

**ASUC Student Union  
Digital Media Strategy  
Updated: Summer 2019**

**Goals:**

- Provide the voice and tone for the ASUC Student Union and its departments
- Actively engage followers in a dialogue in an effort to transform visitors into advocates for our brand
- Create social media content in advance and plan posting strategies
- Provide analytics, reports, and updates
- Provide excellent customer service

**Voice & Tone**

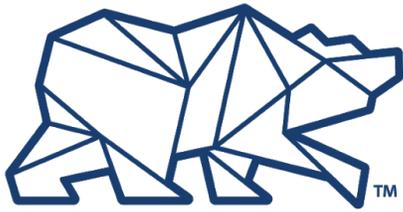
With such a lively brand, the ASUC Student Union's voice is just as invigorated. We talk with positivity, pride, and we keep our messaging straightforward. Since students are one of our key audiences, we make sure that we talk to them in their language.

As an organization that supports the co-curricular experience for students, we are here to remind them to explore their passions, try something new, and to have fun along the way. Humor is one of the key assets we use in our voice. We love to use a good pun, personify the campus squirrels, and enjoy pointing out moments that are #justberkeleythings.

Our core purpose is: Committed to a better U. We are passionate about bringing students and the community the best programs, classes, workshops, events, and campus living space. When reaching out to our audience, we stick to these guidelines with our voice:

- Informational but not overdoing it.

*Does booking at Hearst Gym leave your head spinning? Learn the ins and outs of Hearst Gym reservations tonight in Anna Head from 7-8PM or on April 17th at 11am-12pm!*



- Humorous but not inappropriate.

*Rome wasn't built in a day, and the Student Union wasn't built in 7. At least it's opening this Fall!*

- Personal but not overly intimate.

*Imagine getting married on the campus where you spent the most meaningful years of your life 🧡💛 March wedding bliss brought to you by our Event Services team <http://eventservices.berkeley.edu/>*

- Genuine but not appearing insincere.

*What an emotionally charged night. Congrats to all those elected into office. We can't wait to see what you'll accomplish!*

- Informal but not reckless.

*Okay, we admit it. We're a little jealous of Vanessa's sculptural-fox-teapot masterpiece.*

- Fun but not over the top.

*We think these glazes are more exciting than the ones on your breakfast donut.*

- Knowledgeable but not know-it-alls.

*We're here to answer your questions about Spring registration! Don't worry, we're nice.*

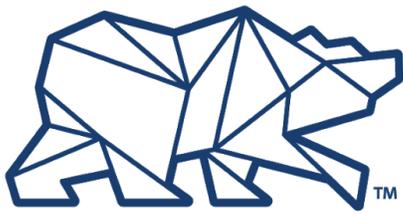


- Proudful but not braggy.

*Yup, you're about to graduate from the top public university. Get ready at #myGrad at the Cal Student Store March 17th-19th!*

## **Collaboration**

“Teamwork makes the dreamwork” is the unofficial slogan for the marketing department. We truly believe that working together produces greater results, creates better ideas, and makes for an overall more rewarding experience. That is why we want our social media content creators to talk about their ideas, reach out to someone when they feel stuck, and not to hesitate to ask someone if you have a question. We also encourage collaboration among other marketing areas.



### **Marketing Photography Archive**

Currently, we manage and archive all of our photography. Lots of departments on campus pull from the same archive of photos, often featuring the same photos over and over again! Our grass-roots photo archive is one of our greatest assets.

### **Social Media Landscape**

Visit our “Assets” section (below) in the Appendix of this marketing plan to view all of our social media and other digital assets, including links. You can also view our “Digital Media Report Card” in order to check up on our engagement across our social media landscape.

