WHAT WE’RE COVERING

- Strategy
- Social media branding
- Content creation and curation
- Social listening, responding, and moderating
- General best practices
- Issues management
- Briefly: analytics and campaigns
Strategy
THE PRIMARY ACCOUNTS

Virginia Tech
@virginia_tech

Virginia Tech News
@vtnews  Follows you

Virginia Tech Alumni
@VT_alumni  Follows you
What’s our strategy?

We include at least one brand-elevating, non-news story-related piece of lifestyle content per day on the platforms.
CONTENT + ENGAGEMENT STRATEGY

PRODUCE AND SHARE HIGH-QUALITY CONTENT.

REACH, EDUCATE, AND ENGAGE ALL OF HOKIE NATION.

DISSEMINATE HELPFUL NEWS AND INFORMATION IN A TIMELY MANNER.

PROVIDE BEST-IN-CLASS SOCIAL MEDIA CUSTOMER SERVICE, THROUGH TRANSPARENT AND PROACTIVE COMMUNICATIONS.
ALGORITHMS

**Facebook**: Engagement (comments and reactions), engagement from friends, relevancy

**Instagram**: Interest, timeliness, relationship, consistency, time spent on platform

**Twitter**: Recency, engagement (retweets), user frequency

**LinkedIn**: Engagement (comments), all content types, consistency

**TikTok**: Past behavior, post engagement, profile engagement, watch time

For all: *post high-quality, timely content*
Why do we have a policy? Policy No. 1030: [policy.pdf](https://policies.vt.edu/social-media-policy2.pdf)

- To support social media with the preservation and protection of Virginia Tech's brand identity, integrity, and reputation, allowing University Relations to shut down non-compliant accounts more readily.
- To ensure compliance with VT policies, applicable state and federal laws and regulations, and the Virginia Tech Principles of Community, among all social managers across campus.
- See also: Policy Section 2.2.4 – Business and Personal Use of Social Media

What's on the website?

- Overview of best practices covered here, with relevant resources and step-by-step instructions and downloadable guides to maintain consistent and aligned external, digital communications to a wide audience from Virginia Tech.
- Access to the campus-wide social media managers Google Group for on-going discussions and sharing of knowledge about social and emerging technologies.
- University master brand and style requirements, including downloadable visual asset templates.
Follow along with what's happening around the university, by following the official university accounts below.

To submit your college/department/unit to the social directory, click here.

<table>
<thead>
<tr>
<th>VT COLLEGE/UNIT</th>
<th>SOCIAL MEDIA HANDLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Tech</td>
<td>🏛️facebook 🎢twitter 🎼instagram 📷youtube 🍃tiktok 📱snapchat</td>
</tr>
<tr>
<td>Agricultural and Applied Economics</td>
<td>🏛️facebook 🎼instagram</td>
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<td>Alternative Transportation</td>
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<td>Alumni Relations</td>
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<td>Athletics</td>
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<tr>
<td>Biochemistry</td>
<td>🎼instagram</td>
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</table>
Social media branding
By having a social media account that indicates you work at or attend Virginia Tech, or if you run an account for your unit, you may be perceived as being a spokesperson for Virginia Tech. It is essential that you do not speak for Virginia Tech, the institution, but that you represent your unit or role at the university accurately. To mitigate any potential issues, be mindful of the following:

- Keep personal accounts separate from your role at Virginia Tech when possible. If there is overlap, ensure your personal views are not viewed as official Commonwealth of Virginia communications. (You may include a disclaimer in your bio, but users still have a hard time separating the two.)
- Stick to your area of professional expertise.
- Double-check that what you’re posting is accurate. When in doubt, don’t post or ask for help.
- Questions/comments that are related to a news story or press release should be referred to @vtnews on Twitter and/or the Media Relations Director of University Relations: vtnews.vt.edu/contact

ROLES, RESPONSIBILITIES, & EXPECTATIONS

Ask yourself: “Is my personal page really more of a business/university-affiliated account?”
As Social Media Managers, we protect & preserve the Virginia Tech brand identity, integrity, & reputation on a daily basis.

Hey there 👋— You’ll need to remove the VT mark from your profile photo since it’s violating our brand guidelines/is not sponsored by the university. Thanks! — Fairen H.

If you have questions, contact licensing@vt.edu

We are a bunch of 16 year old kids and you would go as far as sue us. Don’t you think it would be fair to provide us with a logo we can use.

