



Creating Your Own Department Social Channels Checklist:

Setting up a social page policy:

1. Let the office of university communications know you are planning on setting up a page (on Facebook, twitter, or Instagram)
2. Meet with the OSC social media team to decide if this is the best course of action for your organization/department
 - a. If it is decided with OSC that one of these platforms or all of the platforms isn't right for your organization/department, we will work with you on incorporating certain messaging of your org/dept. into our social content strategy.
 - i. Please provide the following for OSC to post
 1. Link
 2. Photo
 3. Caption

Facebook-specific guidelines

- For clubs, groups or organizations involving children under age 18, a closed Facebook group should be used.
- For public, non-minor-related organizations or events, a Facebook page should be used.
- **Do not use a Facebook profile account to represent a college entity.** If you are unsure which type to create, contact the social media team.

Facebook has strict policies on contests, sweepstakes or promotions. We do not recommend having contests on your page.

If Facebook pages exist that do not meet these criterion, contact the OSC social media team for assistance.

Questions to ask before setting up a social media presence:

Which social media tool should I use?

It depends on what you want to do, who you want to reach and how much time you have to devote to social media. We recommend that you only choose one platform to start with. We would rather you do one really well than all three halfway decently. We recommend using Facebook, Twitter, Instagram or a blog; there are no limitations on photo sharing sites, but Google+, Pinterest and MySpace will not be supported.

Here are some things to know when making your decision:

Facebook — Facebook is about quality content, not quantity. It allows you to post text, pictures, videos and links to other online content. It is the tool most of our audience is familiar with. It's a good way to interact with the public, since it easily allows users to comment on and share your posts. You will need to connect a personal account to a group or page in order to act as an administrator. Keep in mind that you must be 13 to have a Facebook account, which is required for accessing a Facebook group. View Facebook specific guidelines.

Instagram – Instagram is useful for beautifully photographed or video content. This platform allows users to engage with you via likes and comments. It is recommended that you always monitor these comments.

Twitter — Twitter is useful for frequent, brief posts about news and events or links to publications or websites. It can also be used to give moment-by-moment updates about events, such as conferences, field days or classes as they are happening. However, content must be less than 140 characters. Anyone who has the login information can administer the account. View Twitter specific guidelines.

YouTube — YouTube is a way to share instructional and promotional videos with the public. It allows for comments, and videos can be shared on other social media accounts. Make sure the videos you upload are 508 compliant. View YouTube specific guidelines.

Blogs — Blogs are similar to a newsletter and are great for posting longer articles or content. It is similar to a website, but can be configured to allow comments for questions and feedback. This may be a great alternative to writing a newspaper column, but may take more work to build and retain an audience.

Who should run my social media effort?

The best person will be someone in your office/group who's in charge of communicating with the public in other ways (by phone, in person, through newsletters, etc.). A reliable volunteer under the supervision of a college employee may also be an option. The person you choose should:

- Have good communication skills (includes grammar!)
- Understand your goals and mission
- Be familiar with UCR main social media policies
- Be familiar with the audience
- Have the knowledge and authority to represent the organization
- Have the time and knowledge to use the tools
- If you have more than one person helping out with your account, try to appoint a team lead who will coordinate the strategy and stay in touch with the OSC social media team.

How often do we have to post?

If you cannot sufficiently post more than once a week, we would recommend you consider not creating a social presence. You will build a following and engagement by posting frequently and responding to comments. If you do not have someone available to monitor your social channels daily and post content at least weekly, please consider using the main UCR channels to help distribute your content.