

OFFICE OF STUDENT LIFE  
SOCIAL MEDIA GUIDELINES

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## INTRODUCTION

Use these guidelines to inform and enhance your department’s social media strategy. **Be sure that your marketing specialist and Student Life digital communications coordinator are aware of all social media efforts.**

Social media is constantly evolving and the most successful users are those who plan for growth and change, track their progress to identify opportunities for improvement and keep an eye out for updates in social media.

Therefore, these guidelines should not serve as your only resource for social media. Instead, they should inform the development and implementation of your social strategy and provide an overview of Student Life’s standard social media practices.

## STRATEGY

Before getting started with social media, document a thorough strategy. Your strategy should fit into your overall marketing plan – social media is one of multiple pillars supporting your department’s marketing and communications. Your strategy should answer the following questions about your department’s social media efforts:

- What are my **objectives**?
- Who is my target **audience**?
- What is my **voice**?
- What **platforms** will I use?
- What **content** will I share?
- What will my **process** look like?
- How will I **measure** my success?

You can find a sample social media strategy and a blank social media strategy template on [Box](#).

## OBJECTIVES

Documenting your department’s social media objectives will give you a baseline to reference as you build your social media efforts over time. Take into consideration your department’s purpose. How can social media support your department in fulfilling it?

Create measurable goals so you can more easily track your success, and define the primary metrics by which you will measure progress.

## AUDIENCE

Social content is not “one size fits all;” it will vary depending on who is consuming it. When defining your audience, be as specific as possible. For example, “students” is too broad – “students living in residence halls” or “students looking for internships” are better.

## VOICE AND TONE

Voice and tone are important pieces of your department’s brand. **Voice** is a consistent writing style that makes your content recognizable. **Tone** varies depending on the content itself.

NOTE: Refer to University personality guidelines found at [brand.osu.edu/our-brand/](http://brand.osu.edu/our-brand/) when developing a voice and tone for your department.

### Voice

A good way to define your voice is to break it down into personality, rhythm and vocabulary.

- Personality: How you come across (straightforward, personal, witty, etc.)
- Rhythm: The way your content reads (short and sharp, slow and musical, etc.)
- Vocabulary: The words you use to get a message across (simple, wordy, poetic, etc.)

### Tone

While tone can change depending on the content, as a Student Life department, always be polite and respectful.

When deciding what tone you should use for a given piece of content, consider how your target audience is feeling and how you want them to feel. A frustrated or angry audience is unlikely to respond positively to a witty remark – opt for a more serious tone instead.

## PLATFORMS

The quality of your social profiles is much more important than the quantity. In other words, **do not put your department on more social media platforms than you can effectively manage**. When deciding which platforms to use, take into account your goals and audience. Different social media platforms reach different audiences and serve different purposes.

|          | Twitter  | Instagram   | Facebook   |
|----------|--|---|--|
| Demo     | 18 to 29   | Under 35  | 18 to 49   |
| Overview | High volume of easily digestible information                               | Medium to high volume of engaging visuals   | Low volume of impactful content  |
| Content  | Customer service<br>Event reminders<br>Event coverage<br>Deadlines<br>Tips | Event coverage<br>Product/service photos<br>Short videos<br>Highlighted people<br>“Stories” | Ohio State news<br>Third party content<br>Photo albums<br>Videos<br>Events |

### Other platforms

Student Life does not use social media platforms outside of Twitter, Instagram and Facebook except on a case-by-case basis. Consult your marketing specialist and digital communications coordinator with any inquiries regarding YouTube, LinkedIn, Snapchat, blogs, etc.

## CONTENT

Your content will inform your users' understanding of your department. Planning ahead and having a process will contribute to the success of your social media efforts. Remember to:

- Use a calendar for planning
- Submit marketing requests at least four weeks in advance
- Listen to and engage with your audience; monitor closely for issues requiring elevation
- Be consistent, accurate and appropriate

### Content calendar

Use a calendar to keep track of upcoming campaigns, events or blog posts and determine how you will promote them on social media. If you have year-round or evergreen messaging, schedule posts ahead of time so you will not forget to push them out.

You can find a sample content calendar and a blank content calendar template on [Box](#).

### Marketing requests

Request graphics from Student Life marketing as early as possible (minimum four weeks in advance) using the marketing request form at [studentlife.osu.edu/secure/marketing/](http://studentlife.osu.edu/secure/marketing/).

You may also want help planning a social media campaign, amplifying messaging or connecting with others around the university. Consult the digital communications coordinator to strategize.

### Listening

Watch for content that is relevant to your department to discover feedback; opportunities to share user-generated posts and engage with your audience; and alerts that attention and action are required.

