



VT Social Media Best Practices

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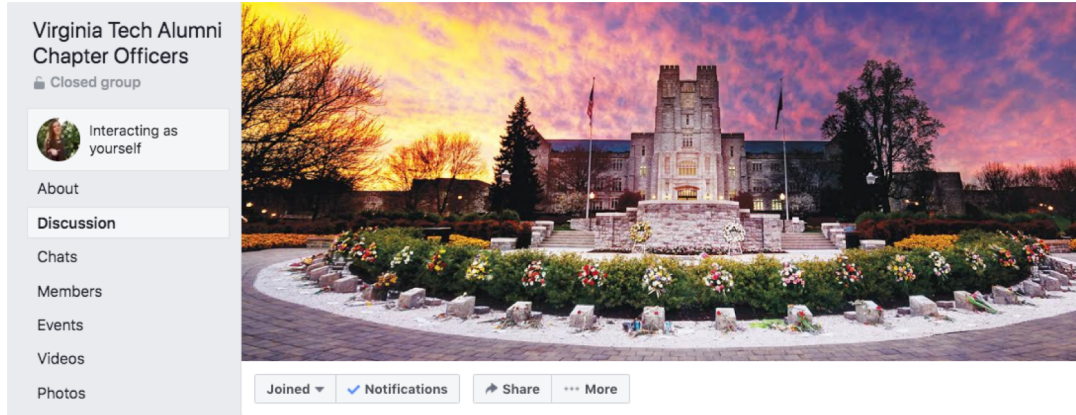
APRIL 15, 2019



THE PRIMARY VT ACCOUNTS



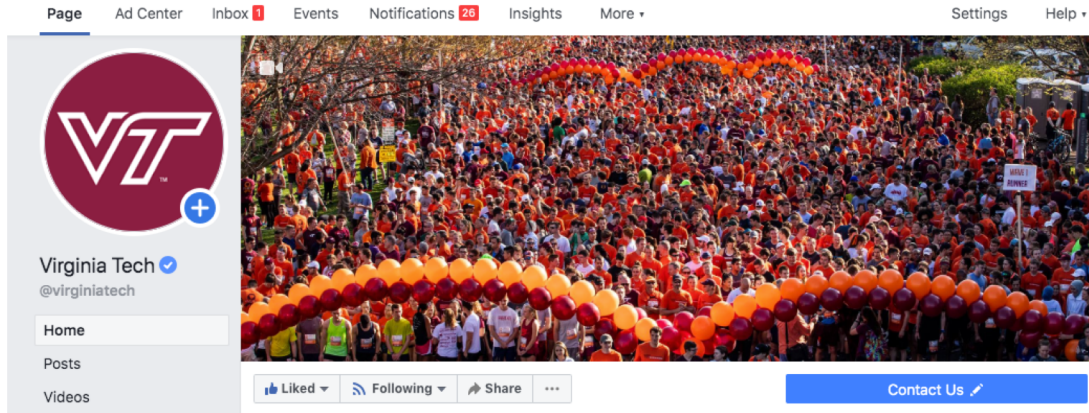
PAGE VS. GROUP: FACEBOOK GROUPS



Facebook groups are built for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.

When you create a Facebook group, you can decide whether to make it publicly available for anyone to find/join, or keep it private. Like with Pages, new posts by a group are included in the News Feeds of its members and members can interact and share with one another from the group. Within the settings, you can choose to approve posts from members before they are shown to the entire group. **We recommend that chapters create groups, instead of pages.**

PAGE VS. GROUP: FACEBOOK PAGES



Facebook pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile, Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.

Cons: With Pages, there is more pressure to post a high volume of content and content is affected by the algorithm, so interested users might not see a post until days after it is shared if you have a small following. Users can review your page (or you can turn this feature off), but reviews often come after negative experiences.

VT SOCIAL MEDIA WEBSITE/RESOURCES

We have a VT social media website! Why do we have this?

- To offer social media support and guidance and maintain consistent and aligned external, digital communications to a wide audience from Virginia Tech.

What's included?

- Overview of best practices covered here, with relevant resources and step-by-step instructions and downloadable guides, and access to the campus-wide social media managers Google Group for on-going discussions and sharing of knowledge about social and emerging technologies.
- University master brand and style requirements, including downloadable visual asset templates.

