



Plaster Student Union

Social Media Marketing Handbook

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Social Media Marketing Handbook

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Table of Contents

Introduction	5
<i>The Ten Social Media Commandments</i>	7
<i>When to Post on Each Platform</i>	11
Instagram	14
<i>Instagram Do's</i>	15
<i>Instagram Don't's</i>	15
<i>Tagging and Story Guide</i>	16
<i>Sample PSU Instagram posts</i>	17
Twitter	19
<i>Twitter Do's</i>	20
<i>Twitter Don't's</i>	20

<i>How to Respond on Twitter</i>	21
<i>Sample PSU Tweets</i>	25
Facebook	27
<i>Facebook Do's</i>	28
<i>Facebook Don't's</i>	28
<i>Sample PSU Facebook Posts</i>	29

Introduction

Welcome to the PSU! We're excited to have you on our marketing team.

Whether you are a seasoned marketing student looking for a good first job or a beginner interested in making connections with peers and customers, this position will challenge you and help you to become a better communicator, critical thinker, and empathizer.

As a marketing assistant, you will be given freedom to create and interact with the student body on a deeper level online. You will be afforded the chance to make creative, punny, or informative text posts, take and share quality photographs, film live videos of events in the Union as they happen, respond to questions, offer giveaways and outreach, and engage in dialogue with fellow students from the perspective of the PSU. You'll work independently to promote events, talk to students, and ensure that everyone on campus knows that for all their needs, they've got the Union.

In recent years, social media has become our greatest asset in meeting students where they are and communicating with them. It is quick, often instant, and can reach many people at once. It is the perfect way to advertise interesting goings-on on campus. Everyone has a phone or other device to access the internet, and nearly everyone has some social media presence these days. Our job is to use this knowledge to help promote campus events and show students just how much the Union has to offer them.

Within this manual, you will find all the information you may need to begin interacting online with our followers. Use this guide any time you get stuck, and as always, don't be afraid to ask questions. We want you to succeed, and more than that, we want everyone to feel at home in the PSU.

You've got the Union!

Our social media accounts act as “The window to our coffee shop experience. The graphic to the right is meant as a quick way to determine the best platform to use when performing your job responsibilities as a marketing assistant. Not every platform has been created equal. It is as imperative to use good judgment in selecting a platform as it is in deciding when and how to respond to a follower. Most platforms have become incredibly streamlined and will all do essentially the same three things: picture, video, and text posts. However, it is important we post on all of them at different times and for the reasons outlined here.

Depending on your comfort level with certain social media platforms over others, there may be one or two that you tend to gravitate to. That’s fine provided we do not neglect the others. We want a strong presence everywhere we have an account to reach the largest possible number of students.

The window to our coffee shop experience:



The window—like a display window, this is an enticing, carefully-curated view advertising major events and examples of daily student life.

The coffee shop—like a gathering place, this is our hub for conversation with our followers and for us to engage in customer service.



The experience—like a brochure, this allows us to showcase pride to parents, alumni, and prospective students and demonstrate what it means to be a Bear.

The Ten Social Media Commandments

1. *Thou shalt not double post on Instagram in one day.*

According to many Generation Z Instagram users, this social media faux pas is completely unacceptable. Users tend to view double posting on Instagram as “fishing for likes,” and are far less likely to take a person or organization seriously if they post more than one photograph in one day.

2. *Thou shalt not have excessively long Instagram stories.*

According to many Generation Z and Millennial Instagram users, nothing is more infuriating than an overlong Snapchat story. If every picture stays for 10 seconds, and there are over 10 photographs, that's over a minute of time spent staring at someone else's story. Moreover, it is grounds for users to click through without really seeing anything at all. To avoid this, only allow posts to stay up for a few seconds, and do not post every second of the event. Your followers will thank you.

3. *Thou shalt not be boring or irrelevant.*

One of the worst things an organization can be is out of touch with their audience. Think of some of the worst organizations on social media, the ones that have no idea how to connect to users or try far too hard to do so. Intrigue your audience. Do not post things your audience would not care to see. And on the contrary, do not try to use memes or other referential humor to stay relevant: do so on your own merit.

4. *Thou shalt not spam thy audience on any platform.*

When you are scrolling down your feed, the last thing you want is to see post after post after post from your Aunt Martha, your father, or that kid who always seemed to get a little too personal in high school. The same is true for our organization. Avoid constant updates, or “spamming” users with information they do not need and do not care about.