Virginia Tech’s trademarks are only allowed on official communications, partnerships, and sponsorships. Virginia Tech does not allow use of its marks for projects not affiliated with the university, other than licensed products with approval from the licensing office in University Relations.

If you’d like to continue this conversation, you can email licensing@vt.edu.

Is this better?

Nope! You can’t use or distort the VT logo.

I thought we had a new logo?
ACCEPTABLE USE

Logos for social media use are available for download at vt.edu/social-media

IN VIOLATION

For accounts that start with "Virginia Tech"
Right-click on the image to download

For all Virginia Tech-affiliated accounts
Right-click on the image to download
Content creation and curation
CONTENT: WHERE TO FIND IT

- Us! [on social and in the Daily Email]
- Other university accounts
- Your students and faculty
- Content and trend calendars. Don’t overdo (informal) national holidays though and know the history/meaning/correct copy to use).
- Look to peers and the internet/news/social in general - trends/memes, as appropriate.
- GobblerConnect.
- Make your own. Go out and find it!

Need some help?
Send our Creative Studio a request: bit.ly/vtcreativerequest
COPE CORE: CREATE ONCE PUBLISH REPURPOSE EVERYWHERE

Get the most out of your content and be thinking about content creation and use during, before, and after production. The content and caption should always be unique to the audience that it serves.

Make, find, save, stock up, spread out, repurpose, recycle.
CONTENT CREATION INVOLVES...

Great content creation involves copywriting & editing, storytelling, psychology, photography, videography, graphic design, & simply having “the eye” for good content.

BUT BEFORE YOU POST:

- Get to know your audience and platforms.
- Choose the right messages and responses accordingly.
- Review previous posts and interactions.
- What you post > when you post
- Be agile.
- Set reasonable expectations for posting frequency for your unit.
THREE SECOND AUDITION

- It’s a visual, sound-off, mobile-first world.
- Include creative almost always.
- Balance evergreen, spontaneous, and planned content.
- Ask questions and avoid click-bait words/phrases (“like this”/“share this”).
- Pay attention: Social is everchanging.

“That’s a cool post... OH LOOK A...”
CONTENT CREATION 101

- Most posts should have a clear call-to-action, **but not every post should have one.**
- Emotive and relatable content is best.
- Make it shareable and taggable.
- Do not share content that has no relevance or connection to your Virginia Tech unit.
BE SURE YOU KNOW WHICH ACCOUNT YOU’RE POSTING FROM

Don’t be the person who accidentally posts a personal message to your brand accounts.

So basically faculty/staff are being forced to pay a new fee to access mcComas no matter what time they want to go? Nevermind the fact that we work from 8am to 5pm so early bird wouldn’t work for most of us.....

Ashley @happyhealthyacw · 14m
Hi there! As a double Hokie I am not sure if @FollowMeToVT is an official university account; however, if so, I think perhaps someone may have tweeted this response that he or she thought was coming from a personal account? Maybe not, but wanted to say something just in case.
Strong copywriting = strong content.

- Create unique, engaging, on-brand captions for all posts, tailored to specific audiences, that differ according to the platform.
- AP Stylebook is your best friend for responses and content writing.
- Triple-check everything you are posting.
- Research everything.
- Use Urban dictionary.
- Watch your slang.
CONTENT CREATION: COPYWRITING

Don’t just pull the headlines of stories to use as your post copy.

DO:

DON’T:
CONTENT CREATION: YES, WE ARE AN EMOJI BRAND.

**DO:**
- Fit emojis in the narrative of your post, when possible. They should compliment posts, not overtake them.

**DON’T:**
- Don’t use emojis to replace words, unless you are certain that they can’t be confused on differing devices and platforms.
- Don’t overdo emojis or use the same emojis on multiple posts in a row.
NOT ALL EMOJIS ARE THE SAME
POST your major stories right when they go live so we can look to amplify your posts first.

Let’s collaborate on cross-promotion of your stories when visual assets are involved.
CONTENT CREATION: PHOTOGRAPHY, VIDEOGRAPHY, GRAPHIC DESIGN

DO: Use free tools to create quick content.