ROLES, RESPONSIBILITIES & EXPECTATIONS OF VT SOCIAL MEDIA MANAGERS

- If you are affiliated with Virginia Tech, or if you run an account for a VT chapter, you may be perceived as being a spokesperson for the university. It is essential that you do not speak for Virginia Tech, the institution, but that you represent your chapter. To mitigate any potential issues, be mindful of the following:
 - Stick to your area of professional expertise.
 - Confirm information before posting/sharing to ensure it is correct. When in doubt, don't post and/or ask for help.
 - If you have questions or concerns, reach out to your chapter liaison.
 - Be mindful of use of the chapter social media pages and be sure the content appropriately reflects the chapter's goals.

BEFORE YOU POST

- Get to know your audience and platforms.
 - Choose the right messages and responses accordingly.
- Review previous posts and interactions.
- Posting hours: Commuting and meal hours in general, but depends on audience and platform.
 - But know that it's more about what you post now and less about when you post.
 - Don't feel the pressure to post every day – just be consistent.
(Set realistic expectations!)
- Be agile – schedule, but be ready for the unexpected.



CONTENT CREATION INVOLVES...

Copywriting & editing, storytelling, psychology, photography, videography, graphic design, & simply having “the eye” for good content.



CONTENT CREATION 101

- 3 second audition: Your content should be able to grab attention without sound within 3 seconds.
- It's a visual, sound-off, mobile-first world.
- Most posts should have a clear call-to-action, *but not every post should have one*. Incorporate lifestyle content and show human side.
- Include creative almost always.
- Emotive and relatable content is best. Make it shareable.
- Balance evergreen, spontaneous, and planned content.
- Ask questions and avoid click-bait words.
- Pay attention: Social is everchanging.



Virginia Tech

@virginia_tech

#CaughtOnCampus: Nothing to see here. All is normal...everyone is studying for finals and checking vt.edu/status for campus updates. Definitely no **#Hokies** horsing around. 😊🤔



2:24 PM - 9 Dec 2018

181 Retweets 924 Likes



4



181



924



CONTENT CREATION

DON'T

Don't share content on social that looks just like the event's pdf/poster.
(Consider making a Facebook event or putting details in the post copy.)



DO

Use free tools (like Canva and Adobe Spark) to easily create high-quality content.



FACEBOOK EVENTS

- Ask yourself: Should you be setting up a Facebook event for this event or should it live on the main Alumni page?
- Check to see if Alumni has already created an event. If so, share that event to your group/page or request for your page to be a “co-host,” if appropriate.
- If this event should be owned by your group/page, then consider adding the Alumni page as a “co-host” so that the event is pushed out to a larger audience (the Alumni page followers).
- Utilize the description and posting sections of your Facebook events to share details and updates.
- Instead of re-posting many reminders, consider pinning posts to your group/page/event.

Co-hosts

You can add multiple friends or Pages, like artists and sponsors, to help spread the word. They'll have editing privileges and can add it to their calendars.


Add Pages and friends



Accepted



Virginia Tech Alumni



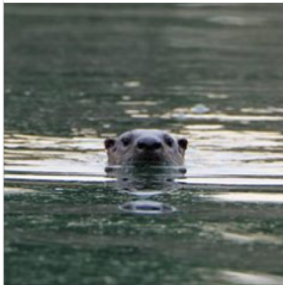


Virginia Tech
 Published by Fairen Horner [?] · March 28 at 8:33 PM ·

Well, there is an otter in our Duck Pond. Yes, you read that correctly 😊...only at Virginia Tech 🦫.

You otter go visit our otterable new Hokie if you can, but please don't approach or feed our friend. Otter is happily living its best life, eating fish and keeping an eye on otter Hokies. 🐟





And don't worry — the otter ended up here just by following the stream (river otters are not unheard of in this area).... [See More](#)

