What USM Is Doing on Social Media

- Facebook
  - We post 2-3 times a day:
    - Provides active snapshot of USM while not cluttering news feed.
    - News, stories, photos/videos, events, etc.
  - We try to be **strategic** about posts:
    - Facebook structure has changed: News feed is no longer chronological, more emphasis on video.
    - **Company Pages (like USM’s) are less visible in news feed than they were previously** — this is due to a November 2017 change to increase interpersonal connections among users.
What USM Is Doing on Social Media

- **Facebook**
  - 16,266 likes
  - USM has a Facebook **page**:
    - **Pages** are for public outreach.
    - Treat them as websites.
What USM Is Doing on Social Media
What USM Is Doing on Social Media

- Twitter
  - More news- and events-focused. We share:
    - News items that come from Public Affairs
    - Campus Updates from departments/programs
    - Media mentions (and tag appropriate media)
    - Events from USM website
  - Have the flexibility to post more often, 4-5 a day, or more depending on reach.
  - Currently ~6,965 followers
What USM Is Doing on Social Media
What USM Is Doing on Social Media

- **Instagram**
  - Home to rich photos and short videos from around campus:
    - Campus life
    - Activities
    - Events
    - Community outreach activities
    - Active students, faculty and staff
  - Instagram can also be used for news, although the focus should be on the imagery.
What USM Is Doing on Social Media
What USM Is Doing on Social Media

- **Instagram**
  - A good tool to engage students:
    - i.e. Send us your photos!
  - Official Tag: #usmhuskygram
- **Stories**: Ephemeral video accessible for only 24 hours on an account’s page.

- Currently 3,242 followers on Instagram and growing each day.
What USM Is Doing on Social Media

● Instagram
  ○ Story Highlights:
    ○ Photos, videos and text saved to profile that last longer than 24 hours. **Used for features/promotion.**

● Instagram TV
  ● In-app platform for sharing vertical video.
  ○ Series: #MyHuskyStory

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*Story highlights and IGTV, accessible via USM page*

*Instagram TV channel view*
What USM Is Doing on Social Media

- **YouTube**
  - Home for video content
    - Not effective as a social network for universities.
    - Effective as base for sharing videos to other social media channels.
  - Contact the [Office of Marketing and Brand Management](#) if you have a video project you want to share.
What USM Is Doing on Social Media

Residential Life at USM
2,116 views · 6 months ago

Residential life is an important aspect of a high school students' entry into college. Studies have shown that living on campus increases a student's ability to make connections and feel part of a community, which can lead to better academic performance. The University of Southern Maine's (USM's) Gorham campus offers various types of living arrangements in a quiet area within walking distance to the town of Gorham.
What USM Is Doing on Social Media

- **LinkedIn**
  - The “professional” social media network
  - Best for alumni engagement, sharing workforce development stories
  - Post at least three times per week, depending on the type of news content available.
  - The [USM Foundation](#) is a shared content provider (for alumni and donor relations).
  - 33,000+ alumni connected; 37,000+ total followers
What USM Is Doing on Social Media
Social Media Policy

- Your guide to using Social Media at the University of Southern Maine
- The Social Media Policy can be found on the Office of Public Affairs website.
- Also available are guidelines and branding information
Social Media Policy

- Recently updated as of June 2018:
  - Official USM presences
  - Account administration
  - Brand and voice
  - Policy for followers
  - Guiding principles for administrators
  - Policy for Facebook promotions and “boosted” posts
  - Social media guidelines for administrators
Account Administration

Running a USM social media account
Account Administration

- Establish a point person
- There should be at least two administrators (including one from the Office of Public Affairs)
  - Full-time faculty or staff
  - Students/grad assistants with oversight from full-time faculty or staff

One administrator MUST be from the Office of Public Affairs (for official program/department/office pages)
Account Administration

● Why have an admin from Public Affairs?
  ○ **Support**
    • Administrators leave without transferring page access
  ○ For **emergencies**
    • If someone posts and/or comments something negative, we can help
Account Administration

- **Branding**
  All USM-affiliated social media channels must be appropriately branded using pre-approved images and avatars.

- The official USM social media profile image is to be used on accounts administered by the Office of Public Affairs ONLY.

- The reverse-color avatar is to be used by departments, programs or offices in order to be recognized as official USM-affiliated pages.
Voice

Establishing an appropriate tone
Voice

- Light
- Friendly
- Engaging
- Informative
- Casual, yet situation-appropriate and professional
1. Identify your audience
2. Speak to your audience

Keep it professional
- If you’re the Muskie School of Public Service, you wouldn’t announce a grant with emojis, abbreviations, or unnecessary or excessive punctuation.
- If you’re in Student Affairs, keep it light, fun and geared toward your audience.
Voice

University of Southern Maine
Published by Alan David Usm | June 7 at 5:17pm

The race is on — our June Alumni Challenge is in full swing! As of right now we’ve reached 18 percent of our 750-donor goal, but we’ve still got a long way to go! To donate to USM, visit: https://bit.ly/2xOMMdZ
Take your mark — and make it — today! #GiveUSM

C’mon Huskies!
Let’s crush this goal!

