



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:
 - **Facebook Blueprint** – www.facebook.com/business/learn
- 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.*