


LEARNING OUTCOME

After participating...

...you will be able to more effectively implement and manage the social media and branding guidelines at your institution.

AGENDA

- Creating a Culture of Being On-Message
- Review of Essential Elements of Social Media and Branding Guidelines
- Training
- Deployment and Implementation

 3

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CREATING A CULTURE OF BEING ON-MESSAGE

 4

TAKE A LOOK AT YOUR ORGANIZATION




Figure 1. Centralized network




Figure 2. Decentralized network

- Are you centralized?
- Are you decentralized?
- Are you a combination of both?

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POLL

What does your organization look like?

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■ TAKE A LOOK
AT YOUR
ORGANIZATION

- Office Level
- College Level
- Unit/Department Level

■ TAKE A LOOK
AT YOUR
ORGANIZATION

OFFICE LEVEL

- Communications and Public Affairs
- Creative team
- Digital team
- External Relations team
- Editorial team
- Leadership Communications team
- Strategic planning team
- Research Communications team

■ TAKE A LOOK AT YOUR ORGANIZATION


PRINT	DIGITAL
<ul style="list-style-type: none">• Branding Director• Creative Production Manager• Photographers• Art Directors	<ul style="list-style-type: none">• Digital Director• Project manager• Developer• Designer• Social Media Manager• Digital Content Manager• Multimedia Specialist

 9

■ TAKE A LOOK AT YOUR ORGANIZATION

COLLEGE LEVEL:

- College of Arts and Sciences
- College of Health and Human Development
- College of Engineering
- College of Information and Technology
- College of Agriculture and Natural Resources

 10

■ TAKE A LOOK
AT YOUR
ORGANIZATION

UNIT/DEPARTMENT LEVEL:

- Student Life
- Admissions
- Alumni
- Athletics
- Government Relations
- Economic Development




■ TAKE A LOOK
AT YOUR
ORGANIZATION

INFORMATION DOWNLOAD

Request each communications lead to fill out form outlining:


- What accounts exist (college level, unit level, dean level, faculty level)
- Who manages each account
- Request to be made admin/password



**BECOME A
RESOURCE**

**AN INFLUENCER IS ONLY AS POWERFUL AS
HIS/HER NETWORK**

- Visibility
- Power by Numbers
- Follow through




**BECOME A
RESOURCE**

**VISIBILITY
INTERNAL VS. EXTERNAL**

Internal:

- Faculty senate
- Classroom presentations
- Road show




**BECOME A
RESOURCE**

**VISIBILITY
INTERNAL VS. EXTERNAL**

External:

- Optimization meetings
 - Director of External Relations, Social Media Manager, Lead Research Writer, Digital Designer
- Partnerships with national and international experts
 - @Equalman



**BECOME A
RESOURCE**

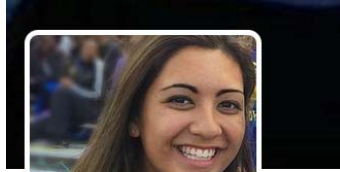
**AN INFLUENCER IS ONLY AS POWERFUL AS
HIS/HER NETWORK**

Power by Numbers

- Branding Advisory Committee
- Coordinated Communications Council
- Social Media Steering Committee
- Social Media Ambassadors



BECOME A BRAND AUTHORITY



Abby Hidalgo

@BlueHenAH FOLLOWS YOU

DE born and raised • Cognitive Science •
FSA PR Chair/ Webmaster • #UD2018 •
ΑΦΩ• tweeting for @BlueHenSays •
#socialmedia ambassador

Tweet to

Message

BRAND CONSISTENCY SETS TONE

Social Media Ambassadors on Twitter

- @BlueHenXYZ
- Avatar includes Struttin' Blue Hen
- Library of approved cover images
- Overseen by Communications Office



BECOME A BRAND AUTHORITY



UD CEOE

@udceoe FOLLOWS YOU

University of Delaware's College of Earth,
Ocean, and Environment #UDel #geology
#geography #climate #marinescience
#ocean #energy

Newark & Lewes, Delaware

ceoe.udel.edu

Joined April 2009

Tweet to

Message

BRAND CONSISTENCY SETS TONE

Department, College or Unit-Level Account on Twitter, Facebook, Instagram

- Avatar image reflective of organization
- UD logo in lower left
- Library of approved cover images
- Overseen by Communications Office



BECOME A BRAND AUTHORITY



Nancy Targett

@NancyMTargett · FOLLOWS YOU

The official Twitter account for the acting President @UDelaware; Dean of College of Earth, Ocean and Environment @udceoe; Director of @DESeaGrant. #UDel

📍 Newark, DE

🌐 udel.edu

📧 Tweet to

✉ Message

BRAND CONSISTENCY SETS TONE

NEW: C-suite Accounts

- Avatar uses official seal
- Library of approved images of President for #tbt, appearances
- Overseen by Communications Office



QUESTIONS



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REVIEW OF ESSENTIAL ELEMENTS OF
SOCIAL MEDIA AND BRANDING GUIDELINES



POLL

Do you have a brand style guide?

