Social Media at USM
USM Office of Public Affairs - Oct. 2015
What We’re Doing on Social Media
What We’re Doing on Social Media

- Facebook
  - Posting 1-3 times a day
    - Shows we’re active but not annoying our audience
  - Snapshot of things going on in the life of USM: best news, images and stories
    - Trying to be strategic about our posts. It is becoming increasingly more difficult to reach audience on Facebook thanks to structure of the news feed and emphasis on video
What We’re Doing on Social Media

- Facebook
  - Close to 11K followers
  - USM has a Facebook page
    - Some of you use Facebook groups.
    - More for a select audience, discussion board.
    - Page is more public facing:
      - Think of it like a mini website
What We’re Doing on Social Media

The University of Southern Maine offers its 9,000 plus students more than 100 areas of undergraduate and graduate study.

@USouthernMaine

PPL Bookmobile @PPLBookmobile · 2h
Hey @USouthernMaine students, we’re back this week at the Blickman @usmlibraries from 12:45-1:15! Come browse our collection!

USouthernMaine @USouthernMaine · 2h
Thanks, we’re proud to have you as an alumnus! And we think the Iceland trip is pretty awesome, too!

Elizabeth Joyce @GibbsJoyce
@USouthernMaine so awesome! I love USM and I’m proud to be an alum.

Trends - Change
NationalDessertDay
Google cruelly teases Android L’s real name in hilarious new video
150.6K people are talking about this.
What We’re Doing on Social Media

● Twitter
  ○ More of a news and events focus
    ■ Share most, if not all, news items that come from Public Affairs
    ■ Share stories from Campus Updates column
    ■ Media mentions
    ■ Events from USM website
  ○ Have the flexibility to post more often, 4-5 a day
What We’re Doing on Social Media
What We’re 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
What We’re Doing on Social Media

- Instagram
  - Send us your photos!
    - shareusm@maine.edu
    - Tag #usmhuskygram
What We’re Doing on Social Media

University of Southern Maine

University of Southern Maine Campus Tour
901 views 3 months ago
Learn more about the University of Southern Maine’s campuses in Portland, Gorham, and Lewiston.

Contact Us:
http://usm.maine.edu/admit/
Visit USM:
http://usm.maine.edu/admit/

USM Students Share Their Experiences
Hear University of Southern Maine (USM) students share their experiences.

Popular channels
- The Young Turks
  Subscribe
- TestTube News
  Subscribe
- The Alex Jones Show
  Subscribe
- CNN
  Subscribe
- Secular Talk
  Subscribe
- Anatoly Shariy
  Subscribe
What We’re Doing on Social Media

- YouTube
  - Home for video content
  - Contact Marketing if you have a video project you want to share
What We’re Doing on Social Media
What We’re Doing on Social Media

- LinkedIn
  - The “professionals” social media network
  - Currently not actively posting
  - More of an alumni/admissions/working professional focus
  - Will be investigating how actively using LinkedIn can benefit us
Social Media Policy

- Your guide to using Social Media at the University of Southern Maine
- To view: http://usm.maine.edu/publicaffairs/usm-social-media-policy
Social Media Policy

- Recently updated
  - Official USM presences
  - Account administration
  - Brand and voice
  - Policy for followers
  - Guiding principles for administrators
  - Policy for Facebook promotions
Account Administration

Who runs the account?
Account Administration

- Establish a point person
- There should be at least two administrators
  - Full-time faculty or staff
  - Students/grad assistants with oversight from full-time faculty or staff
  - One administrator should be from Public Affairs (Official programs, offices, departments)
Account Administration

● Why have an admin from Public Affairs?
  ○ Backup
    ■ Administrators leave without transferring page access
Account Administration

- Why have an admin from Public Affairs?
  - For emergencies
    - If someone posts and/or comments something negative, we can help or delete post
Voice

Establishing an appropriate tone
Voice

- Light
- Friendly
- Engaging
- Informative
- Try to avoid “statement of fact” posts

Tweet:

USouthernMaine @USouthernMaine

Fall break is here! How are you going to spend your four-day weekend, Huskies?
Voice

- Try to speak to your audience
- Keep it professional
  - If you’re the Muskie School, you’re not announcing a grant with emoji’s or abbreviations
  - If you’re campus life, keep it light, fun and geared toward your audience -- traditional students
Thinking about grad school? Join us Monday evening on the Portland campus for the Graduate Studies Open House!

Graduate Studies Open House | Graduate Admissions | University of Southern Maine

USM Graduate Studies will be hosting an Open House for prospective graduate students from 4:30...

USM MAINE.EDU

1,178 people reached

Like  Comment  Share

Kelsey St. Louis, Peter Rinck, Laurie Caton-Lomoe and 6 others like this.

1 share

Write a comment...
Branding

Who needs it? Why is it important?
Branding
Branding

“Fake” USM Page

“Real” USM Page
Posting

What to post? When to post? Where to post?
Posting

- Post to your audience
  - Who is your audience?
    - Students?
    - Alumni?
    - Prospective Students?
    - Greater community?
    - All of the above?
Posting

- Consistent Posting
  - Best practices: 2-3 times per day
  - We understand social media is not your full time job
  - Be realistic with how much time you can spend
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
Posting

- What should you post
  - Rich media - photos/video
  - News from department website/USM website
  - Links to relevant news/sites
    - Sign up for Google Alerts
  - Elevate faculty/staff - show off good works
Posting

- Images
  - Images catch people’s eyes
  - Today, posts need relevant images
  - Avoid blurry, low-res images
  - If it’s a student, you need permission
    - Photo release form: [http://usm.maine.edu/sites/default/files/marketing/USMPhotoVideoRelease_080515.pdf](http://usm.maine.edu/sites/default/files/marketing/USMPhotoVideoRelease_080515.pdf)
Posting

- Share images from events
  - Need a picture? Use your smartphone or tablet
    - iPhone 4S and up
    - iPad 3 and up
    - Android phones after 2012
Posting

- Trends
  - Check what’s trending
  - Platforms tell users what’s trending
Posting

● Trends
  ○ Can have some fun
  ○ Part of the conversation
  ○ Creates “shared community”
  ○ Example: #NationalPoetryDay
Posting - The Dress

We don't know about you, Huskies, but all we see is blue and gold!
Posting

● REMEMBER!
  ○ Spelling and grammar count!
  ○ Have someone look over post before sending it if you feel uncomfortable
Customer Service

Two-way Communication
Customer Service

- Respond in 24-48 hrs
- 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
Share your news with us!
Share Your News With Us

● Submit it online: [http://usm.maine.edu/publicaffairs/what-were-doing-submit-form](http://usm.maine.edu/publicaffairs/what-were-doing-submit-form)
  ○ For social, specify social under “Strategic Area”

● Tag us:
  ○ FB: University of Southern Maine
  ○ T, IG: @USouthernMaine
If you want to start a new social media profile...

- Email Bryan!
  - bryan.roche@maine.edu