Social Media Guidelines

Social Media is here to help extend the reach of the College of Arts & Letters. While it can seem like a lot to tackle once systems are in place it's much easier to handle. This document will help you create systems and plans to share all the wonderful things your department is doing on your Department Social Media accounts.

Why: To use social media Social media marketing is essential for academic programs to reach the generation of incoming students. With prospective students living and engaging on social media, it's the best way to showcase program highlights, faculty expertise, and student success stories. By leveraging social media's reach and interactivity, academic programs can drive enrollment, build a vibrant community, and attract potential donors. Embracing social media ensures lasting success and growth by connecting with the tech-savvy audience effectively.

Sac State General Guidelines:

Sac State recently updated their general guidelines please read through them here: https://www.csus.edu/brand/social-media.html

College of Arts & Letters General Guidelines:

- **Consistency**: We recommend posting a minimum of 3x a week. Whatever schedule you choose for your Department, consistency is key. Consistent postings are the number one way to increase engagement and keep the algorithm happy. Posting content needs to continue over school breaks as well. Any long break in posting (weeks, not days) will put your account in lower standing in the algorithm. Consistency is key!

- **Tagging**: Keeping your posting connected to the College of Arts & Letters and our community is important Tagging the College specifically will ensure that we see your post and share it. If you do not tag the main college accounts we cannot guarunte we will see it! ***Please make sure your department accounts are following the College accounts!*** Please add the following to every post:

    - #alfunCollege #seriousfun #sacstate #sacramento #madeatSacState #artsandletters #stingersup #sacstateartsletters

    - On Facebook: @SacStateArtsandLetters

    - On Instagram: @sacstateartsletters

If you have any questions or need additional assistance please contact:
Barbra Pushies
Communications, Outreach, & Event Planning Analyst
(916) 278-7669
barbra.pushies@csus.edu

Accounts:

The College of Arts & Letters is focusing on Facebook and Instagram at this time. Each Department should have a Department account: @sacstate(your department name) Please see the [Sac State Social Media Guidelines](#) for more information.

Departments can have multiple accounts for different programs but only add these if you can consistently post to them. It is better to have one very active account than multiple accounts that are active sporadically.

Please feel free to use other platforms like Twitter or TikTok as long as you post consistently.

Content Strategy:

There is a wide variety of content you can post, which can get a bit overwhelming. Creating a plan is the best way to ensure you are coming up with content consistently. Give each day you post a content bucket to use as your inspiration. By creating a content bucket plan, you will always have something to post, even if nothing all that exciting is happening that week.

This year we are focusing on increasing enrollment & retention so students, current and prospective, are a top priority. University Communications did a poll of students recently and found the following to be some of the top reasons students picked Sac State. Use these as jumping off points for content ideas.

Why Sac State? Brainstorms

Belonging/Experiences
- Welcoming, inclusive
- Diverse population, cool people and vibe
- Engagement opportunities
- Resource centers to support students
- Fun times, Hornet Pride
- Something for everyone
- Dedicated, caring, encouraging students and faculty/staff
- Commitment to community and service

Academics/Learning
- Excellent education, educators
- Varied programs, practical application
- Classes are smaller, taught by faculty, hands on
- Flexible experience, supported, engaged or only go to class

Campus/City
- Beautiful campus, trees and surrounding areas
- Sustainability efforts
- Sacramento experience
- Sac location: river/trails
- Proximity to Capitol
- Exciting place to live and go to school

Affordable/Accessible
- Taking down barriers, access to education
- Affordable, less debt
- Local, close to home

Future/Career
- Fast-track to graduation, get to your career faster
- Ready for careers, Make more $
- Access to alumni network
- Employers seek Sac State grads

For example: If a department is posting only three times a week, your schedule could look something like this:

Monday - Student/Faculty Spotlight
- Share a successful student story
- Work with a student or ALA to do a "Day in the life of a _____ student"
- Spotlight a club or group in your department. Show how students can feel a part of something.
- Share a recent faculty publication, performance, or exhibit. Share who is new faculty.
- Say thank you to faculty retiring. Share upcoming events that a faculty member is a part of.

Wednesday- Did You Know?
- Share information about your department. (Did you know where the ___ office is?)
- Share information about interesting classes that have available spots.
- Share information about a certificate in your college
- Share information about opportunities and things happening on campus. (Did you know today is the last day to do...)