Does it have a social media
section?



BRAND STYLE GUIDE

STYLE GUIDE

- 71 pages
- Social media section
- Consistent updates

Social Media

Social media is defined as the interactions among people through creating and sharing content in virtual communities.

Supported Platforms

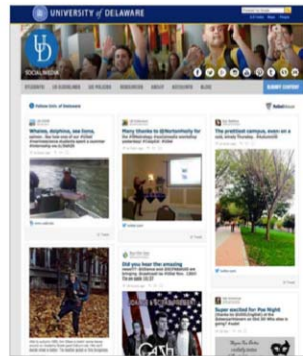
The University of Delaware uses and encourages official use of the following social networks: Facebook, Twitter, YouTube, Instagram, Pinterest and WordPress blogs. To follow UD on these networks, go to the **UD Social Media Portal**.
www.udel.edu/socialmedia

Social Media Accounts

All accounts that represent the University of Delaware, whether in name, as a program, group, entity, etc. must be officially requested and approved by Communications and Public Affairs and the UD Social Media Steering Committee. Accounts that have been created prior to receiving approval may be pulled down for not complying with University branding and/or request procedures.

Account requests will be considered two times in an academic year. Deadline for fall social media account requests is Nov. 1, and deadline for spring social media account requests is March 1. Once Communications and Public Affairs reviews the account requests, the Social Media Manager and his/her Steering Committee will determine approval or denial.

In the case of an account denial, CPA will work with the unit/organization to implement a social media strategy using existing UD social media channels.



BRAND STYLE GUIDE

STYLE GUIDE

Examples of acceptable vs. unacceptable

Page/Account Names

Every account representing UD in an official capacity must include "University of Delaware," "UD" or "Blue Hens" in its name. UDelaware is the social media handle trademarked for the University of Delaware.

Design

For avatars and thumbnails, the six primary social media accounts use official University logos and marks; all secondary accounts should use the avatar template for their pages, which is completed as part of the account request process. Pictures are acceptable if they are appropriate and suit the topic of the page — and if UD owns the rights to them.

The University has created sample templates for use on Facebook, Twitter and blogs. Units must adhere to these UD-created templates for all official accounts.

Once official avatars are established, they do not change. Cover images may be changed to reflect seasons, initiatives or curation calls to action, but should adhere to must current dimensions.

UD Social Media Portal and Guide

For more information—including best practices for using UD's official platforms, generating more content and promoting posts—consult the UD Social Media website, specifically the guide and policies.

Official social media accounts must be registered with CPA. To register an account, complete and submit the registration form on the UD Social Media website.
www.udel.edu/socialmedia/registration-forms.html

Example of acceptable avatar:



Example of unacceptable avatar:



Example of an acceptable cover photo for Facebook:



POLICY IS FLUID

I. Purpose

Online communities and social media represent potentially valuable resources for University of Delaware faculty and staff in performing their job duties. University employees are encouraged, when appropriate, to take advantage of the wide variety of social media tools available to them.

II. POLICY

As is true in other, traditional media, when participating in online communities and social media as part of their job duties, employees must comply with university policies and guidelines. These include, but are not necessarily limited to:

[Policy 1-14](#): Policy for Responsible Computing at the University of Delaware

[Policy 1-15](#): Information Security Policy

[Policy 1-16](#): Employee Use of Computing Resources for Home Pages

[Policy 1-18](#): Electronic Mail Management and Retention Policy

[Policy 1-19](#): Employees' Use of E-Communications Policy

[Policy 1-20](#): Policy for Wireless Computing at the University of Delaware

[Policy 1-21](#): Use of University-Wide Electronic Mailing Lists




POLICY IS FLUID

- Meet with General Council
- Discuss policy
- Determine authority
- Update, update, update



**PERSONAL
VS. PRIVATE**

“ Personal sites or blogs should clearly reflect the fact that they represent the thoughts and ideas of the individual blogger, not the University of Delaware; for example, “The views expressed on this blog, (account etc.) are mine alone and do not necessarily reflect the views of the University of Delaware.”