244,193
 People Reached

59,516
 Engagements

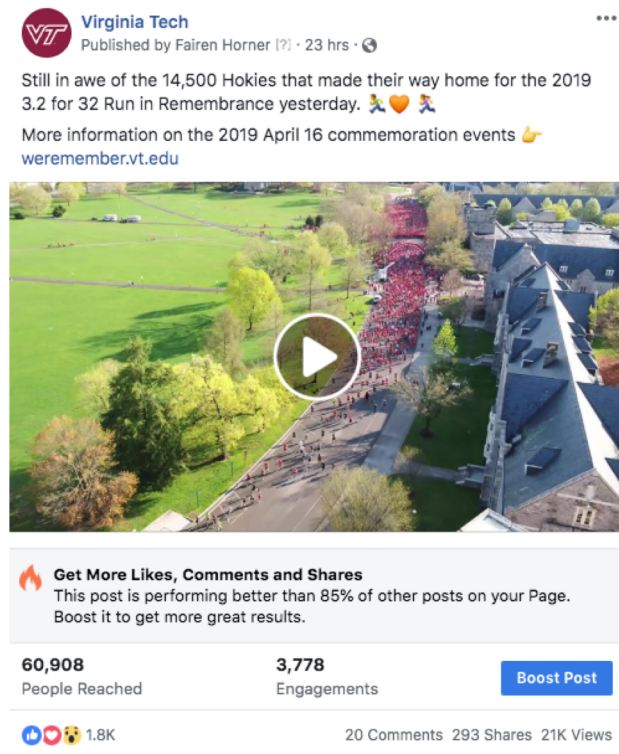
Boost Post





 6.2K

778 Comments 1,420 Shares

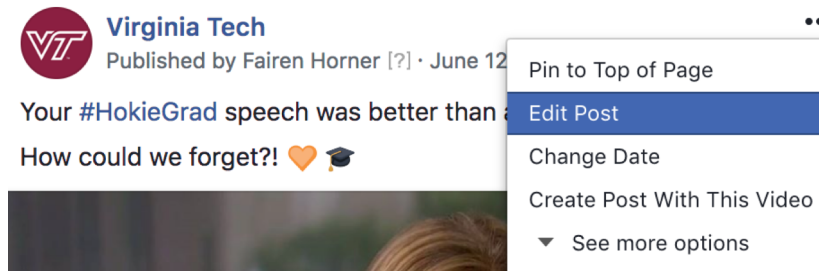
CONTENT: WHERE TO FIND IT & WHAT TO SHARE:

- Us! (Daily Email/VT News stories)
- Us again! (The central VT and VT Alumni social media channels... don't reinvent the wheel!)
- Other university accounts
- Content and trend calendars. Don't overdo (informal) national holidays though and know the history/meaning/correct copy to use).
- Make your own! (Share photos from past events to promote upcoming events and share photos from events in a timely manner afterward to engage attendees.)



CONTENT CREATION: EDITING

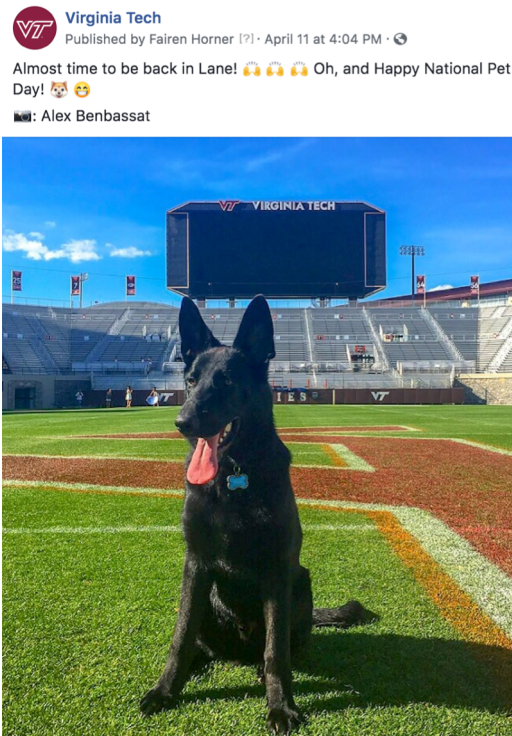
- You will make mistakes...and that's okay.
- You can now edit posts on all platforms, except for Twitter.
 - Do not delete your tweets unless there is an error in the original post or if you have been hacked and then the information should be immediately posted again with the correction. In either case, screenshot and file.



CONTENT CREATION: USER-GENERATED CONTENT

Utilize your fans and crowdsource content.

- Majority of your Instagram content should be user-generated.
- Create a stock of user-gen content in a Google Drive folder over time and pull from this if you're low on content.
- Use sharing user-gen content as a way to improve/adjust posts to meet your brand voice and control the message.
- It's great for engagement too!
- Credit users on the posts when you use their content.



CONTENT PERMISSIONS, SHARING & CREDITING

- Reposting is great, but always ask permission.
- Ask privately, not in the post comments.
- Ask for context and more details.
- Ask for original photos.
- Screenshot approval, since users can delete/retract messages on some platforms.

