

# Faculty of Arts social media strategy and planning tool

## Current Faculty of Arts accounts

Social media platform	Administrator	Contributors	URL	Primary audience	Secondary audience
Facebook (undergrad)	Amy Meredith	Undergraduate office co-op student	<a href="https://www.facebook.com/waterlooarts">https://www.facebook.com/waterlooarts</a>	Current undergrads	Prospective undergrads
Facebook (grad)	Megan Hood	Wendy Philpott	<a href="https://www.facebook.com/waterlooartsgrad">https://www.facebook.com/waterlooartsgrad</a>	Current grads	Prospective grads
Twitter	Megan Hood	Wendy Philpott	<a href="https://twitter.com/uwaterlooARTS">https://twitter.com/uwaterlooARTS</a>	Current students	Prospective students; faculty and staff; alumni
LinkedIn (grad)	Megan Hood	Wendy Philpott	<a href="http://www.linkedin.com/company/university-of-waterloo-arts-graduate-studies">http://www.linkedin.com/company/university-of-waterloo-arts-graduate-studies</a>	Current grads	Prospective grads; faculty and staff; alumni
Tumblr	Amy Meredith	Undergraduate office co-op student	<a href="http://waterlooarts.tumblr.com">http://waterlooarts.tumblr.com</a>	Current students	Prospective students
Instagram	Amy Meredith	Undergraduate office co-op student	<a href="http://instagram.com/uwaterlooarts">http://instagram.com/uwaterlooarts</a>	Current students	Prospective students
YouTube	Megan Hood	Wendy Philpott	<a href="https://www.youtube.com/user/ArtsFaculty">https://www.youtube.com/user/ArtsFaculty</a>	Current and prospective students	Public

## Goals

1. Build a collaborative Faculty of Arts social media environment
2. Support Faculty of Arts strategic priorities while strengthening brand and reputation
3. Recruit, engage, and retain students
4. Establish social media as a vibrant and engaging communications platform

## 1. Build a collaborative Faculty of Arts social media environment

### Objectives

- Create, implement and enforce social media policy and social media best practices documents
- Create a review process for any new social media accounts or channels
- Conduct a review process of existing accounts to determine whether to merge and/or eliminate accounts
- Share messages from UW accounts
- Share insights, best practices and success stories via a once-per-term meeting
- Provide resources, guidance and strategies to support social media efforts of departments via a once-per-term meeting (also available upon request)
- Develop consistent hashtags to be used to aggregate conversations regarding the Faculty of Arts (specifically on Twitter)

## 2. Support Faculty of Arts strategic priorities while strengthening brand and reputation

### Objectives

- Integrate social media plan into overall communications strategy
- Share Faculty of Arts accomplishments, particularly those that support Arts strategic objectives (e.g. undergraduate experiential learning)
- Reinforce the new branding (i.e. new logo, UWaterloo short-form)
- Build relationships with other Arts and UWaterloo departments/units using social media (i.e. mentions, retweets, reply to tweets)
- Monitor and respond to comments, mentions, shares, etc., when appropriate
- Increase engagement levels (i.e. ask for retweets, ask for replies, engage in conversation)
- Participate in Arts-relevant trends (e.g. Twitter trending topics, #TBT for throwback Thursday, internet memes, etc.)
- Build relationships with external organizations (i.e. news outlets) by tagging when relevant
- Increase exposure of social media accounts via other communication channels (e.g. email signatures, newsletters, print material)

## 3. Recruit, engage, and retain students

### Objectives

- Engage prospective, recently accepted and current students using social media
- Share key news, events, accomplishments, awards, rankings, etc.
- Use keyword searches on social networks or third-party tools to monitor conversations and respond accordingly
- Direct questions and comments to appropriate departments/offices/units (admissions, financial aid, colleges, etc.) via mentions or retweets
- Include call to actions when appropriate (watch, listen, read, do)

## 4. Establish social media as a vibrant communications platform

### Objectives

- Maintain an active presence on all accounts
  - 2xweek Facebook (grad)
  - 2-4xweek Facebook (undergrad)
  - 2-3xday Twitter – use Tweetdeck, Hootsuite or similar program to schedule tweets
  - 1xweek LinkedIn (grad)
  - 1xweek Tumblr
  - 2xweek Instagram
- Follow the style guide for social media writing

### Guidelines

#### Account creation

- All University of Waterloo based accounts must be made by authorized representatives of the University
- Representatives of service areas, academic departments or other units that represent the University must review guidelines, best practices and policy before creating a new social media account
- Department is responsible for filling out the [Social media strategic planning form \(appendix A\)](#). A copy must be sent to the Manager, Social Media and Community Engagement (Marketing and Strategic Communications) and the Communications Officer in Arts
- By submitting your [Social media strategic planning sheet \(appendix A\)](#), Marketing and Strategic Communications can ensure that your account is added to the [University of Waterloo Social Media Directory](#)

