



WEST TEXAS A&M UNIVERISTY SOCIAL MEDIA GUIDELINES



SOCIAL MEDIA GUIDELINES



SUMMARY

The purpose of the Social Media Guidelines is for all WT social media pages to maintain a consistent brand image. A consistent brand image helps WT be recognizable across different marketing channels. Social media is a way to reach potential and current students, and give insight into the diverse opportunities that WT has to offer. Potential students are looking at different qualities such as: location, cost, research, faculty access, ranking, value, student success, class size, diversity, networking, specific programs, and more.

Current students are looking for events to get involved in, make a difference, and meet new people. Highlighting WT events gives current students the awareness of what is happening on campus. Each WT social media page must capture all of these qualities so the audience has a well-rounded view of how wonderful WT is.

These guidelines will help spark creativity to create and promote the best content. First, you must understand the mission of social media. Second, you must identify the different audiences you are reaching on various platforms. Third, you need to create content. Content is a combination of the caption and photo / video being posted. Fourth, the caption needs to be brief yet effective. Fifth, a calendar helps save time in the long run. These different areas of social media work in unison to create an effective message the audience will act on. Continue reading for specific action steps to create the most effective social media posts.

CONTACT INFO

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MISSION

MISSION STATEMENT

We are on multiple social media platforms to provide an outlet for potential and current students to envision themselves participating in WT academic and social activities, which will increase enrollment and engagement on campus.

Short-term Goals

- Increase awareness of on-campus activities and resources and build credibility

Long-term Goals

- Increase enrollment and online traffic

Social Media Aesthetic

- Campus Life: Highlight where classes take place, popular study spots, beautiful scenery, and high trafficked areas.
- Off-campus Life: With the right permissions, go off-campus and show where your target audience would potentially go. Showing off-campus things will help potential and current students become more comfortable in their new environment.
- Campus Culture: Capture unique traditions WT campus or the college has to offer. (i.e., First Friday Festival, Ag branding the wood, etc.)
- Students: Pictures of current students helps potential students envision themselves at WT. Also, these highlights help other current students work hard for a possible social media shout out as well.
- Diversity: Embody WT's commitment to diversity through posting people with different ethnicities and backgrounds.
- Faculty / Staff: Showcase professors to reach those who are interested in unique career fields. These simple professor recognitions build credibility.



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AUDIENCE

DEMOGRAPHICS VS PLATFORM

Below are a few demographics for two social media platforms. These demographics help visualize the differences among Instagram and Facebook. But please keep in mind there are many other social platforms. When there is a clear understanding of each audience, the message should be created to reach their specific needs. For example, notice how the average Facebook user's age is slightly older than Instagram. This suggests any messaging for Facebook should speak to a more mature crowd, such as parents. Even though the audiences are diverse, it is okay to post the same information across all platforms, but considering altering the messaging slightly. The audience demographics is something to keep in mind for specific social media campaigns.

INSTAGRAM

- 18 - 19 YEARS OLD
- 72% TEENS
- ENGAGEMENT IS HIGHER DURING WEEK DAYS
- AVERAGE USER SPENDS 30 MINUTES / DAY

FACEBOOK

- 25 - 35 YEARS OLD
- 82% COLLEGE GRADUATES
- 69% ADULTS
- AVERAGE USER SPENDS 34 MINUTES / DAY



CONTENT

CONTENT CREATION

Capture Captivating Moments

- Focus: Make sure whatever you are highlighting in the post is the main focus of the photo.
- Lighting: Make sure the photo is as clear as possible.
- Filters: Maintain a consistent edit or filter. A poor photo with a filter on top makes for a worse image.

Authentic Photos / Video

- Keep the photos authentic by capturing genuine emotion such as smiling, laughing, and talking images. Also, make sure the photo being posted is seasonal (i.e., no posting snowy, winter photos in the spring). **Avoid stock images and graphics.** Graphics include anything with writing and art (lines, circles, charts, etc.)

National Holidays

- Google the National Holiday calendar and celebrate meaningful, fun, or silly holidays each semester (i.e., National Law Enforcement Appreciation Day, National Pizza Day, etc.)