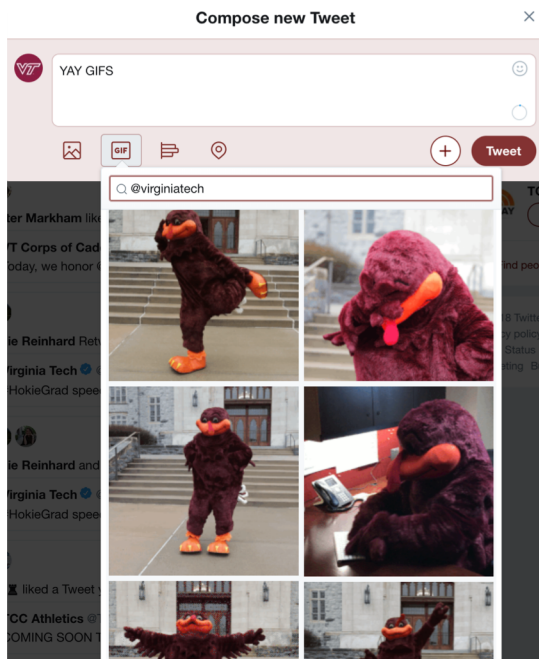
March 22, 2018 at 2:15 PM

Hi! We love your VT snow photo!
Mind if we share it and tag your
account for credit? Thanks! - Fairen
H.

- Try to keep the credit out of your main post copy, when possible or clearly separate from your copy.
- Tag the photographer not those in the photo. They can tag themselves.
- Be cautious of reposting professional photographers & appearing to endorse their business. Tag their personal account, when possible.
- If you use the Repost app for Instagram, try to splurge for the paid version to lose the watermark.

USE GIFS

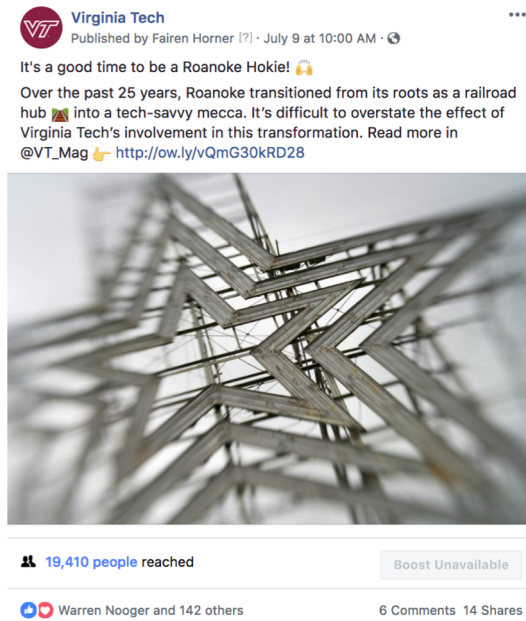
We have a verified VT Giphy channel, which means that VT GIFs are accessible in the GIF dashboards on all primary social media platforms, and 600+ other platforms.



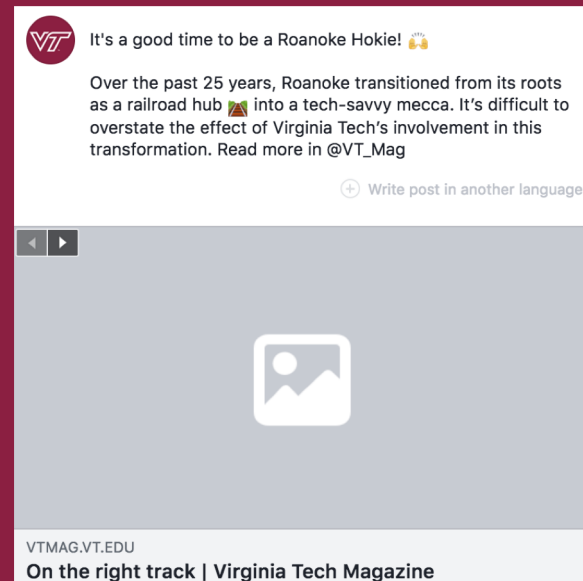
CONTENT CREATION: LINK USE

- Remove the hyperlink from the post copy, after a preview is pulled in.
- If a link auto-previews without an image or is pulling in multiple images, unrelated to the story, remove the link preview, add your own photo, shorten the link, and add it in the post copy.
- Draw attention to the link by dropping it on its own line or introducing it with an emoji.
- Utilize free custom URL trackers such as Bitly or those available through your social media management platform.