Friday - Degree to Job
- Share what kind of jobs a student could get with their degree.
- Show how a degree can help make a person's life better
- Share the stories of the how a student can get a degree that leads to an amazing career

In addition to this, departments should be promoting all their events. Having this kind of general content going out regularly will help increase your engagement when your event posts go out. There needs to be a balance between general content and event promotion. You can turn event promotion into more general content by sharing behind the scenes moments or sneak peeks of what will be happening at the event.

Overall your content should be educational, interesting, fun, and engaging. Keep graphics simple and in line with Sac State's [branding guidelines](#). Social Media images are fairly small, so keep text to a minimum on your images and put it in the caption instead. If you ever need feedback on a graphic, feel free to send it my way.

Sharing:

You don't always have to create your content from scratch. A great way to get content is to follow others and share their posts. Is there a community partner your department works with that posts great content? You can share directly to your page's feed on Facebook and to your stories on Instagram.
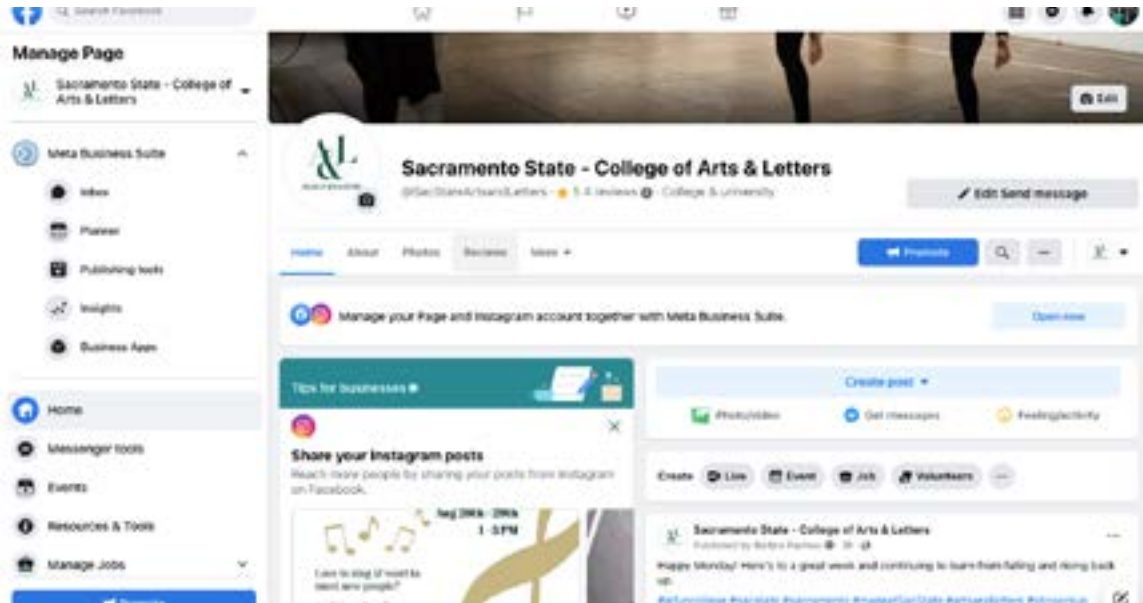
It is best when you share someone's content to add an additional comment to the post as to why your audience would find it interesting. Make sure you are following The College of Arts & Letters and all the other Department accounts and share their content when appropriate. Sharing something can be one of your content buckets!

Scheduling:

Days are busy, and there isn't always time to post every day! How do you make this all work? Scheduling!
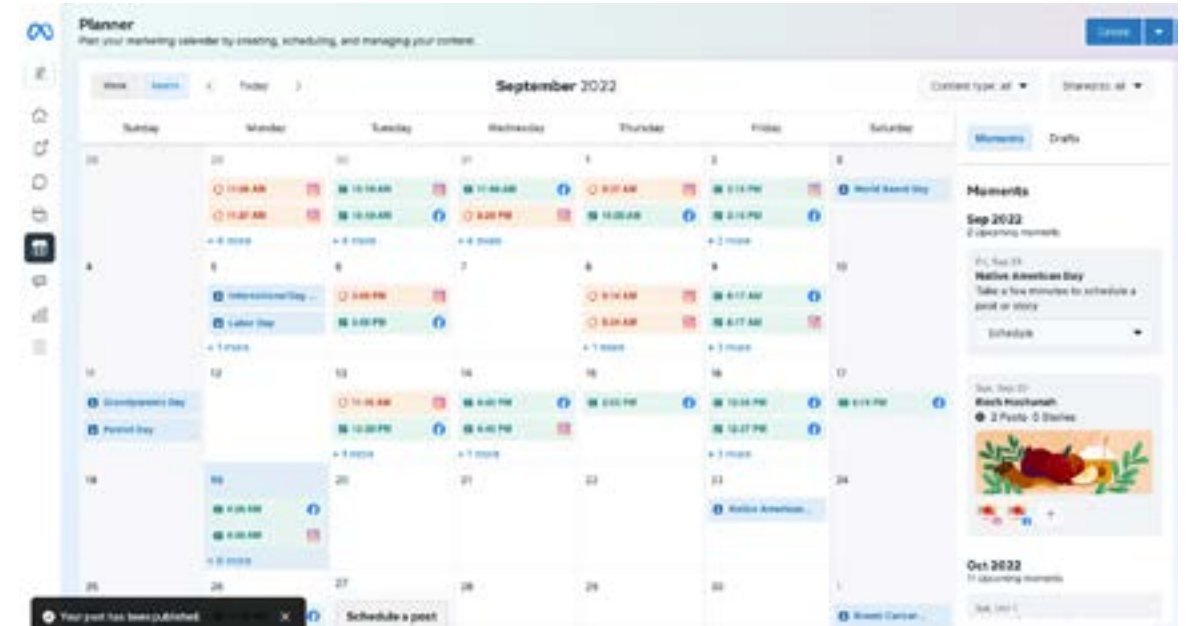

Scheduling is your friend and will make all of this so much easier to handle. To schedule to Facebook and Instagram, you will want to use the Meta Business Suite on Facebook. You will need to have Editor or Admin access to the Facebook page. Once on your page, you should see options for the Meta Business Suite on the left - click on *Planner*.

Once you click on *Planner,* you will get a calendar view. This will show you all the scheduled posts and what has previously been posted. It also shows you upcoming Holidays and specialty days (National Donut Day and other things like that), which can be very helpful when planning social media. Depending on your preference, you can pick between the week or month view

To schedule a post, click *Create* in the top right corner. It defaults to a feed post, but clicking the arrow allows you to schedule to stories.

From here, you can create your post! You can post to Facebook or Instagram, or both. You will want to enter all your copy for the post in the Text field, add your hashtags, and tag the College. Under *Media* you can upload your photo/graphic/video. If posting to Instagram, there must be a piece of media attached. If posting to Facebook only, you don't need media and could just include text or a link.
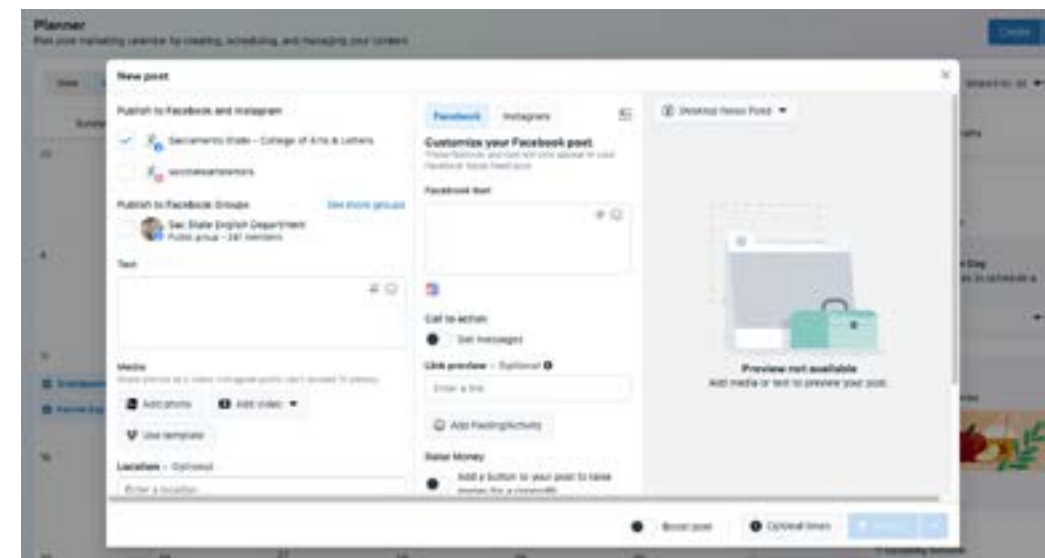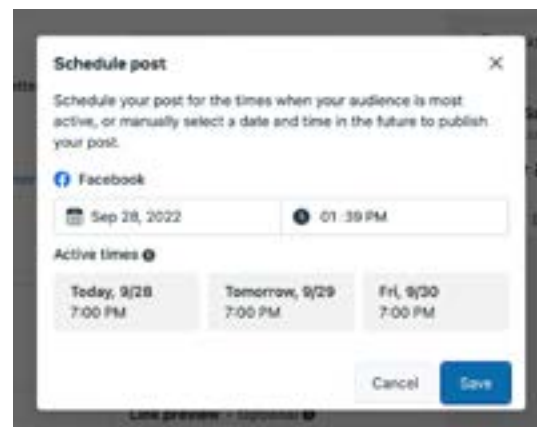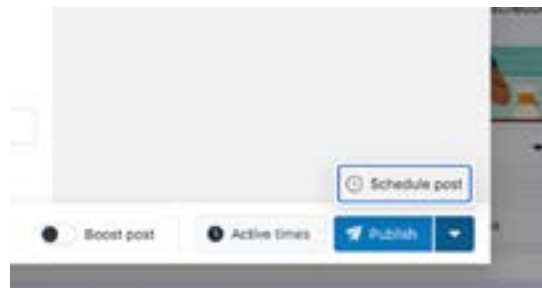
Note - there is the ability to do simple edits to your photos once you upload them. They also give you options to resize your photos to optimize them for Instagram. Very handy!