- Adobe Spark: For visual storytelling and to incorporate brand fonts and colors
- Adobe Premiere: IG Story edits
- Canva: Simple designs
- InShot: Quick video edits
- Hype Type: Animated text videos
- ImgPlay Pro: Quick GIFs and video clip edits
CONTENT CREATION: PHOTOGRAPHY, VIDEOGRAPHY, GRAPHIC DESIGN

DON’T:

Don’t share content on social that looks just like the event’s pdf/poster.

Instead: Post text/info-heavy content to your Instagram story, breaking up the text on multiple slides.
CONTENT CREATION: VIDEO

- Ideal length for all videos: Under 1:30.
- Post natively and know that .MOV is not your friend.
- Sound is and isn't important. Most auto-play sound-off.
- Consider accessibility.
- Questions about social media live streaming? Ask us!

Instagram: Can’t exceed :60 in-feed / 15 second clip max / IGTV - up to an hour / Vertical is preferred for stories and IGTV, but accommodates 16:9

Twitter: Can’t exceed 2:20

Facebook: Can’t exceed 45 minutes for regular posts or four hours for Facebook live (30 minutes is the ideal FB Live time)
ACCESSIBILITY: PHOTO & VIDEO

- Photo: Alternative text is supported on Facebook, Twitter, LinkedIn, and Instagram. (There are limitations for some.)
- Automatic captioning and .SRT file upload options are supported on Facebook, YouTube, and LinkedIn. Twitter too, but only if you have access to their Media Studio.
- If closed captioning isn’t supported, incorporate embedded text or graphics that suffice (Instagram and Twitter).
- Consider sound-off majority.

![Captioned video and Instagram post interface]

Alt text describes your photos for people with visual impairments.

Maroon, orange, yellow, and green leaves adorn the Hokie Stone buildings surrounding the Drillfield on the Virginia Tech Blacksburg campus.
CONTENT CREATION: USER-GENERATED CONTENT

Slow content day? Utilize your fans and crowdsource content.

- Majority of Instagram content should be user-generated.
- Use sharing user-gen content as a way to improve/adjust posts to meet your brand voice and control the message.
CONTENT CREATION: INSTAGRAM & SNAPCHAT STORIES

- Make sure it’s a true “story” to keep users engaged: Beginning, middle, end.
- Cover the event best by grabbing photos and video clips in real time, but compose the story and add details later.

Have a visually appealing event coming up? Consider a VT Snap takeover!

Hey! Before this expires and disappears can you add the story to your highlights so I can keep watching it forever because it makes me so happy and definitely improves my academic performance.
CONTENT CREATION: SHARING PERMISSIONS

- Reposting is great, but always ask permission.
- Let them know which platform the content might be posted to and ask about sharing their name in the credit if they aren’t on a certain platform.
- Ask privately, not in the post comments.
- Ask for context.
- Ask for original photos.
- Screenshot approval, since users can delete/retract messages on some platforms.
CONTENT CREATION: CREDITING

- Try to keep the credit out of your main post copy, when possible or clearly separate from your copy.
- Tag the photographer, not those in the photo. They can tag themselves.
- Be cautious of endorsing businesses.
- If you use the Repost app for Instagram, try to splurge for the paid version to lose the watermark.

![Incorrect example](image1)

![Correct example](image2)
CONTENT CREATION: EDITING

- You can now edit posts on all platforms, except for Twitter.
- Do not delete your tweets unless there is an error in the original post or if you have been hacked and then the information should be immediately posted again with the correction. In either case, screenshot and file.
General Best Practices
STRATEGIC CONTENT SELECTION & URLS

- Utilize visual assets created for your stories, while still promoting your stories.
- Use websites like Bitly or your social media management platforms to shorten links that will be in your post copy. (Long links frustrate screen readers.)
- Draw attention to the link by dropping it on its own line or introducing it with an emoji.
STRATEGIC CONTENT SELECTION & URLS

- Always remove the hyperlink from the post copy, after a preview is pulled in on Facebook and LinkedIn.
- On Twitter, let the link preview serve as the visual asset.
- If a link auto-previews without an image or is pulling in multiple images unrelated to the story, remove the link preview and add your own photo and shortened URL.
- Try the “refresh attachment” setting on Facebook to attempt to fix the image in your story share.
HASHTAG USE AND TAGGING

Hashtags

- Fit within your post narrative when possible and tag at the end of a post, if you must.
- Use to amplify posts, tap into conversations and/or aggregate groups of posts to look back to later.
- Avoid excessive use and do your research.
- Capitalize each word to prevent confusion.
- Hashtag #Hokies and #VirginiaTech but be cautious when tagging on other words/creating new “brand” hashtags.