DO



DON'T



HASHTAG USE AND TAGGING

Hashtags















- Fit within your post narrative when possible and tag at the end of a post, if you must.
- Use to amplify posts, tap into conversations and/or aggregate groups of posts to look back to later.
- Avoid excessive use & do your research.
- Capitalize each word to prevent confusion.















Tagging

- Fit within your post narrative when possible and tag at the end of a post in a “cc” manner, if you must.
- Use to amplify accounts, when applicable.
- Avoid excessive use.
- Verify & double-check the account you’re tagging in to see if it’s correct or if an account exists.

HASHTAGS: BRAND HASHTAGS

Know our main brand hashtags & their intended use. Don't deviate too much or alter them.

Hashtag	Twitter	Instagram	When to use
#VirginiaTech			
#UtProsim			
#Hokies			
#HokieLove			Typically for Valentine's Day and annual fundraising efforts
#HokieGrad			Commencement
#HokieFacts			History, statistics
#WhyVT			Promotional marketing

Hashtag	Twitter	Instagram	When to use
#VT4L			Alumni
#VTFirstDays			Beginning of freshman year
#HokiePets			
#HokieBaby			
#HokieNation			Athletics
#TravelingHokies			Alumni travel
#HokiesAbroad			Study abroad

HASHTAGS

DO



Virginia Tech

@virginia_tech

Wow, so many #HokieBaby doctors 🧑🏻 heading out into the world after the 2018 @VTGradCommunity #HokieGrad ceremony. 🌞



Virginia Tech

@virginia_tech

No matter how you say "I love #VirginiaTech," just know that we ❤️ you right back! 🙋 We welcome our #VT22 international students and can't wait to have you in #HokieNation!



DON'T

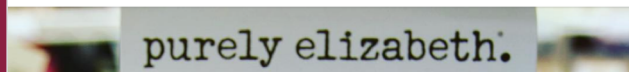
We #HokieLove graduation. Congratulations and #bestofluck. #Gonna #Be #A #Great #Day at #Virginia #Tech. #Blessed



Eats Natural Foods

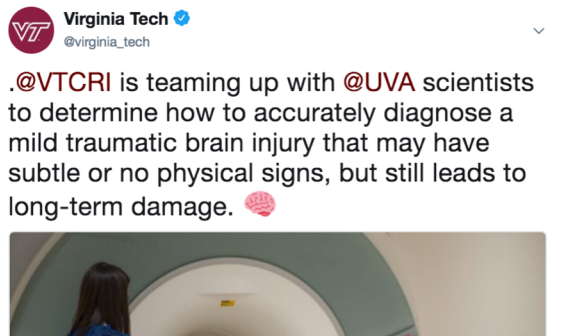
July 26 at 10:50 PM · 🌐

If you're looking for a new bar, consider this one, new at EATS! Coconut cashew. Certified vegan, gluten-free, and non-gmo. #eatsnaturalfoods #blacksburg #virginiatech #welcometoblacksburg #eatsnaturalfoods #nrv #swva #swvafood



TAGGING OTHER ACCOUNTS

DO



DON'T

Check out our alum! @VTMattWins
 @MPC0407 @VTBlackCaucus @bburglat
 @inclusiveVT @deseriacb @AKAHokie
 @VT_BGSO @TyrodTaylor @Vtblackalumni
 @NikkiGiovanniii

SOCIAL MEDIA ACCESSIBILITY

Always consider users who are visually impaired and/or hard-of-hearing

- Photo: Alternative text is supported on Facebook, Twitter, Instagram, and LinkedIn
- Video: Automatic Captioning and .SRT file upload options supported on Facebook and YouTube.
- Video: If closed captioning isn't supported, incorporate embedded text or graphics that suffice (Instagram and Twitter).
- Video: Consider sound-off majority.



SOCIAL MONITORING & INTERACTING



Notifications

95

- All
- Likes (99+)
- Comments (38)
- Shares (24)
- Other

Activity

- Check-ins (99+)
- Mentions (77)
- Shares (80)

Requests



In case you missed it

Virginia Tech liked



Dan Waidelich @dan_waidelich · 12h

Why does this dog look like every guy who lived in PY with me circa Fall 2006?

Virginia Tech @virginia_tech



We caught this pup at #VT22 Orientation the other day and now



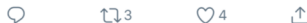
Timothy D Sands Retweeted



Hume Center @HumeVT · 10h

Hume Center Director Dr.

@TCharlesClancy wrote in the @XRDS_ACM magazine about pathway to a career in cyber operations, including what to study and how to get started. xrds.acm.org/article.cfm?ai...



