July Quick Tips

Spam
Chapman University encourages university social media accounts to post frequently, but beware of posting too frequently. Please create an editorial calendar to avoid posting several times within the same hour. Fans and followers will “unfollow” and “unsubscribe” from accounts that congest their newsfeed. Although your posts may be relevant and interesting, online users do not like one account clogging their feed.

How to Schedule Posts
An easy way to space out posts and tweets over the week is Hootsuite and Facebook’s scheduling feature. You can type copy, include links, and upload photos in advance. Then, you can select a day and time for that platform to post.

Social Sharing
Please interact with other Chapman University pages and “share” their posts. If you happen to see another page post something interesting and relevant to you, feel free to “share” it and insert your own copy. By cross-linking when necessary, we can help all our pages prosper. My goal is to create a social media community.

Don’t forget to register
Please remember to register university social media sites. Recently, I have noticed colleges and department expanding their social media endeavors on Instagram and Pinterest among others. If you have identified these sites as effective marketing platforms for your college or department, administrators need to register each individual site.


My strongest recommendation is to consult with your supervisor and myself before branding your college or department on new platforms. Together, we can identify if this is the most ideal platform to achieve your goals.

Images Do’s and Don’ts

Social networks give brands the opportunity to effectively market themselves through the use of photos and images. Chapman University accounts should use these visual opportunities; however, admins need to be mindful of acceptable images for Chapman University-related pages. Your profile images, cover photos, and avatars may not be the following:

1. **Chapman University seal**: We will not support university social media accounts that use the Chapman University seal for their brand identity. Please find an alternative image that best represents your department and college.

2. **Chapman University Athletics Logo**: This logo is only approved for use by Athletics.

3. **Memorial Hall**: More than 1/3 of university pages use Memorial Lawn as a profile image or cover photo.

4. **Text, Signature Logos**: University department or college letterhead is not acceptable for profile images. Please find a visual representation of your department in place of text.

The Strategic Marketing and Communications department is happy to design professional, creative, and thematic profile images/cover photos for your accounts. However, we can only accommodate university social media accounts that follow policy guidelines: [http://bit.ly/CUSMPolicy](http://bit.ly/CUSMPolicy)

1. **Post consistently**: Chapman’s best practices suggest three times per week or every other day).

2. **Engage with your followers and fans**: respond to questions, concerns, etc.

3. **Post relevant content** to your department and college.

For questions about your current images, please contact me (slehman@chapman.edu).

Human Profiles VS. Brand Pages

For the social media beginner, there are 3 types of Facebook pages: Human profile, Group, and Brand page.

Facebook developed “Facebook Brand Pages” to help organizations brand themselves on social media, highlight relevant news and information, and connect with customers. Please make sure your department or college is on a Brand page, not a Human Profile.

Human profiles are designed for an individual (“Jane Doe”). Although human profiles look similar to Brand pages, there are key differences.

1. **The “About” section**: Showcases a person’s employment, education, location, and relationship status. None of these categories are applicable to brands. Instead, a brand page showcases Mission, Description, Parking, and Basic Information.

2. **Cover Photo/Profile Image**: Although both types of Facebook pages have a cover photo and profile picture, Brand pages have different sizing requirements.

3. **Event Myth**: Brand pages can create Events like a human profile. Example - Use Facebook as “Chapman University” > “Home” > “Events” (in left column) > “Create an Event.”

University departments and colleges acting as Human Profiles will not be supported by Chapman University or listed in the Social Media “Hub” set to go live in August. Please visit this link to learn more about brand pages.

[https://www.facebook.com/about/pages](https://www.facebook.com/about/pages)
Welcome New Pat hers!

This is an extremely exciting (and crucial) time of year… new students will join the Panther family this August for Orientation!

These new students will be looking to our social networks to guide them, provide them with information, help them get acclimated, and connect them to the university. This is a perfect time of year to tailor recruitment efforts:

1. **Welcome** them to the university.
2. **Share** exciting programs, clubs, or organizations your department or college provides.
3. **Highlight** research and current events this fall.
4. **Spotlight** faculty within your department or college.
5. **Recommend** student employment opportunities in your department or college; or recognize a “Student Employee of the Month.”
6. **Ask Questions**

   Our presence on social media demands us to be social. Facebook Pages and Twitter accounts are not free web pages. They require attention and thoughtfulness. Let’s kick off the 2012/2013 academic school year with interactive pages that encourage intellectual conversations among our students online.

   The Web and Interactive Marketing team (David May and myself among others) will have another Social Media “booth” during the first two days of Orientation. The booth will function exactly like Commencement. Any Tweets including the hashtag #ChapmanU or keywords “Chapman University” will be displayed on the Chapman University Social Stream.

   For new social media administrators, please visit the following YouTube link to preview an example of the Chapman University Social Stream. In the example, the Stream imports Tweets using the keyword “Disneyland.” Tweets including photos also appear.


   For questions about Orientation or the Chapman University Social Stream, please feel free to contact me (slehman@chapman.edu)

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**Recommended Articles**

**6 Posts That Build Engagement on Facebook**

Facebook grew its purpose to accommodate businesses. Hence the addition of Facebook pages for brands. Engagement is reflected in comments, likes, and share. Here are 6 ways to create engaging content for your page.

http://bit.ly/MashableFB1

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**Suggested Topics**

**Suggest a Social Media Topic of Interest**

Want advice about a particular platform? Need a question answer that may apply to other university accounts. Email slehman@chapman.edu to include the topic in the August Scoop.
Meet the Social Media Team

SHERI LEHMAN
Interactive Marketing Specialist
Sheri Lehman develops and executes institutional interactive marketing initiatives to provide a personal, engaging, and transparent experience with students, future students, faculty, staff, and community members.

Sheri manages the social media accounts for Chapman University. She creates copy and content, monitors interactions, and responds to the online community for the university’s main pages on Facebook, Twitter, Google+, Pinterest, Foursquare, and Instagram. Sheri contributes to the official Chapman YouTube Channel managed by Panther Productions (Pamela Ezell.)

DAVID MAY
Web and Interactive Marketing Manager
David May provides strategic oversight and leadership to the University website and web-related marketing projects from concept through launch, using web technologies to position the University more effectively on a national and international platform. He manages the ‘web and interactive marketing’ team which consists of three web coordinators, a senior web design specialist, a web technology specialist, and an interactive marketing specialist. This team creates, manages, or advises on sections of Chapman’s website, peripheral sites, social media, search engine optimization, search engine marketing, email marketing, and more.