UMKC SOCIAL MEDIA PLAYBOOK

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Who this playbook is for:

UMKC staff and faculty who are social media page administrators
UMKC staff and faculty who are considering getting their academic unit involved in social media

How to use this playbook:

For best results, adopt and adapt these practices, strategies and tactics in a manner consistent with your personal comfort and your department/school culture. Consider contacting the UMKC Division of Strategic Marketing and Communications for additional training on social media for your department or school.

What does social media need to really work?

Social media works best when there are real people, with genuine intentions and quality content, behind every profile, tweet and tag. Automated social-posting systems diminish the value of your presence by corroding real engagement. Ultimately, what motivates people online is similar to what motivates them offline. According to researchers Peter Kollock and Marc Smith, motivations for contributing to online communities do not rely on altruistic behavior on the part of the contributor, they depend on these four pillars:

1. Anticipated reciprocity: A person is motivated to contribute valuable information to the group in the expectation that one will receive useful help and information in return.

2. Increased recognition: Recognition is important to online contributors. Individuals generally want recognition for their contributions.

3. Sense of efficacy: Individuals may contribute valuable information because the act results in a sense that they have had some effect on this environment.

4. Communion: People are fairly social beings, and it motivates many people to receive direct responses to their contributions.

Social media participation frequently suffers from the "tactical enthusiasm" syndrome. Your organization should be focused on objective-driven participation.

If you are like most social media users, you may have started out by signing up for an account because a friend or co-worker suggested you try it out. You may find yourself using it when you remember and neglecting it when you don't.

The goal is to continue to engage consistently and authentically, while adding strategic thinking and planning to increase your school or academic unit's effectiveness. Trainings, review of best practices, adoption of guidelines, organized/planned editorial content, campus-wide awareness and, most of all, peer support/promotion will all contribute to your ability to achieve these goals.

MAJOR PLATFORMS

Facebook

Considered to be the most popular social network on the Internet, Facebook is a superplatform that allows users to connect and publicly or privately share information with the people in their network.

KEY FACEBOOK FACTS

- Facebook has more than 450 million accounts worldwide.

- Internet users spend more time on Facebook than on Google, Yahoo, YouTube, Microsoft, Wikipedia and Amazon combined, according to the social media blog Mashable.

- Facebook's most used and basic features include but are not limited to searching and adding friends, sending them public (wall) and private messages; updating personal profile with daily activities and permanent information; joining networks organized by city, workplace, school or college; becoming a fan of brands, companies, celebrities and high-profile individuals; tagging friends in photos.

Facebook Advantages

- Personalized, networked web navigation that connects visitors' Facebook profiles to your company site.

- Greater privacy, greater comfort: Facebook affords user greater privacy than other communities like Twitter, which means users get to choose who views their content.

- Credible traffic funnel—Facebook has changed the way users find websites. Content marketers have identified a significant spike in web traffic as the result of shared Facebook links.

- Highly personalized advertising. Because of Facebook's closed platform, users feel more comfortable sharing personal information such as their political affiliation or their favorite movie. These details about a user's preferences allow advertisers to create campaigns aimed at much smaller, appropriate audiences than ever before.

- The feed factor. Each time a fan engages with a page, the action is updated within the wall feed, alerting friends about their recent interaction with a company brand and introducing the page to a new group of users.

- Sharing photos from an event creates instant engagement. People see photos first before reading.

Facebook Disadvantages

- Metrics. Due to its privacy policy, Facebook has limited the metrics currently available for Page Administrators. Metrics similar to Google Analytics would enable Page Administrators to gain a deeper understanding of their page's fans and visitors.

- Shrinking organic reach. Facebook has changed its algorithms so an evershrinking percentage of a page's fans see that page in their news feed (Facebook officials have said they hope to get it to as little as 1 percent) so that companies have to pay for a larger chunk of their audience to see posts. Fortunately, Sponsored posts aren't that expensive compared to other forms of advertising; about $40 per day.

If you're considering creating a Facebook page for a department within a school, please consult with the Social Media Advisory Group at mcom@umkc.edu.

Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets." It has 320 million monthly active users. Eighty percent of its users are on mobile.

Twitter Advantages

- Platform combination platter: Twitter is a combination of blogging, emailing, social networking and texting that allows users to cast a wider net to people they otherwise wouldn't be able to reach.

- Twitter allows institutions and departments to listen in on and participate in public conversations students and colleagues are having, which enables them to engage new students and strengthen relationships with existing ones. Institutions/departments can test out a new program or get feedback on an existing one for very little cost while creating a buzz at the same time.

