UB Social Media Strategy Worksheet: Part A

Before creating a UB social media channel, it’s important to plan. Consider how social media will fit into your marketing strategy, whether your audience expects to find your content on social media, and whether there is already a UB channel devoted to providing similar content. Every time a new UB social media channel is added, it potentially dilutes the impact of UB overall on our shared audiences. Here are some important things to document before you commit to a social media channel.

# What is your Business/Operational Strategy?

*Your social media channel should support your overall business/operational strategy. Are you trying to communicate a campaign? Generally promote your department? Attract new students? Communicate with alumni? Who are you trying to reach? What are your key messages?*

### These are our unit/department’s business/operational objectives:

|  |
| --- |
| On the institutional level, we want to be able to:* Increase brand awareness
* Deepen loyalty/trust
* Improve Experience
* Manage reputations/issues
 |

### These are our unit/department’s Key Messages, as defined by our [attributes and benefits](http://www.buffalo.edu/brand/strategy/ub-message-map.html):

|  |
| --- |
| Because we are on the institutional level, we will be looking for messages within the content we choose to reinforce our core brand attributes:* Inspiration and determination to face new challenges
* Exposure to people of all backgrounds and cultures from around the world
* Deep engagement in a vibrant and welcoming atmosphere
* Culture of participation and motivation to seize opportunities

Which will lead to:* Empowerment to define their own paths and achieve personal transformation
* Leadership through an understanding of all perspectives and ideas
* Greater progress through collegiality and a strong sense of belonging
* A determination and conviction to work together to achieve major impact
 |

### Here’s how we measure our business/operational success:

|  |
| --- |
| * Elevated perception among peers (rankings)
* Recruitment of faculty
* Reach and recruitment of top students domestically and internationally
* Deeper loyalty
* Student retention
* Donor relations
 |

# Articulate Your Social Media Goals

*Your social media goals should directly support the relevant business goals of your unit/department.*

### How will your goals for this social media channel support your unit/department:

|  |
| --- |
| * To increase awareness of the university globally and showcase major research breakthroughs, milestones, outcomes and faculty expertise
* To build loyalty and pride with our UB community and encourage them to stay connected and engage with us
* To connect with the WNY community and beyond and tell the world ‘this is UB,’ building off of branding efforts
* To be the Snapchat channel for the entire university and show students the possibilities that are out there for them by showcasing a 360-degree view of the student experience
 |

### These are the audiences we will try to reach in social media in support of these goals:

|  |
| --- |
| Match Seekers: Prospective Students and Families, People who are curious about UBPrideful Belongers: Current Students and Families/Parents, Faculty/Staff, AlumniActive Supporters: Current or potential donors, members of the UB or WNY community who believe in UBPulsetakers: Individuals interested in a certain topic that UB is involved in |

UB Social Media Strategy Worksheet: Part B
*Please note that you must complete Part B of the worksheet for each channel you are requesting.*

# Choosing Your Social Media Channel

*Before completing the section below, please read through our documentation on how to* [*choose the right channel*](http://www.buffalo.edu/ubsocial/best-practices/channels.html) *for your unit/department.*

### Channel Request: Which social media channel are you requesting be named an official channel?

|  |
| --- |
| Snapchat |

### Which of your audiences, as defined in Part A, are you trying to reach with this channel?

|  |
| --- |
| Match Seekers: Prospective Students and Families, People who are curious about UBPrideful Belongers: Current Students and Families/Parents, Faculty/Staff, AlumniSolution Seekers: People who have a need and looking to find an answer |

### Please include URLs of successful peer/competition pages that you are using as inspiration for your channel:

|  |
| --- |
| University of Michigan: <https://www.snapchat.com/add/uofmichigan> Marquette University: <https://www.snapchat.com/add/fathermarquette> George Washington University: <https://www.snapchat.com/add/gwuniversity>  |

### Why did you select these pages? What concepts are you going to take into your own content strategy?

|  |
| --- |
| University of Michigan: strong storytelling and campaigns, innovative Colorado State University: use of Father Marquette as ongoing host, creative contentWest Virginia University: fun interactive ideas to keep students engaged |

# What content will you share to engage with your audiences?

### We will share this type of content on our channel:*It’s best to include broad topics for your content categories because this is how you will measure it*

|  |
| --- |
| * Authentic, unscripted, live
* Events and updates students care about
* Fun, inside look at life on campus and the experiences our students and alumni have across the globe
* Quirky, offbeat stories that say “this is UB!”
 |

### Our content will come from these sources: *UBNow, UB News Releases, UB in the News and AtBuffalo are sources all channels can pull content from. What unique sources will you be pulling from in addition to these?*

|  |
| --- |
| We will also use the events calendar, create our own content and elevate UGC |

# Posting Frequency

### How often will you publish content on your channel?

|  |
| --- |
| 3 stories/takeovers per week, at minimum (we will post a story every day if we have solid content) |

**Are there portions of the year when your channel will go dark? If so, when and why?**

|  |
| --- |
| No – although we will likely reduce our posting frequency during winter and summer break (2 posts per week) |

# Monitoring and Responding*Open communication is at the heart of social media. Most users not only expect to be able to comment on your pages, but also to be acknowledged when they take the time to do so.* [*Click here*](http://www.buffalo.edu/ubsocial/best-practices/monitoring-and-responding.html) *to see UB’s guide to monitoring and responding.*

