Social Media Guidelines & Digital Media Overview – WSU College of Education

**Apps you will need:**

- Facebook, Facebook Page, Twitter & Instagram for social media
- Microsoft Teams immediate communication
- Outlook email app for larger communication
- Adobe Light Room for content editing
- Unfold for IG & FB stories
- Canva for IG & FB graphics
- Safari or Chrome for web browsing

**Facebook**

Used for general feature posts, promoting faculty and faculty research, programs, and events. Always refer to the event timeline & stay advanced in event posting.

- Facebook **Business Manager & Ads Manager**
  - Grow familiar by taking short & free online courses:
- Answer all FB messages within your realm of knowledge – refer all messages you don’t have answers to Chappy.
  - *Any complaints* – deflect to Chappy or an email account designed to connect these inquiries with the right people – beateacher@wsu.edu.
- **Do not engage** with Facebook reviews. If you do engage with reviews, you may only like them – do not comment.
- Be **strategic** about how you’re promoting programs and events to your audience - Keep things simple, keep things clear, & keep things consistent.
Twitter

Focus on Twitter should be on positive engagement about the college. This is our arena to engage with what is culturally relevant in the Palouse region & across college campuses all over the nation. Keep attention high.

- **Retweet, retweet, retweet** – If it reflects our culture & doesn’t hurt anyone, retweet it by itself. If someone says something relevant to being a student at the College of Education, being a student-teacher, or if a faculty member shares their achievements/awards, retweet it with a comment. If someone @s us in a conversation, join it asap if it relates to the professional realm and could give us positive promotion.

- **Talk with personalities** – Engage with high profile local identities like the Mayor, WSU President, the Pullman Chamber of Commerce, university leaders, leaders of other colleges at WSU, and more.

- **Timeliness is key, & size matters** – Our goal on Twitter is to share small & easy to create content quickly. That means we don’t need to be as flashy as Instagram or as formal as Facebook. We share one or two sentences that are relevant about whatever is important to the college at the time. That also means we won’t always promote ourselves exclusively but talk about events in the community at large. A lot of Twitter content will never see other platforms. A lot of Instagram & Facebook content will be abbreviated for Twitter consumption.

Instagram

This is where most of our student spotlights happen. Focus on Instagram should be social media days and other feature posts.

- Keep things **consistent & promote** the college **without too many words**.
  - Follow social media days and include the assigned banner overlay for each post on particular days.

- Keep things **consistent** by using **specific apps** that will create a **visual tone** for the content you create. Here are the **tools** you should use to create & edit:
  - Adobe LightRoom (for phone) –
Never use more than 3 or 4 preset filters, & settle on a collective editing style if you micromanage your edits in an app like Lightroom.

- **Adobe LightRoom or Photoshop** (for DSLR) -
  - When editing content or creating shared presets, make sure there is an agreed-upon visual tone you are all imitating. This will keep the quality of the content, as well as the visual aesthetic, consistent between photographers & videographers collaborating with the team.

- **Unfold** and **Canva** (for IG stories) –
  - Unfold is a minimal app for organizing photos & words in an appealing way, Unfold is essential for designing vertical slideshows.
  - Keep stories between 15-20 slides max (never more than 20).
  - Use content created on your device & content available in COE’s media server.

- **Features** – *WSU Pullman, WSU Tri-Cities, Dean of the college, Mayor, etc.*. Build relationships with these people, get them to tag us, & tag them back!
- **Feature – Internal** – *WSU ROAR, Masters in Teaching, student organizations at COE, etc.* Build connections with these groups & support them through their content. Collab with their teams & cross-promote when appropriate.
- **Build IG highlights** - There isn’t too much to explain for stories, as they’re construction is best learned through practice. Refer to the UNFOLD point above for relevant advice.
  - Highlights do not need to be shared on the feed daily, but **IG stories need to be frequent as attention is higher there**.
  - IG stories are important because we can share secondary & tertiary experiences that keep us in the front of mind when they think about our college or city.