- Credible traffic funnel. Twitter is fast becoming a top referrer of traffic to blogs, news sites and websites. It accelerates and amplifies business, politics and entertainment news and provides a new way to place stories with key players.

- Instant roving reporter: People go to Twitter to find what others are talking about in that very moment, with the ability to examine the profile (name, biography, location), followers and previous posts to Twitter of those doing the talking. Since Twitter profiles are mostly public, users can also have instant access to data contained in the network.

Twitter Disadvantages

- Far from mainstream: Only 23 percent of all U.S. Internet users visit Twitter, with 36 percent of those Twitter users visiting daily.

- Teens are not using Twitter in large numbers. Among adults, the highest percentage of Twitter users (37 percent) is among 18- to 29-year-olds.

- Short shelf life: Twitter is a strong but fleeting content tracking tool. Be advised that the shelf life of tweets in terms of impact ranges from a few hours to a few minutes.

How to Use Twitter

1. Sign up at Twitter.com
2. Go to https://twitter.com/signup and enter a name, email, user name and password, then click "Create my account." Try to find a name that is short and contains words that users might use in search.
3. Twitter will send you an email verifying your new account.
4. Find people and organizations to follow. In the "Who to Follow" section, Twitter will suggest people for you to follow. These will get more accurate as you follow more people. The "Contact Import" page allows you to find people in your email address book on Twitter.
5. Go to account settings add a profile picture, bio and website URL. The profile picture should be square.
6. Post your first tweet!

Twitter Basics

- Tweets are limited to 140 characters.
- A hashtag is any word or phrase immediately preceded by the # symbol (#UMKCProud). When you click on a hashtag, you'll see other tweets containing the same keyword or topic.
- Hashtags are a good way to start conversation (hashtags count toward the 140-character limit, so keep it short) or join an existing one.
- Tweets that begin with another user's name — also known as "replies" or "mentions" — only appear in your feed, the mentioned user's feed and the feeds of users who follow both you and the mentioned.
- If you want to make others see your mention of another user, place a period before @Username: ".@username Here is a message I want others to see."
- Retweets are a simple way to share tweets posted by others. There are two ways to retweet (RT): You can simply click the retweet icon, and the tweet will appear in your feed. You can also retweet with comment by tapping the retweet icon and typing into the comment box.
- Make sure you click through and read the resources you are retweeting. People often interpret a RT as an endorsement of the content. Be sure that you have read all of the tweet and subsequent links before you RT content.
- Twitter users who follow each other can communicate privately through a direct message (DM). These messages are only viewable by you and the other user.
- Links, photos and videos keep your tweets dynamic and inviting.

Advanced Twitter

- Consider using a URL shortener when linking to a web page. Shortener services such as bit.ly feature analytics tools.
- Tweeting from a web browser has limited functionality, so we suggest using TweetDeck or Hootsuite to maximize your Twitter monitoring and engaging experience. These services also let you schedule the day/time tweets appear in your feed.
- What are others talking about? Twitter's search engine (search.Twitter.com) is a good place to start for basic searches.
- Live-tweet events or provide appropriate "behind the scenes" coverage, especially photos.
- Twitter is meant to be informal. But if tweeting on behalf of a department or unit, do not use "I" or "me."
- Twitter is a fleeting medium. As a result, do not be afraid to tweet important news or share a link on multiple days. Small changes to the language of the tweet can keep the content seeming fresh.

▶ YouTube

YouTube is a video sharing website on which users can upload and share videos.
(UMKC YouTube Channel)

Why use YouTube?

- Content supplier: YouTube videos are platform-agnostic and can be shared on nearly every platform. The same cannot be said for Facebook or Twitter, as YouTube does not currently offer the ability to post tweets or share status updates on this platform.
- Google-level analytics: Since it is owned by Google, the analytics include keyword and traffic sources, hot spots (showing when viewers stop watching the clip) and insights about what other content users also watched.
- Global reach: YouTube is available in 14 different languages and 21 different countries, positioning it as one of the most global social networks.
- SEO goodness: Google rewards multimedia content with higher search rank. Uploading videos to your institution channel and linking/embedding those videos in your blog/news releases is helpful for search rank.

To consider when using YouTube:

- Familiarize yourself with the university channel and the types of videos that are on there before submitting videos to it.
- Decide whether you need to start your own channel or submit to the university channel.
- Consider captioning your video so that it's accessible to all users.
- Make sure to title it and give a good description so that it can be found by search engines.
- Link to your video from other social media to help people find it.
- Keep videos short — no more than three minutes is a good guideline, although the shorter, the better. Most people watching videos prefer 30 seconds - one minute.