Follow other Ohio State departments and organizations on social media. Track hashtags, keywords and locations by searching or setting up streams in Hootsuite.

Some useful hashtags are:

- #BuckeyeBites
- #BuckeyeforLife
- #BuckeyeLove
- #BuckeyesGive
- #GreenBuckeyes
- #WellnessOSU
- #MyOhioState
- #new2osu
- #OSUgrad
- #WelcomeOSU

### Engagement

Maintain an active presence by joining the conversations you find when listening and monitoring. Be sure to:

- Like, reply, share/retweet/repost
- Tag relevant departments/units and people
- Use hashtags and location tagging for increased visibility
- Share content from other Student Life units and individuals
- Follow up with users who express concerns, but ignore inflammatory/profane feedback or complaints about things that cannot be changed or helped

## Elevation

Elevate negative feedback to appropriate staff. **Profanity, threats of any kind, self-harm, etc. MUST be reported to your marketing specialist and digital communications coordinator.**

## Consistency

From a posting standpoint:

- Avoid gaps in the frequency of your posts by sticking to a schedule
- Define the minimum and maximum posts per platform per day or week

From a branding standpoint:

- Use a few hashtags frequently; when possible, choose existing Ohio State hashtags
- Always check if a new hashtag has previous uses that may not align with our brand
- Refer back frequently to the voice and tone defined in your strategy documentation
- Use unique visuals that align with Ohio State and Student Life visual identity guidelines

## Accuracy and appropriateness

Accuracy and appropriateness are priorities, as each department is a reflection of Student Life and of Ohio State. Here are some ways to ensure your content works:

- Check for both typos and accuracy of information
- Check that content complies with Ohio State's editorial style ([www.apstylebook.com/osu](http://www.apstylebook.com/osu))
- Ensure that content is completely free of profanity and bias
- Confirm that content and design elements have the proper approval before publishing
- In case of emergency or tragedy, remove scheduled content and seek direction from your marketing specialist and digital communications coordinator before posting
- Always consider your team's capacity for handling negative feedback

NOTE: If you have any doubt as to the accuracy, appropriateness or legality of your content, consult your marketing specialist and digital communications coordinator before publishing.

## **PROCESS**

Before opening any social media accounts, confirm that you have the time and staff to manage your department's social media presence. Be sure you have the capacity to:

- Respond to crises 24/7 to the best of your abilities
- Regularly monitor social media on weekends, evenings, holidays, etc.
- Maintain social media activity when the typical social media managers are out of office
- Have **all** content created by students approved by a staff member prior to publication

Staff social media managers should have social media applications on their phones for easy access to alerts and the ability to respond quickly when necessary. Students, however, should never log into Student Life accounts on their phones.

All new accounts must submit applications via the Digital Communications Coordinator.

### **Documenting your process**

Set your department up for success by documenting a process for current and future social media managers to follow. Include the following:

- Team members
- Content review and approval processes
- Back-up plan for when normal social manager is out of office

## **MEASUREMENT**

By defining a plan for tracking and reporting from the outset, you can better evaluate your progress toward your objectives. Decide how often you will evaluate social media performance and identify the metrics you need to track in order to determine progress toward your goals.

Focus on the numbers that matter to you. For example, if your goal is to get a message in front of as many users as possible, reach is a better indicator of success than likes or comments.

## RESOURCES

The following resources are available to help you optimize your social media efforts.

### Ohio State

- Brand Guidelines: [brand.osu.edu/](http://brand.osu.edu/)
- Brand Guidelines – Social Media: [brand.osu.edu/social-media/](http://brand.osu.edu/social-media/)
- Editorial Style Guide: [brand.osu.edu/editorial-style/](http://brand.osu.edu/editorial-style/)
- University Marketing: [universitymarketing.osu.edu/](http://universitymarketing.osu.edu/)
- Buckeye Social Media Community: [universitymarketing.osu.edu/resources/buckeye-social-media-community.html](http://universitymarketing.osu.edu/resources/buckeye-social-media-community.html)

### Student Life

- Student Life Marketing Request Form: [studentlife.osu.edu/secure/marketing/](http://studentlife.osu.edu/secure/marketing/)
- Sample documents: <https://osu.app.box.com/folder/83386089353>

### Industry

- Buffer Blog: [blog.bufferapp.com](http://blog.bufferapp.com)
- Hootsuite Blog: [blog.hootsuite.com](http://blog.hootsuite.com)
- Sprout Social Blog: [sproutsocial.com/insights](http://sproutsocial.com/insights)

Social Media Demographics:

- [blog.hubspot.com/marketing/state-of-social-media-demographics](http://blog.hubspot.com/marketing/state-of-social-media-demographics)
- <https://sproutsocial.com/insights/new-social-media-demographics/>
- <https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

### People

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