Content Creation Ideas

- Understand your audience. The majority of your target audience is 18 - 22 year olds so it is crucial to keep up with the online trends.
- Brag on WT's accolades (Safest University in Texas, U.S. News and World Report rankings, etc.)
- Be creative when it comes to content creation. Follow inspirational pages on Instagram or Pinterest for imaginative ideas. WT Pages to follow for inspiration include: WTAMU and WT Students



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CAPTION

CAPTION FORMAT

Step 1 – Be Unique

The first sentence must entice the user to keep reading whatever is being promoted. It must be attention grabbing, along with the photo. Puns are simple yet effective.

Step 2 – Be Brief

Extremely wordy captions encourage users to keep scrolling. The information must be short and to the point. Focus on what, when, and where. 2 – 3 sentences or 3 – 4 short sentences.

Step 3 – Call to Action

After grabbing a user's attention and providing the basic information, then provide a call to action. A call to action encourages users to attend the event at hand, or find out more information on the subject. Including links within the call to action is great. We recommend using LinkTree or LinkPop to house multiple links.

Step 4 – Hashtags

Use relevant hashtags. A good rule of thumb is 5 – 10 hashtags. People follow hashtags for specific content, so make sure the hashtags being used are purposeful.

Step 5 – Tag People and Location

Whenever appropriate, tag people or other WT pages in the photos being posted, and the location where the photo was taken. This allows people to easily share the post which increases awareness and engagement.

Step 6 – Use Relevant Emoji's

Use relevant emoji's. Find a consistent emoji, such as the buff sign, then use a few others that are relevant to the post.

Step 7 – Interact with Followers

Reply to comments and direct messages



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CALENDAR

CALENDARING

Utilize Planning Platforms

- Planning platforms are a helpful tool to build consistency. Set aside time to plan posts in advance, so you are not scrambling each day for post ideas and content. Also, have an idea of important event dates and deadlines, so you are staying up-to-speed with your audience. Planning platforms save you time in the long run. Great planning platforms include Buffer, Hootsuite and more.
- Canva Pro is another resource with multiple features including graphic templates so you can maintain a cohesive look. These graphic templates can be used occasionally for social media and flyers. Maintain the same theme and color scheme for consistency and event recognition.

Importance of Analytics

- Social media analytics help people understand their audience, create more engaging content, and produce a better strategy. This information can lead to better targeting people who would most likely act on any information given.
- There are plenty of tools to help you track social media analytics. Buffer and Hootsuite also have analytics features that track engagement, awareness, ROI, and more. These features cost extra, but it's possible to track without the fancy technology.
- Meta Business Suite provides free insights for both Facebook and Instagram if the accounts are linked.
- Engagement refers to likes, comments and shares. Awareness is the number of impressions and reach. ROI, return on investment, refers to conversions. Utilize an excel spreadsheet to track these analytics on a weekly basis.



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MANAGING

MANAGING SOCIAL MEDIA PAGES

Mission Statement Purpose

- It is easy to lose focus whenever posting to social media. Instead of getting off track with irrelevant content, a mission statement helps facilitate a consistent brand image.

Consistency with Posts - But quality over quantity

- Having a set calendar for posts is extremely important. If a social media page becomes dormant, the audience begins to unfollow which decreases awareness and engagement. On the other hand, if you post too much the engagement on the backend can be skewed. Social media is a fast pace environment, so content becomes obsolete quickly. Whenever the audience sees a consistent message, the more memorable it is. Also, make sure verbiage is consistent.

Filler Posts

- Steer away from posting constant informational content. Have some interactive posts (i.e., encourage users to comment their favorite Netflix series, etc.)
- Giveaways, student takeovers, pop culture, etc. are great filler posts.
- Formulating Responses - Make sure to respond to users within a timely manner. These responses can be through comments or direct messages, but whatever the case, a quick response is always best. Quick responses show that WT cares, and wants to help everyone find answers. Keep in mind, these responses must also be thoughtful. If you do not know the answer, it is okay to say that, go find the answer, and get back to the user promptly.



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MANAGING

MANAGING SOCIAL MEDIA PAGES

One Third - Promotional Content

Promote your stuff. This information is easy to talk about, and what you know best. This can look like department recognition, upcoming events, approaching deadlines, etc.

One Third - Share

Share information that does not necessarily pertain to your college or department. This creates synergy, and shows the audience the information at hand is very valuable. Also, just talking about your promotional content can get boring for followers. Collaboration is key.