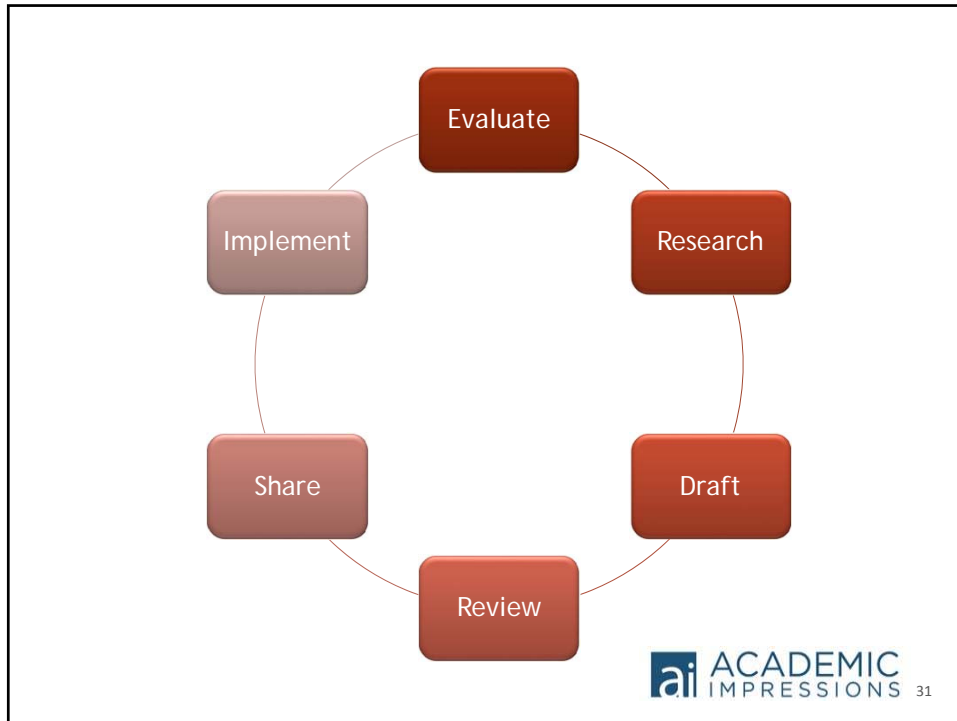
**PERSONAL
VS. PRIVATE**

Faculty vs. Staff

- Have those tough conversations
- Spread the word
- Lean on your network

...The Power of Influence!





CREATE: SOCIAL MEDIA GUIDE

AUDIENCE Account administrators • Students, employees, alumni, volunteers	STRATEGY • Structure • Branding • Policies
PURPOSE Provide university-specific best practices • Content • Engagement • Monitoring	PROCESS • New accounts and platforms • Troubleshooting • Revising policies

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GOVERNANCE COMMITTEE

FORM A COMMITTEE

Marketing Office (Chair)

- Student life
- Information technologies
- Human resources
- Athletics
- Alumni & development
- Academic representative
- Faculty member
- Student



CONSIDER HASHTAGS AS BRAND

- #UDWelcome
- #UDeI
- #BlueHensForever

CONSIDER HASHTAGS AS BRAND
#UDWelcome



Important Dates to Remember

December 15 Deadline to apply for on-campus housing	February 8 Residence hall check-in, 2 p.m. - 9 p.m.
January 5 Semester payment or first installment payment due date for spring semester	February 9 Classes begin at 8 a.m.
January 23 New Student Orientation	

Share your news!
Show your pride and excitement by mentioning @UDAdmissions or #UDWelcome on Twitter or Instagram. Share a photo of yourself holding the enclosed #UDWelcome poster. You'll be automatically entered in a contest for UD gear!





Congratulations!



Just as the state of Delaware led the way for our nation as the first state, the University of Delaware strives to be a national leader in research and scholarship. And it dares its students, faculty, staff and alumni to be part of a first-rate community of learners as we pursue our nation's critical goals together.

Dare to be first.
UNIVERSITY OF DELAWARE



CONSIDER HASHTAGS AS BRAND
#UDWelcome





lailacostello
COLLEGE BOUND

187 likes 15w

lailacostello If Ya didn't see on fb or snap 🥰🥰 University of Delaware class of 2019! #udwelcome

view all 40 comments

lailacostello @abfried bonjole 🥰🥰🥰🥰

ninaendrstyoga Congrats love!!

lailacostello Thank you!! @ninaendrst gracemilling Go girrrrr! @lailacostello 🙌🙌

lailacostello @gracemilling mrjustinervin CONGRATS!!! 🙌🙌

gtvalentine 🙌🙌🙌

lailacostello Thank you!! @mrjustinervin annalisanmoss Yeah! That's so wonderful. They are lucky to have you! Xo

alexisflemingnyc Congrats! 🥰🥰🥰🥰🥰🥰 so proud of you!

lailacostello Thank you!!! Miss you!

