



## September Quick Tips

### Consistency

Chapman University's social media direction focuses on delivering consistent and relevant information to followers and fans. Please consider using an editorial calendar. Outlook or iCal can remind you what to post and when. Excel and Word templates help you spread out posts and post content on effective days. Examine which days your fans are most engaged and responsive.

### Avoid auto-posting

Twitter and Google+ are not Facebook. I discourage connecting platforms unless you are not confident you can post consistently.

#### Twitter:

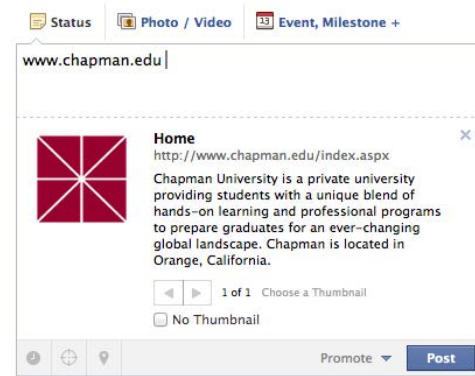
Vary content between Facebook and Twitter to avoid cut-off text and "... " at the end of Tweets. Tweets allow for 140 characters of information including photos and links. Be creative!

#### Google+:

Google+ is very similar to Facebook, but identical posts defeat the purpose of branding on both networks. At times, copy and paste is OK, but please rearrange copy or invent new 'angles' to your message.

### Pasting links in Facebook Status

After you paste the web page URL in your Facebook Status Update, Facebook autopopulate a 'box' that sends users to the destination.



Once the box appears, DELETE the URL in the status update section. The box will remain there even when you delete it.

### Think headline, not article

Avoid posting large paragraphs on Facebook. Heavy content can appear "too exhausting to read" to your followers and fans. Create a few captivating sentences and attach links, photos, and video to support the copy.

A picture is worth 1000 words. Visuals pop! Facebook's Timeline features allows brands to storytell.

## IN THIS ISSUE



### 2 SOCIAL ICONS IN YOUR EMAIL SIGNATURE



### 2 HOMECOMING GETS PICTURESQUE



### 3 ORIENTATION FOLLOW-UP: ONLINE SUCCESS!



### 3 MUST READ ARTICLES

# SOCIAL ICONS IN YOUR EMAIL SIGNATURE

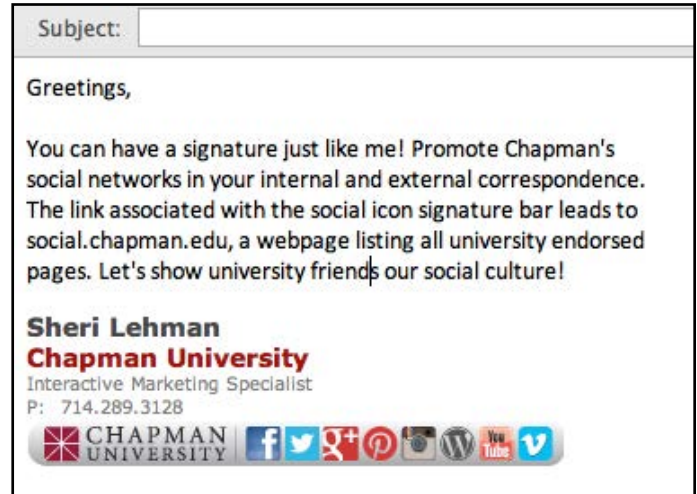
Since my hire date last year, I received numerous requests for professional-looking social icons for work signatures. I am thrilled to present the official social media signature icon for staff and faculty.

There are two versions of the “social signature bar” depending on your preference. The single icon was designed to replace the 6 or 7 individual icons that clicked through to their respective platforms. With the single bar, a user can click through once to social.chapman.edu.

Social.chapman.edu is the home to our social media hub: an interactive experience to see live posts, tweets, and pins from the university and a full list of university social media pages to find and follow. While the “hub” is in development, we created a placeholder list view of all approved social media accounts. Eventually, this page will transform into the interactive social platform.

