COLLEGE OF
EDUCATION
& HUMAN
DEVELOPMENT

Georgia State University

Guidelines for Social Media

Before meeting with the PR Unit to discuss social media, consider the following:

Identify your audience.

Are you trying to reach prospective or current students? Community members? Faculty at other universities? This will determine the type of content you provide and which platforms (Facebook, Twitter, Instagram, etc.) you use.

Choose someone to maintain it.

It's important to have at least one person designated to handle social media for your unit. 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.

Think about 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 plan to measure success.

Prepare to post content daily.

Successful social media channels post content regularly. Keep in mind that the person in charge of your accounts will need to log on daily, interact with other users and create and disseminate content.

Georgia State University Social Media Guidelines

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: *commkit.gsu.edu/guidelines/social-media-guidelines*. Please review this information in discussions among your colleagues about establishing a presence on social media.

Preparing and Launching Your Social Media Account(s)

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. Here are the pertinent photo dimensions for Facebook and Twitter:

Facebook cover photo: 828 pixels wide x 315 pixels high

Facebook profile photo: Needs to be at least 180 pixels x 180 pixels

Twitter cover photo: 1500 pixels x 500 pixels

Twitter profile photo: 400 pixels x 400 pixels

If you have questions about photos, review the university's policies at *commkit.gsu.edu/guidelines/visual-identity* and contact the PR Unit with your questions.

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.

Officially launch your pages and build your audience. After 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 visit/like/follow/share your page.

Reflect on your account'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.

Ready to get started?

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.

E-mail *aturk@gsu.edu* and *cjmiller@gsu.edu* to begin.