

Social Media Guidelines

Maintaining a quality social media channel that engages your audiences and brings them meaningful content is harder than it appears. Like a news site or blog, it requires regularly updated content and a community manager who is responsive to the audience. Deciding if your unit has the resources to maintain this channel of communication or whether it should feed into another channel is a primary consideration for anyone looking to use this medium.

The PR Unit can help you create and manage pages on Facebook, Twitter, LinkedIn, Instagram and other social media sites.

Before You Begin

Before you establish a page for your unit, consider the following:

- **Who are you trying to reach?** Consider your intended audience. Are you trying to reach prospective or current students? Community members? Faculty? This will dictate the type of content you provide and which platforms (Facebook, Twitter, Instagram, etc.) you choose to use.
- **Who will maintain these pages?** It's important to have at least one person designated to handle social media for your unit. This person will log on each day, interact with other users and create and disseminating content. Keep a record of who's in charge of social media and make sure you have a plan in place if that person leaves their position or goes on vacation.
- **What are your goals?** What do you hope social media will help you do? Drive more traffic to your website? Get more applicants to programs? Connect with certain audiences? Think about what you hope to achieve and talk about how you measure success.

PLEASE NOTE: The university has [set guidelines](#) for programs, departments and units interested in creating social media pages and a checklist for those who wish to get started. Please review this document in discussions among your colleagues about establishing a presence on social media.

Social Media, Here I Come

You've decided you want to create a social media account. Now what? Here are some important steps to follow.

1. **Contact the PR Unit.** Angela Turk and Claire Miller maintain the College of Education & Human Development's social media accounts, keep a record of accounts within the college and are happy to help units develop and disseminate their social media content while following university style guidelines.
2. **Develop your profile and goals.** Think about a concise but descriptive name for your department, program or unit that can be used across your social media accounts and consider what you want profile and cover photos to look like. If you have questions about developing this

visual identity, review the university's policies at <http://commkit.gsu.edu/guidelines/visual-identity/visual-identity-policies> and contact the PR Unit with your queries.

Once you've developed your visual identity, come up with your list of goals. If you want to track how your social media accounts affect your web traffic, contact Hillary Meister at hmeister@gsu.edu. If you have other goals in mind, contact Angela Turk and Claire Miller to discuss how they can help you measure those goals.

3. **Share with a small group first.** Before you start telling all of your contacts about your new social media presence, create and post content on your page over the course of a few weeks and ask a small group of people to give you feedback. This helps you develop your page's tone and gives your page a more established feel when you start publicizing it to others.
4. **Officially launch your pages and build your audience.** Now that you've had a few weeks to develop your pages, put links to them on your website, in your e-mail signature, in newsletters and other forms of communication with your audience and encourage them to check out/like/follow/share your page.
5. **Reflect on your page's success.** After publicizing for a few weeks, take a step back to evaluate how your social media pages are operating and how they're helping you achieve your goals.

Questions and Concerns

If you have questions or concerns about your social media presence, contact Claire Miller at cjmiller@gsu.edu. If she can't answer them, she'll contact Terry Coniglio, the university's social media coordinator, and get your query answered.