Instagram

Instagram is a mobile photo-sharing, video-sharing social media platform. Accounts are defaulted as public but can be made private. Users create a profile to follow other users and to post/share photos and video. Instagram's popularity stems from the ability to be creative with photos by using filters and unique angles. Accounts can be connected to and sync with other social media accounts such as Facebook, Twitter, Tumblr and Flickr. If you decide an Instagram account is right for your school or unit, you can ask for pictures and information to be shared from the main UMKC account.

Key Facts

- Although profiles can be viewed with a browser on a desktop, you can only post photos from a mobile device.
- Although photos and videos are property of the account holder, simply opening an Instagram account and agreeing to their terms and services means you give Instagram right to use and share your photos with "special permission."
- Be careful of copyright. If you don't want people to use and share your photos, don't post them.
- If you didn't take the photo, video or create the image, it doesn't belong to you to use or share. Do not copy a photo, graphic, video or image off the Internet and share it on Instagram without permission of the owner.
- Keep Instagram login and passwords in a place others in your unit/department can easily access. Instagram is highly-sensitive to potentially suspect activities on an account. If more than one person will be posting to the account, be prepared for Instagram to require email verification that the account activity is approved.
- Make sure the profile picture/image is approved according to the UMKC brand guidelines.
- When posting pictures of students, be mindful that many students are under the age of 21 and may not want their picture shared on Instagram. Although a photo request form is not required at a public event, such as a meeting or graduation, it's best to ask the person's permission to post on Instagram.
- Post frequently and engage.
- Photo descriptions do not accommodate hyperlinks. If the URL is easy to remember, you can use it. Otherwise, you can put a hyperlink in the profile description. This section can change as often as you want it to, which is helpful when a series of posts will be made for a specific campaign.
- Have a strategy for posting to Instagram and include this on your editorial calendar.
- As with Twitter, this platform requires regular monitoring to maximize its benefits.
- Use hashtags.

◆ Snapchat

Snapchat is quickly becoming a social media platform of choice for many people. It offers the option to share photos and videos over short periods of time, making it an ideal tool for storytelling at events.

How to set up Snapchat

1. Snapchat is only available on mobile devices. In order to use Snapchat, you will need to download the application and sign up. Users must be 13 or older, and the account will be tied to your cell phone number.

2. In order to find friends on Snapchat, the app will request permission to access your contacts. If you choose to do this, you will still be able to select which of your contacts you want to add on Snapchat. If you do not wish to do this, you can add friends later by typing their username into the search tool on the "My Friends" tab. In order to see your friends list at any time, you can simply swipe right or tap on the three lines located on the bottom right corner of the camera screen.

3. In order to adjust settings, tap on the ghost icon at the top of the screen and then tap the gear in the top right corner. It's important to note that to use features like filters and "Our Story," the app requires access to your location. By turning on filters, you are giving Snapchat permission to access your location. The special text feature allows you to overlay large text and emojis on your snaps. You can also activate the replay feature, which lets you replay one snap that was sent to you in the last 24 hours. You can only use replay once every 24 hours, and it will only allow you to replay the snap you last viewed.

Taking snaps

1. To adjust the focus of the camera, tap anywhere on the screen. Tap the camera icon with arrows in the top right corner to switch from rear camera to front camera, and tap the lightning symbol at the top-left corner to turn on the flash. To take a picture, tap the circle at the bottom of the screen. To record a video, tap and hold the circle (videos can be up to 10 seconds long). You must take pictures and videos from within Snapchat — you cannot access your phone's photo gallery in this app.

2. You can add captions by tapping anywhere on the screen. You can change the size of the caption by tapping on the "T." You can also draw on your photo with the pencil tool in the top right corner — change the color by adjusting the slider and use your finger to draw. Tap the arrow to the left of the pencil to undo any mistakes. Swipe your finger left or right to view filters.

3. You also have the option to set a time limit choose how long recipients can view the snap for up to 10 seconds. To change the time limit, tap the stopwatch in the bottom left corner. If you want to save your image or video before sending, tap the downward-pointing arrow at the bottom of the screen. You cannot save snaps after sending them, but you do have the ability to save snaps that you add to your story.

Sending snaps

1. To send a snap, tap the arrow in the bottom right corner, pulling up your contact list. Select who you want to send the snap to (you can send to as many people as you want) and tap the arrow in the bottom right corner to send. Once someone has viewed your snap, the arrow next to their name will no longer be filled in. The filled-in arrow means the snap has sent but has not been opened. You will be notified if someone takes a screenshot of your snap. Otherwise, it disappears after someone has viewed it (or replayed it).

