

A photograph of three students walking away from the camera on a paved campus path. The student on the left is wearing a purple t-shirt with 'give 'em hell, TCU' and a purple cap with the number '3'. The student in the middle is a woman with long red hair, wearing a red shirt, black leggings, and a black backpack. The student on the right is a man wearing a blue patterned t-shirt, dark pants, and a blue backpack. The background shows green trees and a building. A large purple diagonal graphic is overlaid on the right side of the image.

STUDENT AFFAIRS

SOCIAL MEDIA STRATEGIC GUIDELINES

TCU

LEAD ON.

STUDENT AFFAIRS

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INTRODUCTION

The purpose of this guide is to help unify Student Affairs messaging and provide guidelines and suggestions to those managing social media channels. It provides social media strategies to help staff engage and build connections between Student Affairs, TCU students, faculty/staff, families, alumni, and community partners.

TCU Student Affairs departments have a social media presence on Facebook, Twitter, Instagram, YouTube, Pinterest, and LinkedIn. The main social channels utilized on a daily/weekly basis are Facebook, Twitter, and Instagram.

- Student Affairs has 21 departments utilizing social media with a total of 54 channels.
- Eight Student Affairs departments do not have any social media channels.
- Student Affairs Marketing has created four new general social media channels, Facebook, Instagram, Twitter, and YouTube.

Not all Student Affairs departments need their own social media channels. If departments do not have enough content to post at least three times a week, they should not have individual departmental social media accounts. Instead, they should utilize Student Affairs primary social media channels to reach students and promote events, services, etc.

If Student Affairs departments have any questions or need assistance, please contact either Susan Nethery at susan.nethery@tcu.edu or Diana Selman at d.selman@tcu.edu.

Student Affairs Official Channels



@TCUStudentAffairs



@TCUStudents



@TCUStudents



TCU Student Affairs

PURPOSE, AUDIENCE & BRAND

Student Affairs creates experiences that allow students to build connections, enhance their leadership skills, maintain health and well-being, and become contributing members to the global community. The primary purpose of Student Affairs and its departments being on social media is to connect with students, inform and remind of the Student Affairs services and programs available, and build an ongoing relationship with students through engagement.

What is the purpose of the post?

Before you post, make sure what you are going to share connects with one of the following purposes. If it does not, then do not post the content.

- Fun and spirited
- Instructional
- Supportive
- Educational

Who is your audience?

Although current students are our primary audience, keep in mind it is not only current students that are going to see your post. Below is a list of possible groups that will see your social media content.

- Current students
- Prospective students
- Current parents
- Prospective parents
- Faculty
- Staff
- Donors
- Board members
- Alumni
- Community stakeholders

TCU's Overall Brand Voice

It is important for Student Affairs departments to keep in mind TCU has an overall brand voice. This brand voice is a reflection of TCU's personality and should be consistent across the University in all of its social media posts. The list below helps define that brand voice, what it is and what it is not.

- Principled, not preachy
- Humble, not timid
- Confident, not arrogant
- Passionate, not aggressive
- Dynamic, not forceful
- Intelligent, not esoteric
- Direct, not pushy
- Ambitious, not over-reaching
- Fun, not juvenile

TONE, EMOJIS & HASHTAGS

Social Media Tone

Student Affairs' and TCU's voice should be consistent. Tone, however, is dynamic, as it is how we use our voice. Tone varies based on audience, purpose, situation, and social channel. For example, we wouldn't respond to a student's comment who just shared their excitement to be at Frog Camp in the same way we would respond to a student who is struggling to find an internship. Because social media is generally informal, our tone follows suit. When appropriate, use exclamation points, emojis, or hashtags.

Emojis

The average American is sending an average of 35 emojis a day across social media, messaging, and emails. Research has shown the use of emojis increases engagement and reduces misunderstandings. Ultimately, they are symbols that convey more than words, because they help the writer quickly and simply express an emotion, tone, and feeling. Social media is a great platform to use emojis, and a few favorites are presented below. When using emojis that include skin tone, choose the generic yellow emoji.

-  express appreciation
-  represent the Frog family or express community
-  commencement
-  spring tulip season
-  athletics

#Hashtags

Hashtags are used to make it easier for people to find, follow, and contribute to a conversation. You can think of hashtags as a way to connect your social media content to a specific event, organization, topic, theme, or conversation. Hashtags make it easier for people to discover posts around those specific topics. They are not just effective on Twitter, because they can be used across all social media platforms.

