Social Media Workshop

Walla Walla University
Social Media Policy

Policy highlights:
● Scope: Applies to WWU employees posting on behalf of official WWU entities.
● General guidelines:
  ○ Align with WWU values and policies.
  ○ No commercial/political endorsements.
Social Media Policy

Policy highlights:
● Account setup:
  ○ Before creating account, consider your capacity to maintain it.
  ○ Work with MUR to get it set up.
  ○ Registered accounts will be included in the social media directory.

wallawalla.edu/MUR
Social Media Policy

Policy highlights:
- Be aligned with WWU brand standards.
- Direct inquiries from media to MUR.
- Coordinate with MUR on any emergency communications.
- Maintain confidentiality.
- Respect copyright/fair use.
- Be aware of liability.

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Social Media Policy

Policy highlights:
- Streaming live content is now a go, permitted:
  - It’s aligned with WWU values/policies.
  - The event/program is open to the public.
  - Copyright is respected.
  - The account is registered with MUR.
  - It’s a responsible use of resources.
  - It’s not a drama production.
Resources for you

wallawalla.edu/social-media-resources

- Content calendar download
- Policy/best practices
- How to schedule posts
Using a content calendar

wallawalla.edu/social-media-resources

Goal: Post at least once a week

What it does:
● Plan ahead
● Never miss something important
● Allow pre-scheduling
● Creates a record for recycling content
● Aids consistency
Scheduling content

Facebook publishing tools>

What it doesn't do:

- Create your content for you
- Allow you to ignore comments
- Respond automatically to world events
When to post

Facebook insight tools>

- See when your audience is online
- Compare post engagements
- Success of different post types
- Top posts from pages you watch
Where to find content

- Monitor @wallawallau social media and re-share
- Student projects
- Interesting internships
- Unique class activities
- Club activities
- Campus calendar
Repurposing content

- Automatically send Instagram posts to Facebook
- Consider announcement content
- Post content on Facebook and the WWU app
- Make sure that your events are on the WWU calendar and your web page before you post about them on social media
Types of content

- News & Announcements
- Values
- Community/ campus life
- Participation

Change up the type of content you’re posting to provide value to your followers and keep them interested and engaged.
Types of content

News and announcements

Keeping your followers informed. Promoting events, sharing campus or program news, deadline reminders
Types of content

Community/campus life
Creating community among your followers. Sharing what life is like on campus, in your program, for your students, your alumni.
Types of content

Values—mission/core themes.
Sharing content that supports the vision and mission of your program and the university
Types of content

Participation/Engagement—asking for feedback, asking your followers to respond to you through a question, a poll, or asking them to post something with a specific hashtag.
WWU Voice

- Don’t say “I”
- Refer to the editorial guide for questions about capitalization or terminology
  - Ex: Dorm
  - Ex: Departments
- CTA: Drive traffic to your website—use shortlinks
- Don’t use “https://www” on any links
Responding

- Quickly
- Consistently
- Be as helpful as possible
- Resources for responding
Tag Walla Walla University accounts in your posts
Questions?