#### Naming accounts

- When possible it is recommended that any University of Waterloo account use “UWaterloo” in their username.
- It is recommended that accounts refrain from using “uw” in usernames
- Avoid abbreviations or acronyms that aren’t already familiar to general users
- For consistency purposes it is important that areas use the same usernames across platforms
- All usernames should be generic and not consist of proper names, dates or other references that can change over time
- Twitter usernames are limited to 15 characters with no spaces
- Facebook does not have a character limit in username but should be consistent with other platforms and with University of Waterloo standards. Be aware that the username you chose for our Facebook account will also be your URL for future marketing and communication initiatives
- It is recommended that you capitalize each separate word in your user name to increase readability and remove confusion

## Avatars, backgrounds and cover photos

Avatars, backgrounds and cover photos are the first visual representation of your brand that your audience will see and thus should be considered an extension of your web presence. It is important that all social media branding provides a consistent feel with that of the University as a whole and your specific service area.

Due to size constrictions, avatars should contain few details and limited writing. It is recommended that writing on your profile picture or avatar is less than 12 characters long.

Sizes are different on each platform.

- Facebook profile picture – 180p x 180p
- Facebook cover photo – 851p x 315p
- New Twitter avatar – 400p x 400p
- New Twitter cover photo – 1500p x 500p (we suggest 3000p x 1000p)
- Twitter background (no background in new layout) – 1200p x 1600p
- LinkedIn profile picture – 100p x 60p
- LinkedIn cover photo – 646p x 220p
- Tumblr cover photo – 1280p x 800p
- Instagram profile picture – 110p x 110p
- YouTube profile picture (set in Google+) – 110p x 110p
- YouTube cover photo – 2560p x 1440p

## Bios

Each social media platform provides an opportunity to communicate who you are and what your service area will use the account for. This is often the first impression that your audience sees and should help them understand the objectives of your account. It is important to clearly state which area, faculty and University you are associated with. Character limits can limit your description but try to be as specific and detailed as possible in this space. The University of Waterloo strongly encourages bio sections to be completed on all social media platforms.

Bios should include:

- Name of University and department
- Overview of the purpose of the account
- Webpage, contact email and/or phone number
- (optional) Names of those managing specific account
- (optional) Hours that your account is maintained

## Deleting an account

Accounts that have been inactive for more than 12 months can be deleted by Marketing and Strategic Communications and any available account managers. Every effort will be made to contact each listed account manager before disabling an account.

## Social media managers

All official social media account from the University of Waterloo must have at least three employees as administrators at all time to ensure operation of the account and adherence to these guidelines.

## Best practices

### 1. Client service

In order to utilize social media as an effective client service tool you must first develop a culture of customer focus. This can be accomplished by:

- Dedicating proper resources to using social media as a client service portal
- Developing a strategy for complaints
- Developing metrics for responses and escalation
- Evaluating results on a regular basis

### Listening

By using social media as a listening and monitoring tool you can understand your clients and anticipate their needs. Keyword monitoring can offer higher levels of client service to those that are voicing displeasure about the University of Waterloo in their own communities.

### Tone

When using social media as a client service tool it is recommended that you use empathy in your responses and offer assistance in the first person ex. “I’m sorry to hear that, I can look into that further for you ...” This creates a sense that there is an individual helping them rather than a nameless social media account.

### Speed and timeliness

Clients on social media platforms expect a different level of services then traditional client service models. Off hours, weekends and holidays must be covered in case of emergency. It is a general rule that you will want to respond to a social media question within 2-3 hours during business hours and with in 12 hours outside of business hours.

### Judgment

Using sound judgment is vital in client service through social media. Poor customer service, unrealistic solutions and incorrect information can aggravate client service situations further. Most interactions on social media are public and your responses should reflect that.

### Integration

By integrating your client service efforts over multiple platforms it can allow you to incorporate the benefits of each platform. Many of your clients will also only use on type of social media program so you can make your service efforts more effective if you are providing service in different locations.

## 2. Use of video and photos

Many social media platforms are heavily based in images and video and therefore will play a large role in your overall social media strategy. Be mindful of all campus copyright, content and confidentiality policy that exists.

### Understand your platform

Make sure you read and understand the terms and services for the particular site you are using. It is also important that you understand how your audience will be accessing your content on a platform and how it will display.