Following

You



vtdsa and vt_rescue started following schifferthealth. 1w



vt_science liked 2 posts. 1w



clemsonuniversity liked gomandy007's comment: Way to go! 1w



vtsandsman liked your post. 4d



uva liked 4 posts. 2w



vt_engineering started following #vt22. 3d



ray.meese left a comment on virginia_tech_video's post: Nice! 🙌 I'm green with envy! 2d



COMMENT MODERATING

Comments that are inappropriate, offensive, insult or attack, contain illegal suggestions, or use foul language should be removed as allowed by that particular social media platform, as should those that are intentionally repetitive (spam).

- Hide comments where you can, and keep a log of any comments removed.
- Try to avoid blocking users, so that you can continue to monitor their behavior, but if they are spamming, you may block them.
- Be consistent with the treatment of all commenters.
- Use Google Translate to determine if comments need to be moderated.
- Add commenting guidelines to your Facebook group/page "About" section.



Barfument Mark WELCOME TO THE NEW WORLD ORDER.....
THE
REFORMED ILLUMINATI
FRATERNITY HOME OF WEALTH

Like · Reply · Message · 7h



Hide Comment



Delete Comment And Block User...



Traci Greene Forbes Hey Tech graduates! I'm a grandmother who needs some help and you can do that with stuff you don't want to drag back home! Here's a list of what I need and as I get these things I will mark it off my list. I'm not looking to get items to sell it's stuff I need but don't have the extra money for bc I'm helping raise these grandkids.