#TCUStudentAffairs

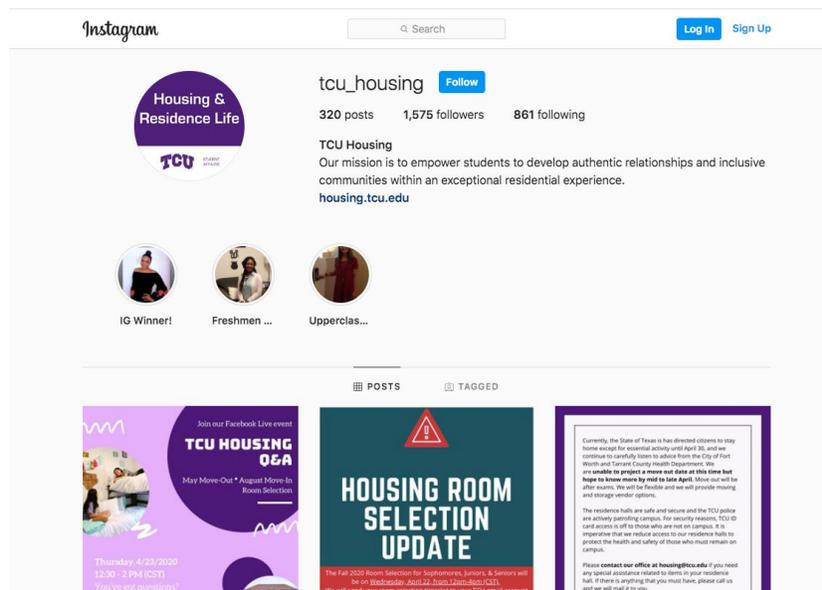
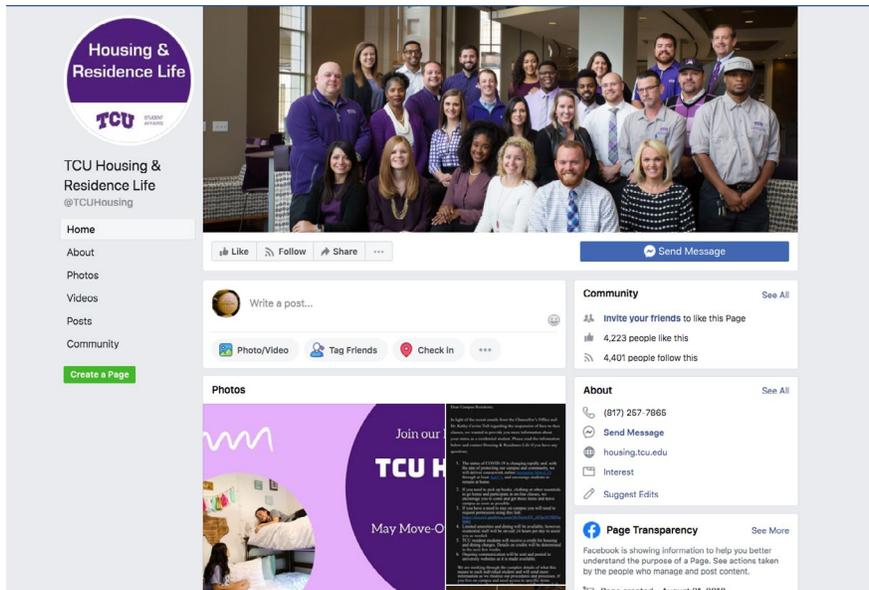
Please include the hashtag #TCUStudentAffairs in your post in order to continue to build Student Affairs' brand and awareness around all the amazing events, services, and programs our departments create to support TCU students. If you are promoting an event, create a hashtag to share and ask students to post as well. For example, #TCUOrientation, #TCUCareerExpo, #TCUHousing, etc.

Popular TCU general hashtags

- #TCUtogether (very important right now while we are all virtual)
- #TCU
- #HornedFrogs
- #GoFrogs
- #LeadOnTCU
- #TCU22 (or applicable graduation year)

PROFILE IMAGES & NAMING

Use consistent profile images and naming conventions if possible across all social media channels. Occasionally due to character count limits on @name, or @name being unavailable, adjustments can be made. Below is an example of how Housing & Residence Life uses the same profile image and naming convention in both Facebook and Instagram. If you need assistance creating a profile image graphic like these, please contact Diana Selman at d.selman@tcu.edu or 817-257-4849.