We’re just getting started...

University of Southern Maine
Published by Alan David Usm | June 11 at 11:55am

Bravo to USM alumnus Tony Shalhoub! After four nominations, the star actor has won his first Tony Award for his work on the musical, “The Band’s Visit.” The musical took home 10 Tonys on Sunday — the most of any show of the night.
University of Southern Maine Alumni

USM alumnus Tony Shalhoub wins first Tony Award | Office of Public Affairs | University of Southern Maine

University of Southern Maine
Published by Alan David Usm | June 7 at 10:30am

We are excited to announce that USM is expanding its ties into the Arctic region, having forged ties with Norway’s University of Tromsø – UIT International. An agreement signed June 4 between the schools will be aimed at exchanges, research and ongoing collaboration.
Best Practices

What to post? When to post? Where to post?
Best Practices: Posting

- Identify your audience
  - Who is your audience?
    - Students?
    - Alumni?
    - Prospective Students?
    - Greater community?
    - All of the above?
Best Practices: Posting

- **Consistent Posting**
  - Best practices: 2-3 times per day, depending on platform.
  - We understand social media is not your full-time job.
  - Be realistic with how much time you can spend
    - For example, don’t set up a Twitter account if you only plan on Tweeting once/week; don’t set up a Facebook page if you cannot post at least 3 times/week to start.
  - Commitment is key — people do not look at or take seriously pages that are not constantly updated.
Best Practices: Posting

● Consistent Posting
  ○ Determine how much time you can put into it
  ○ If it’s 2-3 times a week, set that expectation for your audience.
    • Builds up familiarity with audience
    • They know when to connect with you
Best Practices: Posting

What should you post
- "Rich" media — photos, video and links, rather than plain text
- News from department website/USM website
- Links to relevant news/sites
  - Sign up for Google Alerts to track when your department is mentioned in the media
- Elevate faculty/staff — show off good works, or when someone is published, visits a conference, receives an award, etc.
Best Practices: Media

- **Images and Videos**
  - Images and videos catch people’s eyes
  - Today, posts need relevant images
    - Posts — any post — will suffer without a photo or video attached
  - Avoid blurry, low-resolution images (with newer smartphone cameras, it’s inexcusable to have poor-quality pictures)
  - If it’s a student, you need permission
    - The [Photo, Video and Testimonial Release Form](#) is available on the Office of Public Affairs website.
Best Practices: Media

● Share images from events
  ○ Need a picture? Use your smartphone or tablet
  ○ The most recently-released device is best, but we recommend at least the following:
    • iPhone 6 and up
    • iPad models 2014 and after
    • Android phones 2015 and after

○ The Office of Public Affairs offers a set of best practices for photography for social media.
Best Practices: Trends

- **Trends**
  - Check what’s trending
  - Platforms tell users what’s trending
    - Facebook news trends are pictured at right.
    - Twitter does the same.
    - Instagram will curate images you may find interesting in its “Explore” tab.
Best Practices: Trends

- **Trends/“Memes”**
  - Can have some fun
  - Part of the conversation
  - Creates a “shared community,” and increases social reach across platforms.
  - Example: #NationalPoetryDay
  - Viral images and videos are also fun to play with.
Posting — Memes and Viral Content

(Left): A graphic substituting Champ (USM’s Husky Mascot) for Darth Vader in celebration of “Star Wars Day” (May 4).

(Above-right): ”Laurel vs. Yanny,” a 2018 audio illusion that went viral. Posting such viral content asking for audience input is a great way to boost social media engagement.
Best Practices: Proofread

● **REMEMBER:**
  ○ Spelling and grammar count!
    ○ Best practices: Have someone look over text.
  ○ Make sure photo/video releases have been signed (if posting student images) and any attached media portrays USM in a positive light.
Best Practices: Representation

- REMEMBER:
  - You are representing USM!
  - When posting, you are representing not only your department or program, but also the University as a whole, including the President, as well as the entire University of Maine System and the Chancellor at all times.
Customer Service
Two-way Communication
Customer Service

- Respond to messages/inquiries within 24-48 hours
- Don’t be afraid of messages or comments
  - Especially if it is from a student or prospective student!
- Respond in a positive tone
- Assist as much as you can
- Call our office for help
  - Other helpful offices include the [Office of Student Affairs](#) and [Office of Admissions](#) if there are questions suited for them.
Whenever possible, tag the University of Southern Maine!

Twitter, Instagram, Facebook: @USouthernMaine
If you want to start a new social media profile, or need assistance with your current page:

- Email Alan Bennett, Digital and Social Media Specialist
  - alan.bennett@maine.edu