Tagging

- Fit within your post narrative when possible and tag at the end of a post in a “cc” manner, if you must.
- Use to amplify accounts, when applicable.
- Avoid excessive use.
- Verify and double-check the account you’re tagging in to see if it’s correct or if an account exists.
# HASHTAGS: BRAND HASHTAGS

Know our main brand hashtags and their intended use. Don’t deviate too much or alter them.

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Twitter</th>
<th>Instagram</th>
<th>When to use</th>
</tr>
</thead>
<tbody>
<tr>
<td>#VirginiaTech</td>
<td>📲</td>
<td>📸</td>
<td></td>
</tr>
<tr>
<td>#UProsim</td>
<td>📲</td>
<td>📸</td>
<td></td>
</tr>
<tr>
<td>#Hokies</td>
<td>📲</td>
<td>📸</td>
<td></td>
</tr>
<tr>
<td>#HokieLove</td>
<td>📲</td>
<td>📸</td>
<td>Typically for Valentine's Day and annual fundraising efforts</td>
</tr>
<tr>
<td>#HokieGrad</td>
<td>📲</td>
<td>📸</td>
<td>Commencement</td>
</tr>
<tr>
<td>#HokieFacts</td>
<td>📲</td>
<td>📸</td>
<td>History, statistics</td>
</tr>
<tr>
<td>#WhyVT</td>
<td>📲</td>
<td>📸</td>
<td>Promotional marketing</td>
</tr>
<tr>
<td>#VT4L</td>
<td>📲</td>
<td>📸</td>
<td>Alumni</td>
</tr>
<tr>
<td>#VTFirstDays</td>
<td>📲</td>
<td>📸</td>
<td>Beginning of freshman year</td>
</tr>
<tr>
<td>#HokiePets</td>
<td>📲</td>
<td>📸</td>
<td></td>
</tr>
<tr>
<td>#HokieBaby</td>
<td>📲</td>
<td>📸</td>
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<tr>
<td>#HokieNation</td>
<td>📲</td>
<td>📸</td>
<td>Athletics</td>
</tr>
<tr>
<td>#TravelingHokies</td>
<td>📲</td>
<td>📸</td>
<td>Alumni travel</td>
</tr>
<tr>
<td>#HokiesAbroad</td>
<td>📲</td>
<td>📸</td>
<td>Study abroad</td>
</tr>
</tbody>
</table>

Use #VT24 for the Class of 2024
HASHTAGS

DO:

VT Virginia Tech
@virginia_tech

#HokiesMaskUp for Virginia Tech move-in. 🧴
Welcome home, #VT24! 🏠❤️

Virginia Tech Housing & Residence Life
1:09 PM · Aug 14, 2020 · Twitter Web App

29 Retweets 13 Quote Tweets 429 Likes

DON'T:

We #HokieLove graduation. Congratulations and bestofluck. #Gonna #Be #A #Great #Day at #Virginia #Tech. #Blessed
TAGGING OTHER ACCOUNTS

**DO:**

- @account If you're starting a tweet with an account handle tag, put a period before the tag so it won't be hidden on your profile feed.

**DON’T:**

- Check out our alum! @VTMattWins @MPC0407 @VTBlackCaucus @bburglat @inclusiveVT @deseriacb @AKAHokie @VT_BGSO @TyrodTaylor @Vtblackalumni @NikkiGiovannii
LOCATIONS

DO:
- Add locations to your Instagram posts to amplify content.
- Utilize the location-based advanced search features.
  (Have your phone location on)

DON’T:
- Don’t add locations to your tweets, unless it’s a unique location
- Don’t use incorrect locations/spellings of locations
  (You can no longer add new custom/”fake” locations, but you can still access some that were created before.)
FACEBOOK EVENTS

Add Virginia Tech as a “co-host” to increase your event reach.
REMINDER POSTS

- Instead of duplicating tweets, RT your previous tweet and add reminder text.
- This reminds users who might have missed the first post that you’ve already shared this information.
- Or, thread tweets so that they stay together and pin the original to the top of your page.
- On other platforms, keep users up-to-date in real time by updating a single post with changes, but note the last time the post was updated.
Social listening, responding, and moderating
SOCIAL LISTENING & COMMENT MONITORING
SOCIAL LISTENING & COMMENT MONITORING
HOUSE RULES FOR PROFESSIONAL ACCOUNTS

Have commenting guidelines visible on your Facebook business page, and you can also point users to vt.edu/social-media.