### How often will you monitor your channel? Include nights and weekends in your estimate.

|  |
| --- |
| Multiple times per day. At minimum, we will check notifications once in the morning, once in the afternoon and once at night to ensure that we are seeing and responding to post activity within one day. |

**What will your target response time be?**

|  |
| --- |
| We want to reply to users as fast as possible, but will aim to get back to all users within 24 hours. |

**What will you monitor? Please include hashtags, if appropriate.**

|  |
| --- |
| We will monitor all chat notifications. |

# How will you measure progress toward your goals?

*How will you measure the success of your social channel? Increased web traffic? More new student applications? Building followers should not be your only goal. Use quantifiable goals that can be measured through your analytics.*

### We will track these metrics to measure success:

|  |  |
| --- | --- |
| Views, Screenshots, Retention Rate, Channel Growth |  |

### We will use these tools to track our analytics/metrics:

|  |
| --- |
| Snapchat Analytics |

### We will review and improve our channel (how often?)

|  |
| --- |
| We try to optimize our content with every story that we post, but will commit to annual reviews to update recurring content and programming strategies |

### Who will you communicate your outcomes to?

|  |
| --- |
| Digital (Rebecca Bernstein, Tracey Eastman), Media Relations and campaign partners as appropriate |

# Does your Channel Duplicate an Existing UB Channel?

*Now that you’ve set your goals and strategies, think about whether there is another UB unit or department with a similar account or purpose with whom you can collaborate. There are many benefits to forming a partnership. It reduces the amount of work for you, gives you more resources to staff and monitor the channel, and can ultimately lead to better content. UB has more than 200 social media channels. Channels with singular goals can be far more effective than those with duplicative goals and audiences. Collaboration with another group may be the best way to achieve your goals. Check out the Resource section (below) for UB’s major social media channels.*

### These channels may be good partners:

|  |
| --- |
| NA |

# Who is Your Social Team?

*It is important for every UB social media account to have proper, authorized support. Social media lives 24/7, 365 days a year so we must be ready to post, maintain, and monitor our channels in that time frame. Dead or inactive social media accounts, or users who aren’t responded to, reflect poorly on your and UB’s reputation. Social media should be a formal part of a position or role in your office. The primary administrator must be a UB faculty or staff member. Be sure at least 2 people have admin access. Ensure they have the time, priority and enthusiasm to devote to this project.*

### These are the individuals who will administer/manage our social channel:

|  |  |
| --- | --- |
| **Faculty/Staff Channel Administrator:** | Erin Goetz |
| Email/Phone: | eringoet@buffalo.edu 716-645-4583 |
| **Other Channel Staff**  |
| **Name:** | Rebecca Bernstein |
| Email/Phone: | Rebecca@buffalo.edu 716-645-4654 |
| **Name:** | Tracey Eastman |
| Email/Phone: | teastman@buffalo.edu 716-645-2983 |

### Who will plan and create content for posts? Be sure you indicate who the back-up is when the social media lead is out of the office.

|  |
| --- |
| Erin Goetz, with help from student assistants(RB/TE serving as back-ups in case EG is out) |

### Who will approve content for posts?

|  |
| --- |
| Erin Goetz (RB/TE serving as back-ups in case EG is out) |

### Who will monitor and engage with audience members?

|  |
| --- |
| Erin Goetz, with help from student assistants(RB/TE serving as back-ups in case EG is out) |

### Who will approve responses to sensitive user comments?

|  |
| --- |
| Rebecca Bernstein, Erin Goetz |

### Who is on point for escalating issues to University Communications for assistance?

|  |
| --- |
| Rebecca Bernstein, Erin Goetz |

# How Will You Convey the UB Brand?

*What images will you use to identify yourself? How will you deliver your message? What’s your tone? What’s your style?*

### This is our Channel Name:*Be sure to include your association with UB in your channel name*

|  |
| --- |
| UBuffalo |

### Here is our channel description (as it will appear in our social channel profile): *Your channel description should reaffirm what type of content you will be posting. Be aware that each channel has different character limits.*

|  |
| --- |
| NA  |

### Here is the tone and voice we hope to convey

|  |
| --- |
| Smart College Friend |

# Who will Approve this Strategy?

*Once you’ve defined your social media goals and strategies, get approval from your dean or supervisor.*

### Approved by:

|  |  |  |
| --- | --- | --- |
|  |  |  |
| Dean/VP or Department Communications Lead  |  | Date |

# Resources:

### UB Official Social Media Directory

[*https://www.buffalo.edu//ubsocial/social-channels/directory.html*](http://www.buffalo.edu//ubsocial/social-channels/directory.html)

### Choosing the Right Social Channels

### Demographics: <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>

* Choosing the Right Channels: <https://www.buffalo.edu/ubsocial/best-practices/channels.html>

### Find the latest version of this document here:

<https://www.buffalo.edu/ubsocial/best-practices/strategy.html>

# Contacts:

### UB University Communications

Rebecca Bernstein, Director, Strategy & Digital Communications

rebecca@buffalo.edu, 716-645-4583

Erin Goetz, Social Media Specialist

eringoet@buffalo.edu, 716-645-4654

Tracey Eastman, Sr. Assoc. Director, Content Marketing

teastman@buffalo.edu, 716-645-2983