organization and the Southeast Missouri State University brand. Posts that are unprofessional and inappropriate can have consequences that affect the University and your office/department/organization. You are responsible for everything you post.

**8. What do we do if someone says something we don't like on one of our posts?**

Social media is a great way to get people talking. Unfortunately, not everyone has good things to say. It's a good idea to set guidelines for your account so people know what will and won't be tolerated on your page. You may hide or remove comments containing foul language, offensive or inappropriate content, illegal suggestions, etc. If you choose to respond to other negative comments, please do so in a professional manner. Remember that not all comments warrant a response. Before taking to the keyboard, ask yourself whether responding will diffuse or escalate the conversation.

**9. How often should we post?**

This will depend on the platform you're using and what you have to say. While there aren't strict rules about what time and how frequently you should post, we have suggestions which can be found in the "Choosing a Platform" section. Planning ahead of time will prevent you from forgetting to post regularly. Find photos, write captions and schedule your messages a month in advance so you don't have to scramble to make social media posts when you're busy.

You should review your accounts for new comments and tags each day. You can keep your followers' attention by immediately engaging with feedback your accounts are picking up. You can do this by returning a comment or simply liking their response.

**10. How do we gain more followers?**

Understand that a big following won't happen overnight. It often takes months or years to grow your audience. Don't let that discourage you! Users who see value in what you post will turn into your followers. You can add value by providing educational, entertaining, or informational content. Depending on your intended audience and the purpose of your profile, you might find that what's valuable content for one page isn't valuable for another. Try a variety of different posts at different times, then tailor your future posts so they work for you. Announcements, human interest stories and humor are typically winners on social media. You'll get a feel for what your audience enjoys as you watch your posts perform.

At some point, you may wish to host a contest or giveaway using your social media profiles. This is a great way to introduce your accounts to new followers and reward your current followers. Each platform has rules about what you must and shouldn't do regarding promotions. For example, Facebook requires the inclusion of a release and acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Facebook also prohibits the use of "Share to Enter" or "Tag to Enter" contests. If you have questions about running a social media contest or giveaway, please see the intended platform's Terms of Service page or contact UM for guidance.

**11. How can we make graphics without using Photoshop?**

Posts with images and videos are often more successful than text-only posts. Several free or low cost online tools are available for creating graphics for your social media accounts. Some examples include Snappa, PicMonkey, Canva and Pablo by Buffer. Keep in mind that the more text you include in a graphic, the harder it will be to read on a small screen. Try to keep the amount of text in a graphic to 0-20% of the image’s surface area. You can use Facebook’s Text Overlay Tool to help guide you in making visuals without too much text. Any graphics you create and post should be “on brand” for Southeast.

**12. What’s considered “on brand” for Southeast?**

You can find information about Southeast’s brand including the color palette, brand fonts and their free alternatives, photography styles, and more at [semo.edu/brand](http://semo.edu/brand)

**13. Can we make up our own hashtags?**

To connect with Southeast and recurring campus events, please use these hashtags:

Prospective Student Events	#RoadToSEMO
Move-In Day/Opening Week	#Back2SEMO
Athletics 2017/18	#LetsSoar
Athletics- General	#GoSoutheast
Homecoming	#SEMOHomecoming
River Campus	#SERiverCampus
Commencement	#AlwaysARedhawk
Alumni	#SEMOAlumni
Regional Campuses	#SEKennett #SEMalden #SESikeston #CapeCollegeCenter
Speakers Series	#SEMOSpeakers
Brand/Success Stories	#WillToDo

If you’d like to come up with a hashtag related to your office/department/organization, please do a search across all social media channels to make sure the hashtag isn’t already being used by another group. Hashtags should be kept short (maximum of around 20 characters) so they can be easily included in short posts.

Avoid using #SEMO unless it’s followed by another word.

**Choosing a Platform**

**14. We want to reach everyone. Should we have an account on every platform?**

Some platforms may not be suitable for what you’re looking to accomplish by establishing a social media presence depending on the type or frequency of the content they require or the audiences on those platforms. Additionally, the more accounts you create, the more resources

will be required to manage them. Limiting yourself to one or two different platforms initially will allow you to focus on creating a successful online presence. Think about social media like you think about your social life. You might see more people if you attend every event, but if you don't have time to talk to anyone when you get there, no one will even notice you showed up.

**15. Can't we just link our accounts?**

Cross-posting seems like the ultimate easy quick fix for managing multiple accounts. It is. But as the adage goes, what's easy isn't always right and what's right isn't always easy. Your followers will notice if your Twitter feed is only links to your Facebook posts or if all your Facebook photos are links to your Instagram account, and they won't be impressed. Think of the student who turns in the same paper for their art class and their political science class. Sure, the paper was turned in, but it likely doesn't fit all the requirements of both classes.

**16. Where can I find @SEMissouriState?**

Southeast Missouri State University can be found on Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube and Vimeo.

**17. What are the differences among the platforms?**

	Type of Content	Audience	Post Frequency
Facebook	Events, Pictures, Videos, Links	Largest overall audience. Average ages of audience is increasing. Gen Z is still using Facebook as a search engine.	2-5 posts/week
Twitter	Text, Pictures, Videos	Broad range of users. Great for current students and young alumni. The Twitter audience is looking for a combination of humor and helpful information.	1-5 posts/day
Instagram	Photos, Videos	Audience leans younger (prospective students-young alumni)	2-5 posts/week
Snapchat	Pictures, Videos	Audience leans young (prospective students-current students)	1-4 stories/week
LinkedIn	Links, Articles	Audience leans older (employees and alumni)	1-3 posts/week
YouTube/Vimeo	Video	Broad range of users. Great for prospective	3-5 posts/month

		students, current students, and alumni.	
<b>Website</b>	Official information. One-way communication tool.	All audiences	Only as updates are necessary

Before creating an account, please contact University Marketing at [social@semo.edu](mailto:social@semo.edu) to undergo social media and brand training.