OVERVIEW OF SOCIAL MEDIA CHANNELS

Each social media channel has its own personality. Not all content needs to be shared everywhere, and not all content is suitable for every social media channel. It is okay to post different things on different channels, and in fact, it might even boost engagement. Below is a summary and examples of good social media posts on the primary social media channels that Student Affairs' departments use.

Instagram

High-resolution photos and quotes are great for Instagram. Students want to see organic experiences that have quality images and video. Consider posting images of events that are coming up that you have done in the past to get students excited about attending. Do not post detailed graphics with lots of copy. Instead post an image and then in the description you can put the details of the event, program, etc. Behind the scene images and videos are also popular on Instagram. Lastly, motivational and inspirational quotes are still one of the most popular content types on Instagram. Seek out the best quotes that support your mission, and when possible, use your own images. The best Instagram image size for posts are: 1080px by 1080px (Square), 1080px by 1350px (Portrait) and 1080px by 608px (Landscape).

Facebook

Videos, including utilizing Facebook Live, are great to post on Facebook. For Facebook, videos have higher average engagement than images and links. You can also link to curated content, which is considered to be high-quality (proven) content from third-party pages and sites. You can also promote your events and programs. The best Facebook image size for posts are: 1080px by 1080px (Square), and 1200px by 628px.

Using “Stories” in Facebook and Instagram

Consider creating Facebook or Instagram stories where you can share photos, videos, and posts that will only be visible for 24 hours. There are many different ways to use the stories feature in Instagram and Facebook. Below are a few examples.

- Share announcements, news, and updates
- Create a contest or give away promotion
- Share quotes and inspiration
- Introduce a guest or *student takeover

For more information on how to create Instagram stories, view the following link: <https://blog.hubspot.com/marketing/instagram-stories>

Twitter

One of the most common reasons people use Twitter is to keep up with news and current events. GIFs first became popular on Twitter and are still very popular today. You can use tools like Canva, Ezgif, and Giphy to quickly create GIFs for social media. Here's [a short one-minute video tutorial on how to do that](#).

LinkedIn

LinkedIn is a professional networking platform. LinkedIn content typically focuses on internships, jobs, company news, and professional content. Currently, the Center for Career & Professional Development is the only department with a LinkedIn social presence.

Pinterest

Like Instagram, Pinterest is a very visual social media platform. Therefore, images are the best thing to post on Pinterest. The most popular topics on Pinterest include DIY and craft, home decor, food and drinks, and design. Currently, Housing & Residence Life and Robert Carr Chapel have active Pinterest channels.

**Student Takeovers require students to follow TCU's social media guidelines*

Instagram Examples



texschristianuniversity • Following

texschristianuniversity We're spreading the love this week! The TCU community was invited to decorate paper lunch sacks with messages of encouragement for chronically hungry children. The bags, along with a free lunch, will be given to children in need. Want to make a bag? Head to the library! Feb. 11, 1 pm - 3:30 pm Feb. 12, 9 am - 2 pm #TCU #TCUloveYou