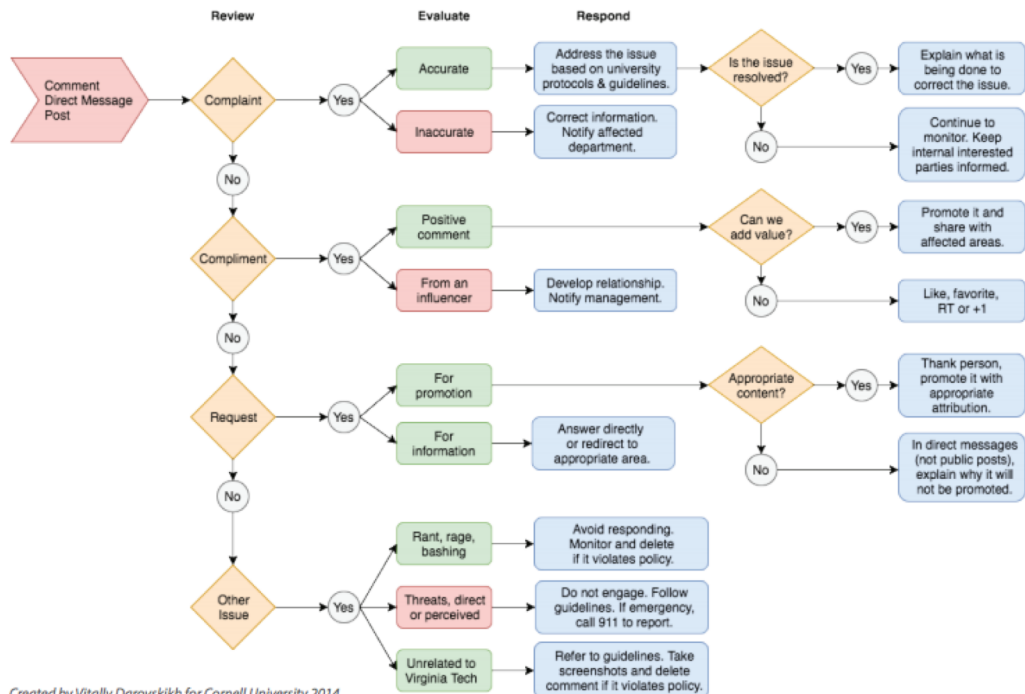
Responding: Social Media Decision Tree

Show personality while maintaining an appropriate voice and tone

- When appropriate, use GIFs, memes, and emojis



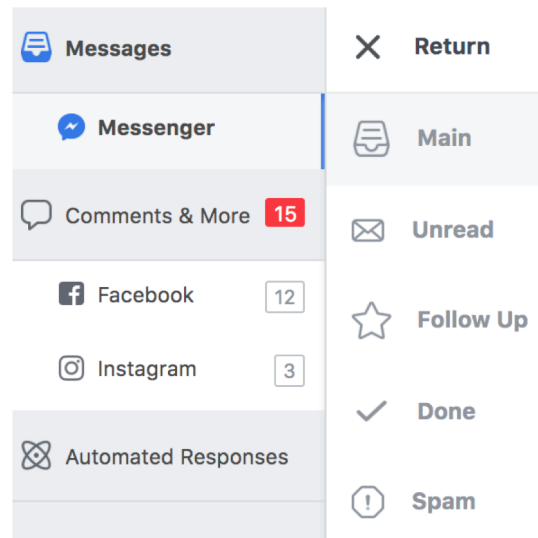
Us, all day, every day





RESPONDING: DMs/INBOXES

- Nothing is private: Expect anything and everything to be screenshotted and shared.
- The response should come from the account where the content is posted.
- Set boundaries and utilize away messages
- Respond in a timely fashion: Business-hour responses, unless there is an emergency.
- For messages that require research and follow-up, reply within three business days.
- Sign off/personalize DMs.
- Respond in a tone that positively reflects the VT brand.
- Confirm information before posting/sharing to ensure it is correct. When in doubt, don't post and/or ask for help.
- Direct users to relevant portions of vt.edu.



Hi Khem, Thanks for your message. We typically respond to messages between 8 a.m. and 5 p.m., Monday - Friday. For immediate help, please visit <http://www.vt.edu/> and use the search function. Thank you!

CUSTOMER SERVICE

Know your audience → Remember them → Follow-up

Hi Cristian - You can contact our Cranwell International Center at international@vt.edu or 540-231-6527. They will be able to help you! - Fairén H.



Kenna Grubb @Kenna_Grubb · Feb 22

I'm so glad I pay @virginia_tech 1000 more dollars to not have AC in dorm and it's 80 degrees outside 🙄 please turn it on!



1



3



11



Virginia Tech ✓

@virginia_tech

Replying to @Kenna_Grubb

Hello Kenna - We are not glad that you are having trouble with AC. You can contact @VTFacilities by calling 540-231-4300 to report this!

4:08 PM - 22 Feb 2018

4 Likes



Virginia Tech ✓ @virginia_tech · Feb 27

Hi Kenna - Just following up on this! Were you able to contact @VTFacilities?



THE EXPECTATIONS ARE REAL...AND WEIRD.

Quick responses are expected & requests come in at odd hours/may be odd in general



A screenshot of a chat interface. On the left, a student's profile picture is shown next to two messages. The first message is "Hello" and the second is "I have a question about housing", both dated "2 Aug 2017". The student's response is "Ok thx ur no help", also dated "2 Aug 2017". A large red arrow points from the second message to a red box containing the text "30 SECONDS LATER...".

Hello

I have a question about housing

2 Aug 2017

Ok thx ur no help

2 Aug 2017

30 SECONDS LATER...



Bridget Cathana

Unassigned ▼



send me a movie



Is VT a college

Hi Kharisma - Yes, this is a college. See www.vt.edu to learn more. Thanks! - Fairen H.

ISSUES MANAGEMENT/CRISIS COMM

- Ask for help: Seek the chapter liaison.
- Know that all primary VT posts=statement/breaking news.
- Look to share our updates instead of creating your own.



Joan Towers @JoanTowerz · Feb 13

Anyways my dorms flooded and everything is ruined when can I expect my reimbursement check ? Thx u know that expensive computer I bought ;) it's ruined ;) everything is ruined @virginia_tech

3 1 7



Virginia Tech ✓

@virginia_tech

Replying to @JoanTowerz

Yikes! Did you (or your RA) call emergency facilities? 540-382-4343



Virginia Tech ✓

@virginia_tech

VT Alerts: Weather Advisory: Blacksburg campus now closed today. All classes and activities canceled. For information visit vt.edu.



