Social Media

best practices & effective use
HSU’s Social Strategy

what is the end goal?

ENGAGEMENT

• Create a social experience
• Create an upbeat/energetic mood
• Build and foster relationships
• Remind students, alumni, faculty, staff why HSU is so special
• Create a space where the HSU community tells and re tells stories
Social @ HSU

Humboldt.edu/social

- HSU social streams
- Campus social media directory
- Campus social media guide
- Campus user group
Best Practices (10 tips)

there is **NO** one size fits all
#1 Have a goal

social without a strategy has no value.

- what’s your purpose?
- what can you offer?
- what do you consider success?
#2 Be consistent

train your audience when to expect to hear from you

- stick to one voice
- be human
- don’t disappoint

...because it's the best place to live & learn
#3 Know your audience
pretend you’re talking to your best friend

- target your content to (1) audience at a time
- have a conversation
- keep your message simple, but personable
#4 Engage
get your audience to “invest” in you

-ask your audience to do something

-have a call to action every time

-give and take system
#5 Be active

invest in your platform or hit “delete”

- commit to content you can handle

- stale content is the worst content

- do what makes sense for you and do it well
#6 Keep it short

capture before they scroll

- 150 words or less
- big, vibrant photos
- shorten the URL
#7 Pay attention, listen.

- respond in a timely manner
- don’t avoid conflict
- stay out of conversations unless they’re directed towards you

negative or positive—show you’re listening
#8 Have a strategy
be prepared and be strategic

- content calendars
- analytics
- constantly assess engagement
#9 Be social

this is supposed to be fun…

- keep it light
-
- be flexible
-
- “like” posts, follow back, nurture those “brand advocates” (when it makes sense)
#10 Be OK with change

social moves fast—you can keep up

- new trends
- popular platforms
- ask the students
Let’s Brainstorm...
QUESTIONS/COMMENTS?