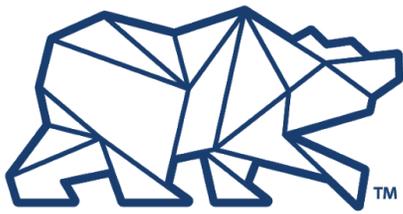
### **Analytics**

Our “Digital Media Report Card” is a summary of the ASUC Student Union’s online analytics. This spreadsheet is updated quarterly and includes social media insights as well as website engagement and search analytics. Analyzing data and measuring results is important to any strategy, especially social media. Most platforms have a set of free analytics that admins can use to see information about their posts. We pour over all the data and note any major changes, spikes, or problems we see. After we analyze the information we provide recommendations for next steps. This could include new content strategies, different posting schedules, or other new ideas you want to bring to the table. When reviewing data, there are a few pieces of information that we want to pay special attention to:

**Followers** It’s important for us to keep an accurate count of our follower base whether that’s ‘likes’ or ‘followers’. It’s important to note what posts increased followers and which ones lost followers. If the following reach has plateaued, it’s usually a good time to re-evaluate the strategy and try new content approaches.

**Post Reach** Post reach is the number of people who have seen our post. Our post counts as reaching someone when it’s shown in their News Feed. Posts with higher reach are considered more successful than posts with low to no reach. A lot of variables could be involved in whether a post has been seen by a lot of people. It’s important to analyze time, content, imagery, and tags to figure out why a post was successful or not.

**Post Engagement** The number of actions (ex: likes, comments, shares) related to your Page’s posts. The higher the engagement, the more successful your post is considered.



A lot of variables could be involved in whether a post receives a lot of engagement. It's important for us to analyze timing, content, imagery, and tags to figure out why a post was successful or not. It's also important for our student content-creators not get discouraged when post engagement is low.

At the end of every quarter we out the "Digital media Report Card" (in the Appendix) for assessment.

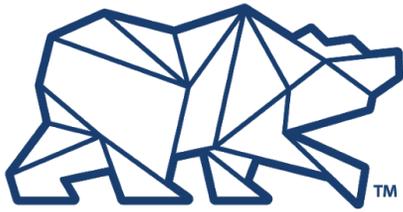
### **Customer Service**

Social media is an important tool for customer service. It is our responsibility to actively engage with fans and answer their questions quickly and correctly. While we may not have all the answers, it is our job to either point them in the right direction or find the answer for them. Customer feedback is important too. If you a customer leaves a review or comment about a service or product, we let that vendor or supervisor know so that they can forward those comments along. Not all comments and feedback will be positive. It's important for us to train our students to remain professional and not always ignore a negative response (or not engage a "troll").

### **Trello**

The marketing team uses Trello to manage social media content thus:

- Boards: Each department within the ASUC Student Union has its own Trello board.
- Lists: We have predetermined lists that aren't ever altered or changed. These lists are for the early stages of content and ideas. Only active social media platforms will be listed. Next is "Review" which is a list that your manager actively comments in. Next is "Approved" which are sectioned out by platforms and the final list is "Posted".
- Cards: Each list has cards created by student content-creators. The idea is to create these cards as if they were posting on a platform. This means they should include images, links, tags, hashtags, emojis, due dates, etc.
- Review: our Digital Media Coordinator gives feedback on your cards in the 'Review' section. The feedback can range from caption direction, grammar and spelling, photo critique, due date issues, hashtag ideas, etc. Once all the appropriate edits are made, the Coordinator will move the card to the specific platform's 'Approved' list.
- Posted: Once students have published their approved content on our social media platform, move the card to posted. They are responsible for tracking their posts and engaging with the audience as necessary.



### **Scheduling Posts**

Scheduling posts is a great way to save time and energy (yay!). We have posts created 2 weeks in advance and approved 1 week in advance, so we can create the post but schedule them to publish at a later date.

### **Social Media Never Sleeps**

It's true. There is no way to turn off social media. Even though social media is running 24 hours a day, our students are only responsible for posting, commenting, responses, and other management during their work shifts. If there are posts scheduled for non-work hours, we use a scheduling tool. If we, however, run across a comment or anything that needs immediate attention, our professional staff are encouraged to respond as soon as possible.