One Third - Interact

Interactions can look like responding to a comment or direct message in a timely manner, or creating interactive posts. Interactive posts look like questions, polls, or sliders. Getting followers involved in the conversation keeps them engaged in your posts and makes them feel important. Also, having an engaged audience ensures they will continue to see your future posts

Rule of Thirds Overview

The Rule of Thirds helps social media planners balance the online conversation. Look at it like a face-to-face conversation. F2F conversations are filled with a balance between three things: talking about yourself, talking about the other person in the conversation, and any other relevant news that the two of you have in common. Social media content should be designed the same way in order to add value and keep everyone engaged. Make sure to sound human, and not robotic.



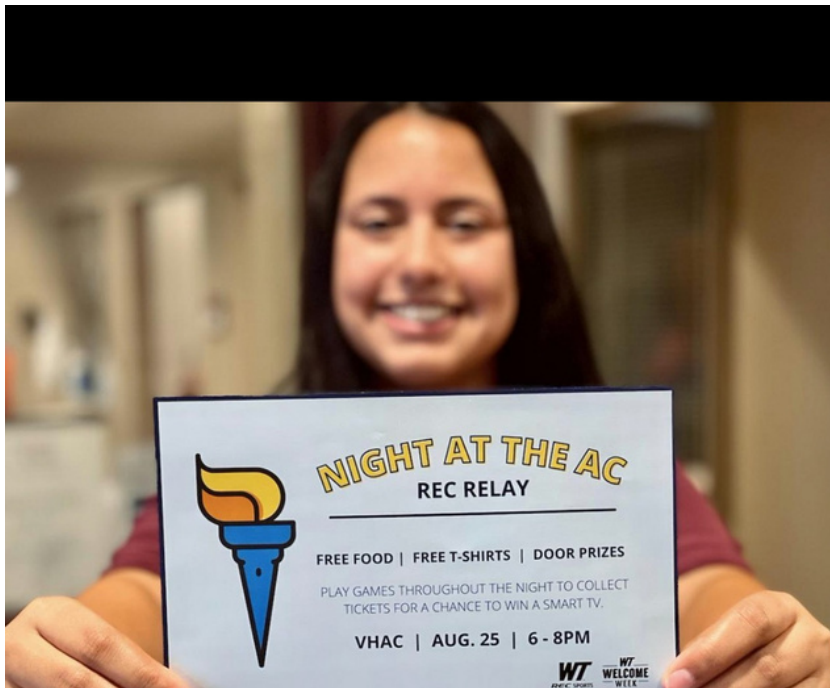
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EXAMPLE

GOOD EXAMPLE

What makes this post great:

- Engaging, creative photo
- Caption grabs attention
- Caption gives details, while being brief
- Uses relevant emojis
- Includes a call to action



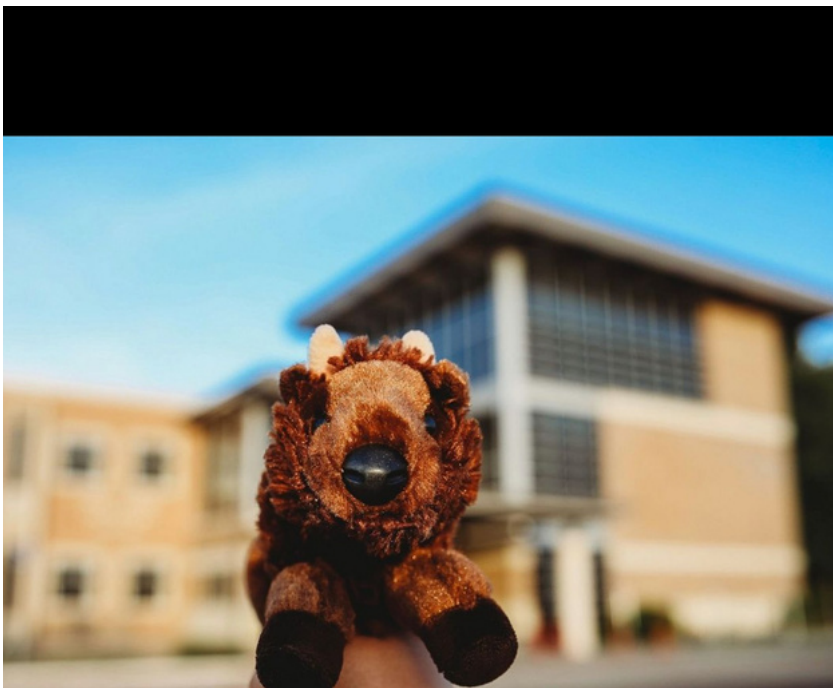
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EXAMPLE