...



SOCIAL MEDIA PORTAL

APPROVED HASHTAG LIST

HASHTAGS

Here are our approved hashtags. Use them to keep the conversation going. If you have a hashtag you would like approved, send it to socialmedia@udel.edu.

#UDel	Showcasing all that is happening within the University of Delaware
#BlueHensForever	Keep in touch & updated about what UD alum are doing
#UDWelcome	Welcoming accepted students and promoting different events & activities the first week or so of the fall semester
#BHStateofMind	Documents all UD sports
#Determined	Students and football fans tweet their encouragement for football teams
#BlueHens	Array of posts about sports, University life and school pride
#BlueHenPride	Blue Hens, including students, alumni, faculty, and staff tweeting about things their love for the University
#UDHC	UD Homecoming
#AutumnUD	Call for autumn photos around campus
#UDSpring	Call for spring photos around campus

? QUESTIONS

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TRAINING

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SOCIAL MEDIA TRAINING


- Guest speakers
- Summer Faculty Institute
- Social Media Workshop (2x a Year)



SOCIAL MEDIA TRAINING

GUEST SPEAKERS:

- Lee Rainie, Director, Internet, Science and Technology at PEW Research Center
- Google Hangouts with Erik Qualman, author of “What Happens on Campus Goes on YouTube”



**SOCIAL
MEDIA
TRAINING**

SUMMER FACULTY INSTITUTE

- Helped to extend the brand
- Earn buy-in from influential professors on campus



**SOCIAL
MEDIA
TRAINING**

SOCIAL MEDIA WORKSHOP

- Twice a year
- Fall: Leaders on campus, Steering Committee Members, Best Practices, Case Studies
- Spring: Logistics, legal, meet the SMAs, emphasis on responsibility of protecting the brand



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DEPLOYMENT AND IMPLEMENTATION



POLICE YOUR BRAND



UD ADVANCE
@UDADVANCE

Emily Bonistall Postel, Ph.D. | Sociologist
| Director of ADVANCE Institute |
recruitment & retention of female faculty
& faculty of color | Women 2 Leadership

📍 Univ of DE ADVANCE Institute
udel.edu/advance

- No avatar branding
- No strategy
- Not approved



POLICE YOUR BRAND



- Content questioning the University's decisions
- Making an official statement in #distractinglysexy conversation

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POLICE YOUR BRAND

QUESTIONS FOR ROGUE ACCOUNTS:

- *Why does your department/organization need a Facebook or Twitter account?*
- *Who is your target audience?*
- *What kinds of posts are you going to have on your page that potential followers can't get anywhere else?*
- *How will potential followers benefit from the information shared on your page?*
- *Who specifically is going to be running the page day to day?*

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POLICE YOUR BRAND



- Worked on creating avatar
- Content ideas, tips and best practices



POLICE YOUR BRAND



UD Art Conservation

@UD_ArtCons

Updates about the University of Delaware Undergraduate, Graduate, and Alumni in Art Conservation.

📍 Newark, Delaware


🌐 artcons.udel.edu


🕒 Joined February 2010

- No avatar branding
- No strategy
- Not approved


**POLICE
YOUR
BRAND**

- Manage a rogue account list
 - Does communications office have record of strategy?
- Create ongoing list of off-brand accounts
 - Avatar, logo, cover image
- Amplify and curate from official, branded accounts to reinforce the brand




 **POLL**

Do you have a CMS?




MANAGEMENT

PROACTIVE	REACTIVE
<ul style="list-style-type: none">• Digital asset library• Consistently review existing accounts• Listen to and guide content• Solicit regular analytics	<ul style="list-style-type: none">• Managing rogue accounts• Adapt policies and share with influencers• Respond to crisis with consistent and clear messaging




ACTIVITY

Let's look at some scenarios




POLICING YOUR BRAND




udbluehens FOLLOWING
Delaware Athletics Official Instagram of University of Delaware Athletics
www.bluehens.com
1,758 posts 4,810 followers 37 following

- Off-brand avatar
- Incorrectly sized avatar
- Not a very pretty avatar

What would you do?



POLICING YOUR BRAND




udtowers FOLLOW

Vlad_rtd, elysehalleyc, highered_geek, hermanau27, cibrauch, conrad213, brittanykahn, and kplifer like this

udtowers We ♡ Towers kitchen!! Think about bringing smaller baking sheets and dishes so the heat circulates better. #TowersTips

- Unofficial account
- Unofficial hashtag
- Undesirable image of brand

What would you do?





TAKEAWAYS

- Organizational Structure
- Networking across campus
- Management tools



QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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59