tcu_sds • Following TCU - Texas Christian University

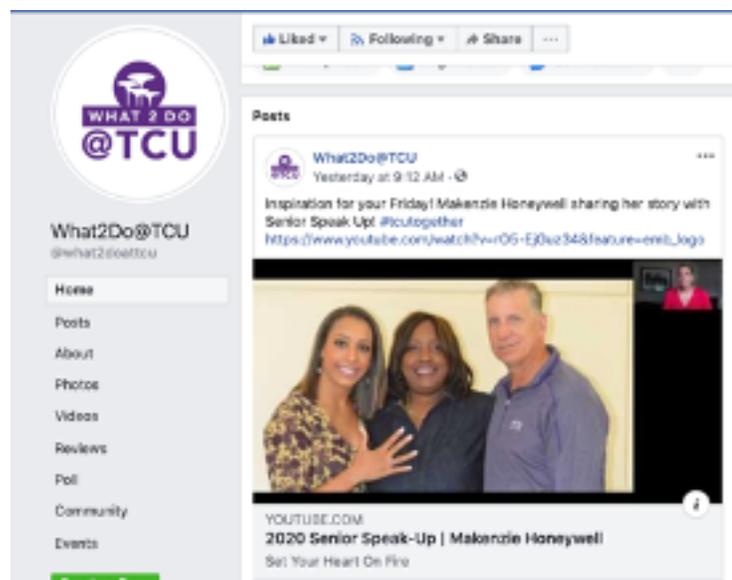
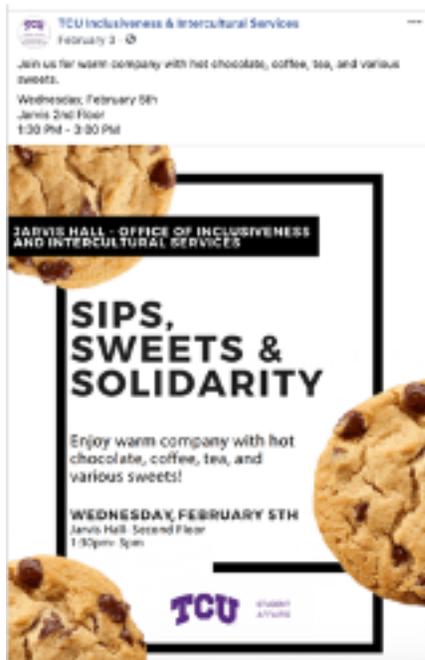
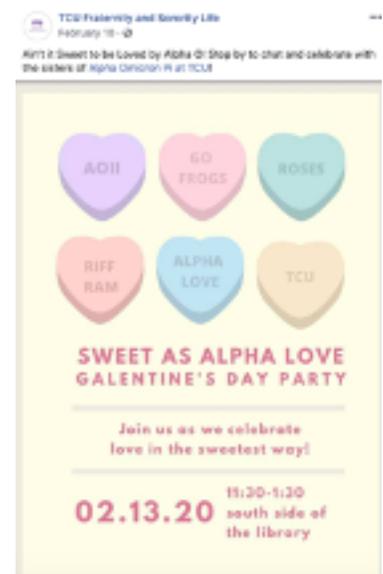
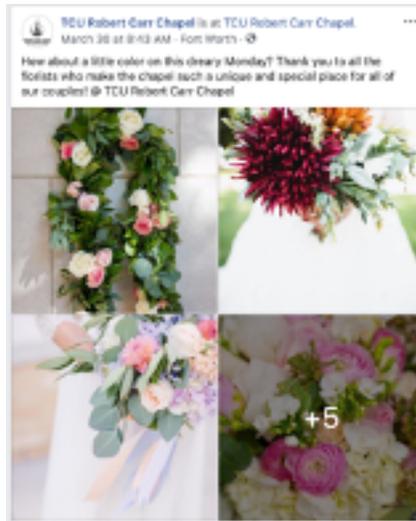
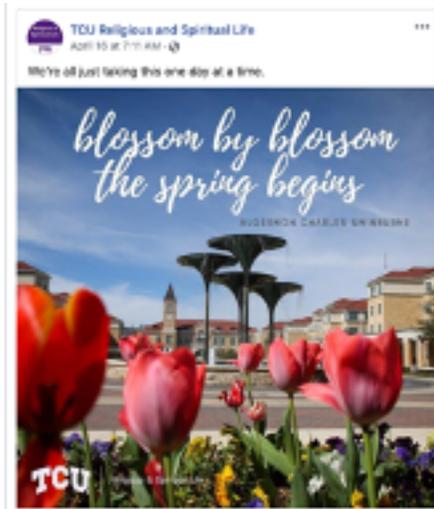
tcu_sds This past weekend Pausing, Connecting, Reflecting, & Moving Forward. Happy Monday homeed frogs! #tcu_sds #sophomoregetaway #tcu



Twitter Examples



Facebook Examples



GENERAL SOCIAL MEDIA GUIDELINES

Below are general guidelines for Student Affairs staff who are managing social media channels.

- Be honest and transparent in all your social media interactions.
- Remember that all posted content is available to the public, including media.
- Monitor sites throughout the day, over the weekend, and after business hours. Before asking a non-exempt (hourly) employee to monitor after business hours, consider the pay implications and discuss with manager.
- Post a variety of relevant, valuable, and engaging content. Examples include events, programs, articles, photos, videos, and links that refer back to an official TCU web page or social media site.
- Encourage engagement – ask followers to post pictures or videos of different events or things around campus. Consider doing giveaway contests to increase participation.
- Utilize a social media management tool such as Sprout Social to post to various channels at one time and to schedule posting in advance.
- Regularly evaluate your efforts on social media. Many social media platforms (Facebook, Twitter, LinkedIn, etc.) provide metrics that you can use in your evaluation. If you are interested in using Sprout Social as a social media management platform, please contact Susan Nethery @ susan.nethery@tcu.edu for pricing information. Sprout Social can give more advanced analytics.
- Passwords should be changed when a social media administrator leaves the University or is no longer performing duties pertaining to social media.
- Anyone in charge of social media for an official TCU page must adhere to University conduct and policies when operating in such a capacity. (<https://hr.tcu.edu/employee-services/faculty-staff/facultystaff-handbook-2/> and <https://it.tcu.edu/policies/network-and-computer-usage-policy/>)
- TCU social media accounts should not be used to solicit for entities outside of the University. This includes individuals, non-profits, and for-profit organizations.