GOOD EXAMPLE - FILLER POST

What makes this post great:

- Engaging, creative photo
- Caption grabs attention
- Caption is authentic
- Uses relevant emojis and hashtags
- Still relevant to students



 wtrecsports · Following ...

 wtrecsports HAPPY MOVE-IN DAY!!! 🥳
We are beyond grateful to have y'all back on campus. This school year is going to be about making memories that last a lifetime. Oh, and getting straight A's 🙌

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#WTRecSports #GoBuffs #Memories #Fun #Moving
#NewChapter #Canyon #Texas

15w



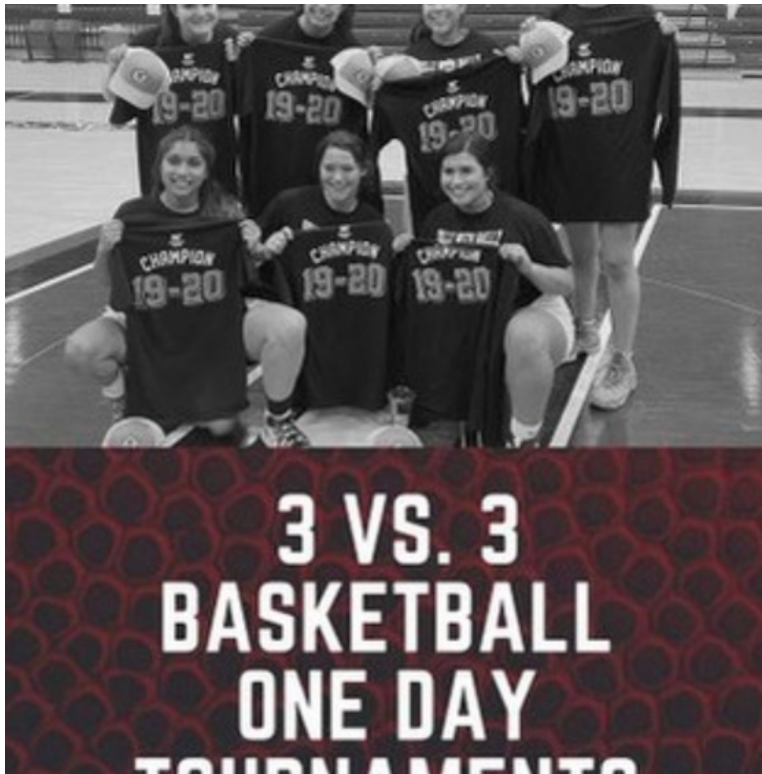
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EXAMPLE

BAD EXAMPLE

What makes this post bad:

- Blurry photo
- Wrong dimensions
- Graphic-like
- Caption does not flow
- Needs more details regarding the event



 wtrecsports • Following ...

 wtrecsports RecSports Intramural Presents,
3V3 Basketball Tournament.

This one day tournament will take place on

 Nov 29th & 30th
 : 6pm

Sign up at: imleagues.com

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[#wtrecsport](#) [#wtamu](#) [#campuslife](#) [#wtstudents](#) [#intramurals](#) [#campuslife](#) [#basketball](#)

4w

 kalwanesolanki Love it DM  [@sports_gallery_ig](#) 

4w Reply



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FORMAL GUIDELINES

FOLLOW THESE FORMAL GUIDELINES

- Respect Copyright
- Use working links
- Verify information before posting
- Always proofread before posting. It is a good idea to have a reliable coworker also look over the post, before being made public. Post errors decrease the credibility of the page.
- Follow WT Brand Guidelines
- Adhere to Appropriate Logo Usage
- Incorporate University Web Colors for Graphics / Online Flyers:
 - Digital Maroon #450012
 - White #FFFFFF
 - Black #000000
- For more information on WT Graphic Standards go to...
 - <https://www.wtamu.edu/news/identity-system/graphic-standards.html>
- Add Value: Give the audience something to respond or act on.
- Humanize: Respect and thank people for feedback (positive or negative), create timely posts, be aware of current conversations, and maintain a positive image.



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