### Guidelines

It is important to ensure that your video or photography fits within the University brand style guide and fits within the government guidelines for accessible web content (AODA compliance).

### Share worthy content

Creating engaging content is the goal. Understanding your audience, their needs and the tone they prefer from messaging is important before undertaking any video or photographic projects. Video content should provide one (three maximum) points in the video and have a clear call to action or message.

### Keep it simple

For video content avoid acronyms, jargon, technical information and heavy data. Keep your message clear with a single focused message and one specific call to action.

## 3. Monitoring followers, fans and circles

The goal of most social media platforms is to accumulate as many community members as possible to ensure your messages reach their maximum potential. However, accounts that you follow or are following you can be interpreted as endorsements and therefore should be monitored regularly.

### Monitoring

Regularly review the accounts of individuals or organizations in your network and block spammers, trolls or salacious accounts. It is recommended that you do this every 3 months or you can do it as you acquire new followers.

### Focus on the accounts that matter

In many cases the quantity of followers and fans is not as important as the quality. In order to obtain targeted communities reach out to these types of accounts:

#### *Internal to the Institution*

- Other faculties and departments
- Non-academic units or services (e.g. Library, Registrar, Career Centre)

- Student governments, clubs, associations and groups
- Faculty members/researchers
- Research centres
- Staff
- Select students

### *External to the Institution*

- Select alumni
- Select donors
- Relevant professional associations
- Canadian media outlets
- Select journalists and editors
- Researchers in relevant fields at other Universities
- Selected other Universities

### Share

Social media was built on a sharing model. Using social media effectively means that you are not only broadcasting your content but sharing others in the University. Networks include a sense of trust by association. Reciprocate shares and links. There is an ethic of generosity of being a good digital citizen. But be aware that what you share should align with your central goals and values; shares can be interpreted as endorsements.

### Link

It is important that you become a good source and get others to link to your site or account. Put out information that is reliable and useful. You can raise your search engine optimization (SEO) profile by ensuring that you link to where your content lives – this means that you will show up higher in the organic google search results.

### Maintenance

Always monitor your accounts to make sure there are not dead links, expired URLs or deleted videos on your social networks. Having dead content will give the impression that the platform is not regularly maintained and frustrate your audiences. It is also valuable to look back to maintain comment sections on your platforms to avoid any offensive comments.

## Posting guidelines

When making a social media posts it is important to realize that most social platforms are public. Anything you post online should be something you are comfortable having your colleagues, supervisors and managers read. When posting there are 8 basic guidelines that encompass the basics of social media posting;

- **Transparency** – be open in who you are speaking on behalf, your purpose and your agenda. Honesty is vital in social media.
- **Authenticity** – be “human” to your community. Provide service that you would expect from a “face-to-face” interaction and allow your stakeholders to understand your values and culture.

- **Conversation** – To be “human” means you need to create relationships and the best way to create relationships and community is to talk and listen to your stakeholders.
- **Common sense** – Much of successful social media management can be attributed to common sense. Being a good listener, using appropriate language and providing timely content. Social Media posts should be suitable for all ages.
- **Respect** – All interactions on social media platforms should be respectful and positive. Avoid any content that can be deemed racist, bigoted or demeaning to any particular groups or individuals. Any contentious conversations should be taken off-line as soon as possible.
- **Acknowledge mistakes** – Mistakes will happen, from you or from your service area. Acknowledge there has been an error and be clear how you plan to rectify it and how it will affect your stakeholders
- **Tailored messages** – Understanding your audience is vital to provide messages that will resonate. Tell your communities about news, events and trends they would be interested in.

## Style guide

Below are some tips for writing for social media. It is important to remember that each social media platform has a slightly different purpose and your style of writing/posting may need to adjust for those differences in use and audience.

**Facebook** is a very visual-based storytelling platform. Posts should include a visual, whenever possible, and provide a call to action (i.e. like this, share this, comment here, visit this link, etc.)





**Twitter** is 'instant' in nature and posts should be timely and to-the-point. It is a great platform for interacting with others, so try to incorporate hashtags, mention other twitter handles, retweet posts by others, and link to more information. Post high res photos whenever appropriate – these attract up to 200% more readers. Twitter is one of the only platforms in which it is acceptable to use shorthand (&, w/, prof, etc.).



**LinkedIn** is a platform largely used for networking, recruitment and job searching, and sharing industry news. It is best to adopt a more professional tone when writing posts for LinkedIn. Updates and news would include faculty achievements, publications, and faculty/students in the media. LinkedIn does not allow for line breaks in posts, so please keep this in mind when writing updates.

**University of Waterloo Arts Graduate Studies** MDEI student wins national hackathon. Read our story about Carlos and his newRoots app.