About our page

VIRGINIA TECH · FRIDAY, DECEMBER 15, 2017 ·

Virginia Tech welcomes your comments on our Facebook page and encourages interaction among Hokies around the world. We ask that you use the Virginia Tech Principles of Community (http://inclusive.vt.edu/vtpoco.html) as guidance in your posts and remain true to the spirit of Ut Prosim (That I May Serve).

We review all comments made. Comments may be removed if they are off-topic, defamatory, an unauthorized commercial solicitation, or an attack, or if they contain illegal suggestions or use foul language. We reserve the right to terminate access to the page by repeat offenders.

Please email us at socialmedia-g@vt.edu with any concerns about the content on this site. Comments made to this page are the opinions of the authors, not of the university.
COMMENT MODERATING

Comments that are inappropriate, offensive, insult or attack, contain illegal suggestions, or use foul language should be removed as allowed by that particular social media platform, as should those that are intentionally repetitive (spam).

- Hide comments where you can/should and save removed comments.
- Try to avoid blocking users, so that you can continue to monitor their behavior, but if they are spamming, you may block them.
- Be consistent with the treatment of all commenters.
- Use Google Translate to determine if comments need to be moderated.
- Add our commenting guidelines to your Facebook page ”About” section.
SOCIAL LISTENING: INTERACTING

Be aware of how social media platforms share your activity.

- Stay in character. Don’t comment from your brand platforms the same way you would from your personal account.
- Your direct posts are served up to people who follow you.
- Scroll carefully to avoid accidentally liking posts that you shouldn’t.
- Your likes, comments, and follows may be shared as suggestions to your friends.
- Your purchasing history may result in ads being shared with your friends that are tied to your name.
- Suggested groups will show up with attached profile pictures of your friends.
RESPONDING: DECISION TREE

Social Media Decision Tree
Virginia Tech Social Media Guidelines & Best Practices

Monitoring social media is critical to online reputation management. This social media decision tree should be used by administrators of university-affiliated accounts and will help you make the right choice when you are engaging online as a representative of Virginia Tech.

BEST PRACTICES

**Always:**
- Expect anything, private or public, to be shared
- Disclose your connection to Virginia Tech
- Respond in a tone that positively reflects Virginia Tech’s values
- Direct Users to the most relevant portions of vt.edu
- Notify socialmedia-g@vt.edu if uncertainty arises
- Respond in a timely fashion
- Consider apologizing if appropriate
- Give the user an option to engage privately, if necessary

All comments are subject to social media platforms’ terms of use and code of conduct. Virginia Tech reserves the right to remove any inappropriate comments. We do not permit messages selling products or promoting commercial, political, or other ventures.

- [Image of decision tree]

Created by Vitaliy Danyshuk for Cornell University 2014.
Adapted by Susan Gill for Virginia Tech 2017.
RESPPONDING: DECISION PROCESS

Before responding ask yourself...

- CAN I ADD VALUE?
- WILL THIS FURTHER AMPLIFY THE ISSUE?
- WILL THIS INVITE MORE TROLLS?
- WHAT IS THE STATE OF THE USER? HOW ANGRY ARE THEY?

Then...

- FORESEE THEIR POSSIBLE NEXT FIVE REPLIES
- CRAFT ANSWERS TO THESE POTENTIAL REPLIES
- NOTIFY STAKEHOLDERS & WEIGH THE RISK/REWARD
- RESPOND OR IGNORE & CONTINUE TO MONITOR EITHER WAY
RESPONDING: PROACTIVE > REACTIVE

- Know when to respond vs. amplify (Consider which posts would resonate with a broader audience/function better as shares, with your own spin.)
- Have a healthy dose of paranoia and be skeptical of almost everyone.
- Show personality while maintaining institutional voice.
- When appropriate, use GIFs, memes, and emojis.
- Know who your users are.
- Find all negative angles.
RESPONDING: SOMETIMES TROLLS CAN BE ADDRESSED

Will the scooters be labeled with their pronouns?

Virginia Tech @virginia_tech

Replying to @DebraArthur @VTTI NEWS and @ridespin

Hi Debra — An e-scooter is not a human, so you would use the object pronoun “it” when referring to an e-scooter.