virginia.tech Cap decorating ¹⁰⁰

2d

Newest First

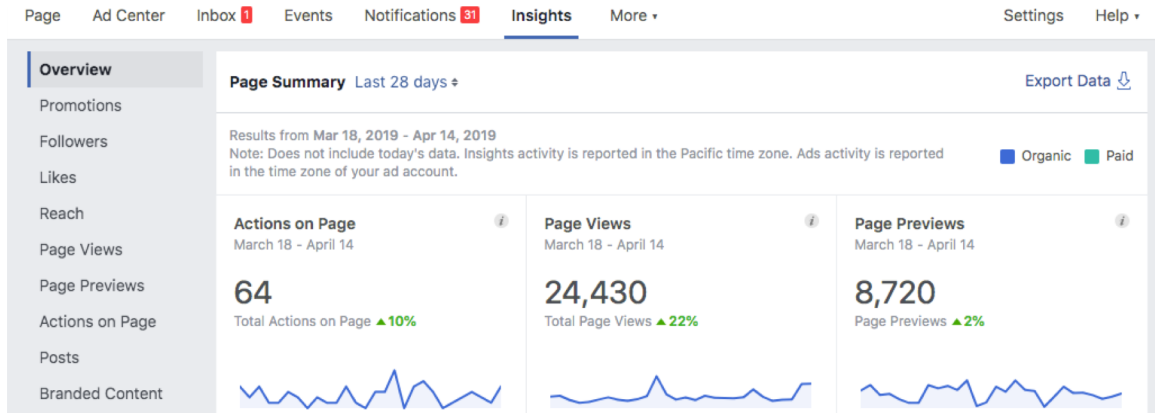


itsobviousimright NOPE STFU AND BURN IN GOD DAMN HELL NON EXISTENT LYING SHITS! BULLSHIT LIKE THAT CLEARLY CAN'T EXIST AND NO ONE WANTS IT TO UGLY FUCKS! GUYS CAN ONLY LIKE GIRLS DIPSHITS THAT'S SO GOD DAMN OBVIOUS! BURN IN HELL LYING LITTLE SHITS!

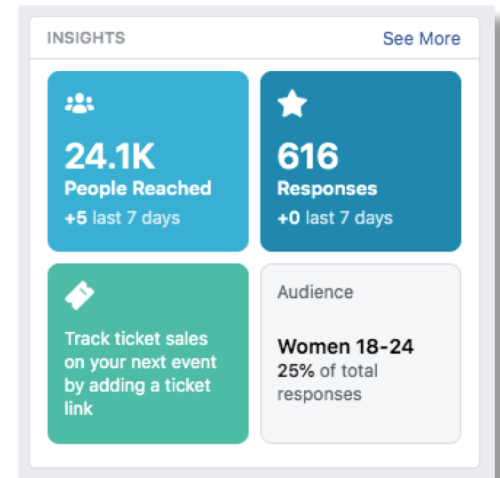
Make Data-Driven Decisions

Measuring success through analytics is vital

FACEBOOK PAGE ANALYTICS:

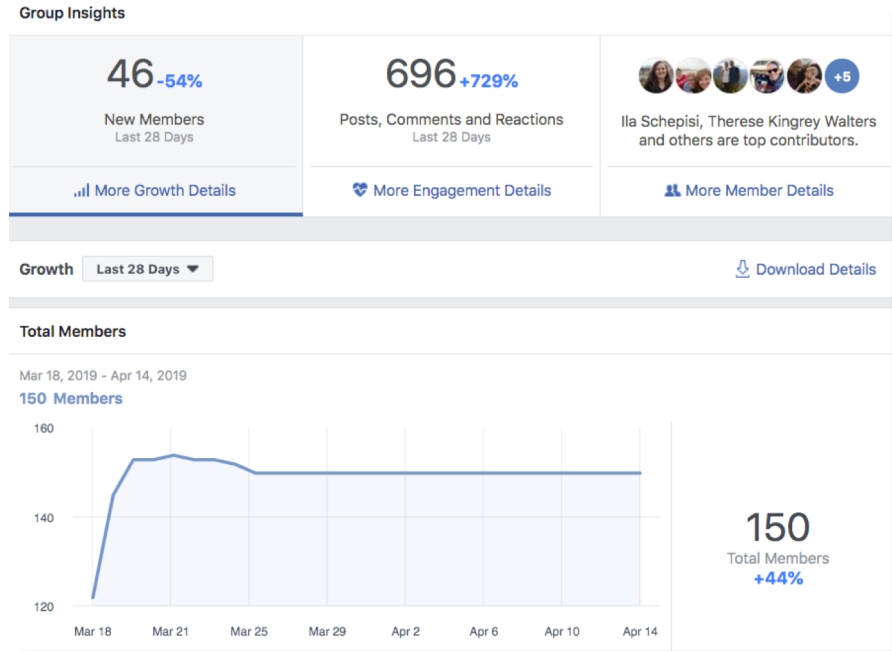


FACEBOOK EVENT ANALYTICS:



Make Data-Driven Decisions

FACEBOOK GROUP ANALYTICS:



Questions?

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