**Waterloo student wins national hackathon**  
 uwaterloo.ca · Hacking government files and helping people usually don't go together. But that's exactly what Carlos Saavedra and his partner did when they built newRoots - an app that matches new immigrants with Canadian cities that offer the greatest...

**Organic** ?  
 Targeted to: All Followers

<b>133</b> impressions	<b>0</b> clicks	<b>0</b> interactions	<b>0.00%</b> engagement
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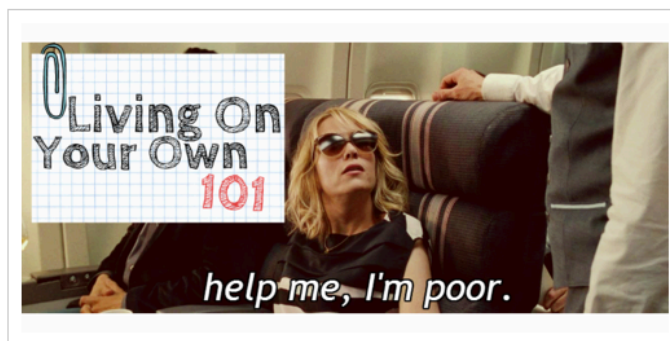
[Sponsor update](#)

Like · Comment · Pin to top · 1 month ago

**Tumblr** is a platform used for blogging, usually of a more fun and casual nature. This is a great platform for incorporating internet trends and memes, creating 'buzzfeed' style posts with GIFs and video, and sharing longer pieces of content.



## Living On Your Own 101

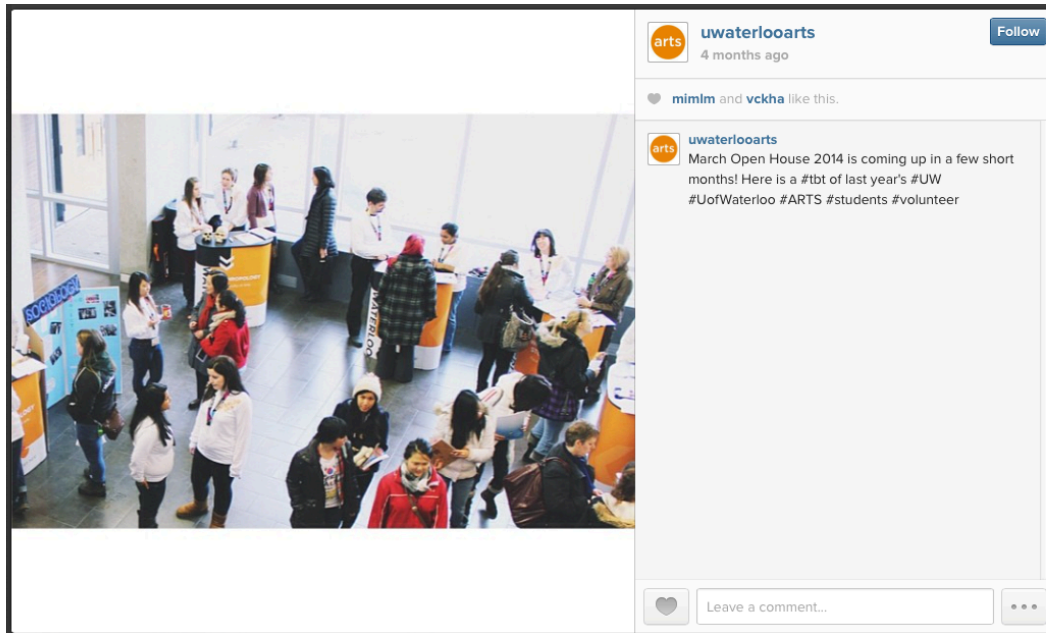


As the semester draws to an end, the reality is that, for some of you, you are about to live on your own. And when I say "live on your own," I mean *really* live on your own. Those who have, or are about to finish your first year, have yet to really get a feel of what it's like because you have been living off a meal plan and to a degree, some house keeping for the past 8 months. For those who are already experiencing living on your own, this could just reiterate some of the struggles you've been coping with and can possibly help you learn some new tips on how to live on your own without mommy's help.

[Read More](#)

🕒 April 23, 2014 ❤️ 9 notes

**Instagram** is a photo-sharing (and editing) platform. It is common practice to include hashtags in your photo posts, keeping the post trendy and searchable. Written content should be kept short as this is a visual-based platform.



**YouTube** is a video-hosting platform. It is predominantly used to host video which can then be shared across other channels. When posting a video, accessibility guidelines do suggest that you provide a written transcript of the video, or, at least, a description or summary of content. It is also very beneficial to use tags when posting video content so that your video will show up more often in relevant web searches.