12:02 PM · 8/20/19 · Twitter for iPhone

115 Retweets 651 Likes
RESPONDING: EMBRACE NEGATIVITY

But know when to let it go too.

i got a degree bitch @YaGirlSarina · Apr 4
This school greedier than a mfr lmaooo

Virginia Tech @virginia_tech
Since 5,954 Hokies voted that they’re most likely to call our new Duck Pond resident OtterSandman, we thought you otter have some VT gear to show off our new friend. 😞

Virginia Tech @virginia_tech · Apr 4
Profits from all licensed @hokiegear actually goes toward student scholarships. 😊

i got a degree bitch @YaGirlSarina · Apr 4
Oh cool what portion

Virginia Tech @virginia_tech
RePLYing to @YaGirlSarina @acamcam2401 @hokiegear
So glad you asked! 100% of our net revenue from our licensing program goes to student scholarships. 👏儿100100100100100100
RESPONDING: USE GIFS

Since we now have a VT Giphy channel, VT GIFs are available in the GIF dashboards on all primary social media platforms, and 600+ other platforms.

And send us video clips that you think would do well in the VT Giphy library!
RESPONDING: DMS/INBOXES

- Nothing is private: Expect anything and everything to be screenshotted and shared.
- The response should come from the account where the content is posted.
- Respond in a timely fashion: Business-hour responses, unless there is an emergency.
- For messages that require research and follow-up, reply within three business days.
- Sign off/personalize DMs.
- Respond in a tone that positively reflects the VT brand.
- Confirm information before posting/sharing to ensure it is correct. When in doubt, don’t post and/or ask for help.
- Direct users to relevant portions of vt.edu.
THE CUSTOMER SERVICE EXPECTATIONS ARE REAL

Sometimes we are Google and that’s okay (sometimes).
Keep in mind that not all messages warrant a reply.

Quick responses are expected and requests come in at odd hours...and are odd in general:

Have a Facebook away message on and only reply during business hours (unless it is an emergency).

Hi Geoffrey, Thanks for your message. We typically respond to messages between 8 a.m. and 5 p.m., Monday – Friday. For immediate help, please visit http://www.vt.edu/ and use the search function. Thank you!

Hi, My daughter said that she is unable to find a good place to buy fruit. She claims that she cannot find it at the all you can eat dining hall. It is at the store below in a very small cup? The a la carte she claims don’t have fruit options. I told her to ask. Can you provide me a location and a list of places that sell fruit. Thank you Karen

So responsive

Hello, is there a question we can help you with?

No just visiting this weekend, what should we see? Where should we eat??

You stole my boyfriend
Issues management
ISSUES MANAGEMENT/CRISIS COMM

- Ask for help: Seek the VT spokesperson.
- Know that all primary VT posts=statements/breaking news.
- Share our updates instead of creating your own.
- Consider whether something you’re sharing may be a potential PR issue. Not sure? Just ask us!

VT Alerts: Weather Advisory: Blacksburg campus now closed today. All classes and activities canceled. For information visit vt.edu.
Briefly: Analytics and campaigns
MAKE DATA-DRIVEN DECISIONS

Measuring success through analytics is vital.

DESIGN & POST

TEST, TRACK, & MEASURE

REPORT & ANALYZE

DISCOVER, ADJUST & REPEAT

SHARE YOUR BEST CONTENT

REVIEW & EVALUATE YOUR POSTS

EXPLAIN THE DATA FOR YOURSELF AND/OR OTHERS

APPLY LESSONS LEARNED AND TRY AGAIN

Measuring success through analytics is vital.
THE ANATOMY OF A GREAT SOCIAL MEDIA CAMPAIGN

- Establish goals
- Reach out and involve your audience
- Know your target market
- Campaign monitoring
- Landing page
- Call-to-action
- Quality content
- Campaign launch
CONSIDERING JOINING A NEW PLATFORM?

ASK YOURSELF:

- Do I really need this account?
- Have I mastered my existing accounts?
- Can another account just help me lift up my content on this platform?
- Do I have the bandwidth?
- Does my target audience want to consume content from me on this platform and are they using it to begin with?
- Do I even have enough of the right content for this platform?
QUESTIONS?

SOCIALMEDIA-G@VT.EDU

To view this training and other social media trainings, visit vt.edu/social-media.