Please remove other icons you may be using (or icons I sent to you in the past.)

**To add this social media signature “bar” to your signature, please email me at slehman@chapman.edu. I will send the Word document -- all you have to do it copy the image from Word and paste into your signature!**



Grey signature bar



White signature bar

## Homecoming 2012: Say Cheese!

It is that time of year already ... Homecoming and Family Weekend! In addition to our social media booth and Chapman Social Stream, we will be featuring “photo ops” on campus. Families, friends, and students of the university will be encouraged to take pictures at a “photo favorite” locations. These locations have been selected and identified by our own Chapman students and alumni!

Locations will be clearly marked with an A-Frame with a simple call to action:

1. Take a family picture or reunion snapshot at the location.
2. Share your photo with @ChapmanU.
3. Use the official event hashtag.

The booth will have specialized campus maps highlighting the locations for visiting families and guests. ***If you would like one of these fun activity maps for your booth or Homecoming event, please email me at slehman@chapman.edu.***

For Homecoming, please support the endeavors of Alumni Relations, University

Advancement, and Athletics. Through social media, highlight reunions or workshops you may be hosting and cheer on our Panthers playing at home. ***The official Homecoming hashtag will be:***

# #CUHOME12



## ORIENTATION CHATTER SUCCESS

*Social Media is a Social Must.* This slogan embodied our most recent campaign to recruit new fans and followers during Orientation.

Orientation was certainly a hot day, but it was also a hot topic online. New students shared photos of their dorm room decor, raved about Playfair, and praised the new university traditions. Even alumni @AnnelihGH got in on the social sharing and tweeted, "Proud to be a former #OA! #Classof09."

Our social media booth passed out our social media fans (they were a hit at Commencement!) and distributed a one-sheet of social media information for parents and new students. To see the posts, tweets, and photos by students and university friends, visit ChapmanU's Storify Story.

<http://storify.com/ChapmanU/orientation-2012-stories>

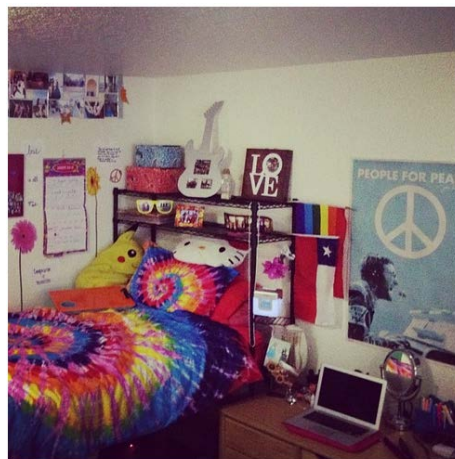
Now it is in your hands! Remember to post consistently because we just told new students to follow YOU!



New students get some love from the senior class. Loving the Orientation spirit! #chapmanu

Chapman University

16 days ago



#dorm #chapmanu #tiedye #johnlenon #home

monicapetruzzelli

15 days ago

## COLUMN

### SMC Goes to Higher Ed Web Conference

David May, web and interactive marketing manager, and myself, interactive marketing specialist, will attend the Higher Ed Web Conference in Milwaukee, WI October 8 - 10.

In addition to meeting other web and social media professionals in higher education, David and I will present the Chapman University Social Stream during the conference's poster presentation session. Our uniquely customized stream will premiere to other university and college marketing administrators for the first time!

For those who are unfamiliar with the Chapman Social Stream, please watch an example of our stream on YouTube. For the example, we pull in tweets using keywords "Disneyland" and hashtag #Disneyland.

<http://bit.ly/CUSocialStreamEX>

In my next issue, I will share our experience at the conference and include new information learned from other social media admins!

## SUGGESTED READS



### **6 Easy Ways to Boost Site Traffic with Facebook**

Focus on visual content, stay natural, and include links to your website ... These are just a few examples to use Facebook as the #1 site referral for your department's web pages!