MODERATING COMMENTS

It is important to encourage lively, thoughtful, and civil conversations that stay within the following guidelines.

- Comments should be clean and constructive.
- Accept the good and the bad, but not the ugly. Swearing, discriminatory, or derogatory language should be deleted.
- Negative comments should be addressed in a positive and honest manner. Avoid direct arguments with a follower.
- Delete solicitors' comments on social networking sites.
- Monitor sites throughout the day and over the weekend to remove unwanted comments and quickly answer questions.
- For more help responding to comments, please contact Susan Nethery, Director of Student Affairs Marketing, @ susan.nethery@tcu.edu or 817-257-5641.

STUDENT AFFAIRS SOCIAL MEDIA CHANNELS

We have created a collaborative approach for Student Affairs Instagram, Twitter, and Facebook social media channels. Departments have been placed into 7 groups, and each group has a social media group leader. The leader's responsibility is to post on the Student Affairs social media channels information about events, programs and key updates associated with the departments that are in their group.

Leaders will use the social media management platform Sprout Social to manage posts. This platform allows them to post to all three Student Affairs social media platforms at once and to schedule posts. Diana Selman will manage the Student Affairs' YouTube channel.

GUIDELINES FOR SOCIAL MEDIA GROUP LEADERS

It is not the social media group leader's responsibility to create content for their departments. Their objective is to work with their departments to take content already created and post select material to Student Affairs Instagram, Twitter or Facebook channels. You do not need to post everything that the departments in your group post to their individual social media channels. Use your discretion in determining what you think is most relevant to share. It usually is not advised to post the exact same content to all three social media channels. Be sure to read the suggestions presented earlier in this guide around what works best for the different platforms.

Each social media group leader will need to determine the best method to work with their departments to get their social media content to post on Student Affairs' social media channels. One suggestion is to create a Box folder that you share with each department. Departments would place their social media graphics requested by the group leader in the Box folder. Then the social media group leader could access the graphics and post on select Student Affairs' social media channels.

In order to help avoid multiple group leaders posting on the same day, each group leader is assigned a specific day to post. The assigned day is on the following page next to the group leaders name. Group leaders will post according to the calendar day you are assigned. There could be days when you need to post outside your regular calendar day because of a key event or announcement from one of your departments, that is fine. The primary purpose is to support and inform TCU students and sometimes that means being flexible.

Student Affairs Marketing will continue to evaluate the process and make adjustments as necessary.

GROUP LEADERS FOR STUDENT AFFAIRS SOCIAL MEDIA

Group 1 (Monday) – Michael Warren

Alcohol & Drug Education
Campus Life
Counseling & Mental Health Center
Campus Recreation & Wellness Promotion
CARE - Campus Advocacy, Resource & Education
Health Center

Group 2 (Tuesday) – Laura Shaw

Community Engagement
Frog Camp
Leadership Center
Orientation
Parent & Family Programs
Student Development Services
Transfer Students
Student Organizations

Group 3 (Wednesday) – Kelly Lee

Family Weekend
Frogs First
Student Activities
Student Government
Yearbook

Group 4 (Thursday AM)– Jamartae Jackson

Community Scholars Program
GRO – Gender Resource Office
Inclusiveness & Intercultural Services
International Services
Veterans Services

Group 5 (Thursday PM) – Mallory Nason

Office of Church Relations
Religious & Spiritual Life
Robert Carr Chapel

Group 6 (Friday AM)– Joe LeConte

Dining Services
Fraternity & Sorority Life
Housing & Residence Life
ID Center
University Unions

Group 7 (Friday PM) – Diana Selman

Center for Career & Professional Development
Emergency Management
Police
Public Safety
Quality Enhancement

*AM before 12pm. *PM after 1 PM - This will ensure people do not log in at the same time.