## Social media interface with WCMS News, Events, Blogs

Several of the WCMS content types are ideal for rebroadcast and amplification via social media platforms. Whenever you add new content to any of these 'types' you are providing more food (tweets, posts) for your hungry social media accounts!

**News** stories build the profile of your department or unit. Posts should be engaging stories about achievements of the department/unit, its programs and its people, new projects or initiatives, and any important external recognition. These can include a reposted Waterloo Stories or Faculty of Arts News that feature members of your department (please include a link to the original story at the end of your repost). When writing a news piece, it is best practice to keep it under 500 words (300 is perfect) and include a high-resolution photo, if possible. Be sure to select the appropriate audience tags.

The **Events** content type is for sharing events within your department or unit. It is important to tag the event type so that events can be searched for and filtered by type. Types include conference, information session, lecture, open house, performance, reception, reunion, seminar, thesis defence,

workshop. Be sure to select the appropriate audience tags. Include as much information as possible: host, event website, cost. Similar to news, include a listing image (photo or logo) if possible. Events can be submitted to the Communications Officer for posting on the Faculty of Arts website if they are open to the public.

The **Blog** content type functions as an internal blog – a blog hosted by the WCMS under your department site URL. It is usually nested in the left navigation menu, alongside news and events. It is good practice to add topic tags so that blog posts can be searched for and filtered by topic. The difference between postings on the news page versus blog posts is the content and style of writing. Blogs have more leeway; they can be more journalistic or editorial in style. A blog post might discuss a hot topic in the field, and the writer's opinion on the matter; a news item might announce a new research project by a faculty member on that same topic. The blog can also be used to post interviews with students and/or alumni – smaller pieces that you do not feel qualify as a full news item (the [Department of English's external blog](#) is a great example of this). Blogs can also be used to provide more information about an upcoming event, or a review of a recent event.

## Measurement

### Google Analytics

Measure number of visits to website from social media accounts

### Facebook in-page analytics

Measure reach, likes, comments of individual posts

### Linkedin in-page analytics

Measure reach, likes, comments of individual posts

### Bitly

Measure number of visits to page from distinct link (note that links are case-sensitive and can be customized)

### SumAll

Measure performance impact of tweets, Facebook posts, LinkedIn posts Tumblr posts, Instagram photos, YouTube videos – free service

## Social media demographics ([PEW Research Center](#))

- Facebook - 67% adults, 18-29, but aging; women; higher income; outside US
- Twitter - 16% adults, 18-29, african-american, urban
- LinkedIn - 20% adults, male; higher income
- Google - male, slowly increasing usage
- Pinterest - 15% adults, tablet, women, rural, older, white, some college+, mid-high income
- Instagram - 13% adults, women, young, 18-29, urban, hispanic & african-american
- Foursquare - declining in usage
- 72% of all internet users are active on SM
- 18-29 y/o = 83% usage
- 30-49 = 77%
- Male = 62%
- Female = 71%
- 71% access via mobile in general; 54% Twitter
- 36% of users only use one SM source
- FB and Instagram most engaged, 60% sign-in every day; 46% Twitter
- 70% SM users on FB
- 50% cross-over between Instagram and Twitter
- Pinterest brings more referral traffic to sites than Google+, LinkedIn and Twitter combined
- How we connect to social media: 94% computer, 46% mobile, 16% tablet, 7% mp3 player, 4% game console, 4% internet enabled tv
- SM use for 18-29 dropped from 92% to 83% (Dec. 2012); 30-49 increased from 73% to 77%

## Appendix A

### Social media strategic planning sheet

#### Account platform

Please indicate which Social Media channel your are planning to utilize

#### Account description

What is the purpose of your account?

#### Account name

Name as it will appear on Social Media site

#### Account manager

Primary responsibility for account

#### Account maintainers

Others who will help maintain site. Each site must have a minimum of 2 employees responsible for the site.

#### Strategic goals

What do you hope your account will achieve for your department?

#### Strategic overview

How does this form of Social Media fit in your overall Marketing and Communications plan? What type of content will you be featuring?

#### Strategic objectives

What are your measurable outcomes?

#### Audiences

Who are your target groups? Please include both Primary and Secondary audiences

#### Competitive analysis

Are there other schools using this similar platform? How will yours be different?

#### Measurement

How do you plan to measure the success of your account and what type of analytics will be used?

Please note, Marketing and Strategic Communications (MSC) requires the login and password for all sanctioned University of Waterloo social media accounts. Access to accounts will only be used in emergency situations where account managers are not available.