2. You can also create Stories. Stories can be posted to your feed and remain there for 24 hours. After taking a snap, tap the square icon with a plus sign on the bottom left of your screen. To delete the snap from your Story, go to your "My Friends" page and tap on the gear icon next to your Story, then tap "Delete."

Viewing snaps

1. If you are on the camera screen, you will be able to see if your friends have sent you any new snaps or posted any snaps to their Stories. On the bottom left corner of the screen, if the square icon is highlighted in pink with a number, it means you have unopened snaps. If the square icon on the bottom right of the screen is highlighted in purple with a number, you have unviewed Stories.

2. If you tap on the pink square, it will show you a list of snaps sent to you. A filled in square icon means you have not viewed that snap yet. If it is a blue square icon that is filled in, they have sent you a text message that you have not viewed yet.

3. If you tap on the purple square, it will show you a list of Stories from your friends, as well as several company accounts or event-based snap feeds. Simply tap on a Story to view it.

4. If you tap on the screen before the time is up for that snap, it will move you to the next snap (if there is one) or take you back to the previous page.

Live chatting

1. There is also the option to chat with someone in real-time. To start a chat, visit your Snapchat inbox and swipe right on a friend's name. To attach a photo or video, tap the yellow camera button. Chat messages will be cleared once you leave the chat screen.If you want to save a message, you can tap on the conversation to change it. The font will change and be highlighted in gray, meaning it has been saved.

2. If you and your friend are both in the chat at the same time, the camera button will turn blue. To start a video chat, you and your friend must hold your fingers down on the camera button at the same time.

Using Snapchat as an organization

Snapchat is still in the early stages of use by organizations and universities, so there's a lot of room to grow in this area. A few things to keep in mind, though, if you're going to use Snapchat:

- Snapchat is a community-based tool. You'll need to build a strong following on here to be effective. Contests are a great way to launch a Snapchat account and grow your following quickly.

- Consider how you can use Snapchat to tell a story — it is great for events or programs that have a defined time frame.

- Make sure you are transparent with your "friends" on Snapchat about how you may use their snaps. Asking friends to share snaps of themselves at events or engaging in some institution-related activity and then using those snaps in a news story later is a great way to share the event from multiple perspectives. Just be clear with users that you may use their snaps in this way.

- Respond to snaps that people sent you — even if it's just a note to let them know how great their snap is. This is a tool that people want to engage on, not just a one-way broadcast system.

- Have fun! There's a reason younger audiences enjoy Snapchat — it tends to be less serious than other social media platforms. Have a sense of humor and really use it in the moment to build a great presence on Snapchat.

in LinkedIn

LinkedIn can be a useful social media tool for a UMKC school or unit if you believe the target audience is using LinkedIn. LinkedIn offers universities three ways to participate: "Higher Education," "LinkedIn for Education" and "LinkedIn group." Research which one you want based upon the audience you want to reach. (If you are unsure, you may be better off providing content to the UMKC LinkedIn page instead of creating your own. There's strength in numbers, and making use of the UMKC following on the main page may be a good strategy for you.) "LinkedIn for Education" is geared toward prospective students and their families. This option has tools available to reach out to prospective students. If you don't plan to use these tools and strategies, this option may not be the best. The other category is "Higher Education." This option is more closely-related to a "Business" page for sharing of information.

Keep in mind that LinkedIn has more restrictions for creating universities' pages than other social media platforms have. For example, the creator of a university school or unit page must be personally connected personally with an administrator of the primary UMKC LinkedIn page and have permission from the "official" account to be created.

If you decide to pursue a LinkedIn page, here are some tips for getting started:

- You must have a personal LinkedIn account.
- Sign in to LinkedIn with your account.
- Decide which category your LinkedIn profile will be under "Higher Education" or "Linked in for Education."
- Connect with a UMKC administrator to get your account set up and approved.
- Build a comprehensive and complete profile.
- Optimize the profile with keywords.
- Choose a profile picture that meets MCOM's brand standards. Do not use a picture of the administrator of the page.
- Determine the tone of the posts. Remember this is not a personal page and posts are expected to be more professional. (IE: don't use "I.")
- Have a plan for marketing the page and build your network.
- Include LinkedIn posts on your social media editorial calendar. Also know you may need a separate marketing strategy specifically for LinkedIn.
- Make sure your posts include keywords that support your other social media and web posts to maximize your SEO.
- Include links back to the UMKC website in your posts.
- Just like in-person networking, social connections on LinkedIn are useful when you are engaged.
- Designate multiple administrators for the page or group.