When you are happy with your post, you can choose to post now or schedule the post. To schedule, click the arrow in the bottom right-hand corner next to *Publish*.

You will then get a pop-up to set the date and time. Pick whatever time and date works best for you. Over time Meta will start to give you times that are best for your audience. Don't stress about the suggested times; it's best to choose a time when people tend to check their social media - over lunch, towards the end of the day and first thing in the morning.

You can schedule up to 29 days in advance! Set a reminder on your calendar at the end of the month to get things scheduled for the next month

Note on Scheduling - there may be times we do not want to have social media going out if there is a tragic or unprecedented event in the world. If there is a day where something has happened that will make your scheduled post inappropriate, please go in and cancel your scheduled post.

Even though you have scheduled your posts, you should still post when fun, spontaneous moments happen. Remember, we are the #ALFunCollege! *Embrace the Fun!*

Engagement

One of the main goals of social media is to increase our reach to prosceptive and current students. Posting consistently is the first step. Step two is engagement!

The more engagement a post has, the more reach it will get. To help increase your engagement, it is good practice to engage with other posts and those who engage with you.

Engaging with your Audience:
- Comment back on ALL comments unless they are spam or inappropriate.
- Respond to complaints asking them to email you to discuss. Do NOT delete negative comments unless they are derogatory or turn into harassment. It is best to show that you want to solve an issue that someone may have rather than just delete it.
-

Engaging with other Accounts:
- Engaging with other accounts will help grow your followers.
- Like posts from other departments, school accounts, and community partners.

- Comment where you feel comfortable - be encouraging or share interesting info.
- Share posts that you think your followers would enjoy.

The more you engage with others, the more people will want to engage with you!

Resources

Here is a list of links to resources and information to make creating interesting and engaging content.

- Sac State Branding - there are templates and info on branding for Sac State. I recommend not including logos on your graphics for Social Media as they can be hard to read and can make things a bit busy. The Arts & Letter's mark (A&L graphic) can only be used if you also include the Sacramento State Logo. The Sacramento State logo should always be the priority on any document.
- Canva - this is a free graphic design program that has some great social media templates. Please make sure to update colors to the approved ones from Sac State. This program is a great way to edit or create graphics quickly. I also use it to grab ideas for Holiday posts.
- Sac State Flickr - photos here are approved for use by the University. You can and should take your own photos, but if you need something different, check here. I particularly love the Campus Beauty shots. Please make sure to credit the photographer in your post.
- Sac State Student Flickr - more photos! Again please credit the photographer in your post.
- Pexels - This is a free stock photo site. You must credit the photographer.

Moving Forward

To help keep content ideas flowing and keep everyone on the same page, I have created an Arts & Letters Social Media Super Team. Please join us and get updates and inspiration! I will send a monthly update with inspiration and prompts for the following month. Things get busy, and I want to make this process as easy as possible for you all. Use the Team chat to ask questions and share fun things - we can organize group campaigns like a Department Chair Dance Off or share messaging for important events.

Thank You!

Thank you for helping spread the word about Sacramento State College of Arts & Letters. I hope this information helps managing social media for your department a bit easier. I am always here to help troubleshoot or brainstorm ideas. If you have a large event coming up and would like help building an event specific social media/marketing plan, please let me know.

Barbra Pushies
Communications, Outreach, & Event Planning Analyst
(916) 278-7669
barbra.pushies@csus.edu