5. *Thou shalt not, lie, embellish, plagiarize, or infringe on copyright.*

Fairly self-explanatory, but as a reminder, do not ever lie to your audience online, and do not steal from others. If you want to use a quote, attribute the quote to whomever said it. If you like something you see online, retweet or share it, allowing the original creator to still have his or her name on it. Do not pass off intellectual property as your own creation without giving credit, and do not try to bolster the organization by lying to look better.

6. *Thou shalt not lash out at negative comments.*

It’s something we’ve all seen: Social Media Meltdowns. Celebrities do it. Our president does it. Average users do it. It’s not pretty, it is not cute, and it is often embarrassing later. No matter what comments we receive, do not lash out, respond negatively, or otherwise bully. If you feel you must respond, do so diplomatically and as positively as possible.

7. *Thou shalt not “like” thine own posts.*

It’s like giving yourself a high-five. In public: embarrassing and self-exalting.

8. Thou shalt thank thy followers and fans.

We would be nothing online without our followers. They are the reason we do what we do. As we try to build rapport with the student community, make sure to thank fans and followers for their support. People like to be recognized, and we do not take the chance to thank others often enough.

9. Thou shalt proofread before posting.

There is nothing worse than a professional organization making stupid errors in grammar and punctuation. In 140 characters, we ought to be able to get it right the first time. Autocorrect is not an excuse. Check and double-check before you post to avoid looking foolish and undermining the professionalism and authority of our organization.

10. Thou shalt be creative and approachable online.

Many student writers fall into the trap of being too formal when trying to be professional online. There is a fine line to walk between seeming sterile and inaccessible and being too informal and playful. Always have fun with fans and followers and allow yourself to be creative and conversational, but shy away from posting like you would on your personal account. We want to seem approachable and fun, but not so informal that no one takes us seriously (we're looking at you, Wendy's Twitter).

When creating anything for the Student Union, keep the 10 Social Media Commandments in mind. They will help you create dynamic, appropriate interactions with students and will prevent our message from being muddled or ignored. As in anything, we try to adhere to the conventions that come with using this form of media. The following pages will offer specific guidelines per medium. However, whenever there is any doubt, feel free to return to the general guidelines for help.



Plaster Student Union at [Plaster Student Union](#).

Published by Maria Meluso [?] · October 8, 2016 ·

BearFest Village is open, and the crowds are incredible! Bear Up!
#GoMaroon #nofilter



When to Post by Platform

Instagram



Instagram

Instagram is Facebook's partner photo sharing site and the 2019 student social media platform of choice. The app provides a variety of filters, stickers, and editing options to make lower quality cell phone camera images stand out as professional works of art.

Because of the nature of Instagram, it is typically only used for photos or, in recent months, live video. Their new feature, stories, acts just like Snapchat's feature of the same name, where users can post multiple pictures over the course of a single day for followers to play through all at once.

It is generally considered improper to make more than one or two maximum Instagram posts in one day, unless you are creating a story. In general, it is permitted and encouraged to use filters and other decoration for the sake of creativity and interest. Our job is to market the Union and everything it has to offer. The more appealing and fun our posts can look, the better.

Instagram is famous for hashtags, and it has

been found over the years that including three to five hashtags on an image increases engagement with fans and followers. However, it is important to make sure those tags do not contain NSFW images, lest our promotions appear beside content we do not support.

Remember, you do have the right to photograph and record crowds in public. In general, if you are taking a photo of someone specific, it is courteous to secure permission. Additionally, aim for a diverse swath of our student community. We want to showcase as much of MSU as possible.

It is acceptable and encouraged to offer to tag subjects of photos if they have an Instagram account. Most people love the idea of getting promoted, and a shoutout from the PSU can be that boost of self-esteem our followers are looking for.

Be careful when liking Instagram photos from the people we follow, however. Typically give likes only to MSU students or incoming freshmen who post appropriate images.

Instagram Do's

Do:

- ◊ Post to our story using creative edits.
- ◊ Post a picture or two from an event.
- ◊ Add multiple pictures to one post.
- ◊ Consider downloading a photo editing app.
- ◊ Aim for candid and action shots
- ◊ Aim for diversity in images.
- ◊ Get creative with filters and subjects.
- ◊ Create meaningful captions.
- ◊ Research and use relevant hashtags.
- ◊ Like our followers' posts.
- ◊ Comment on relevant posts of MSU.
- ◊ Remember your rights.
- ◊ Ask permission when required.
- ◊ Share our Instagram posts to Facebook.
- ◊ Go live when possible.

Instagram Don'ts

Don't:

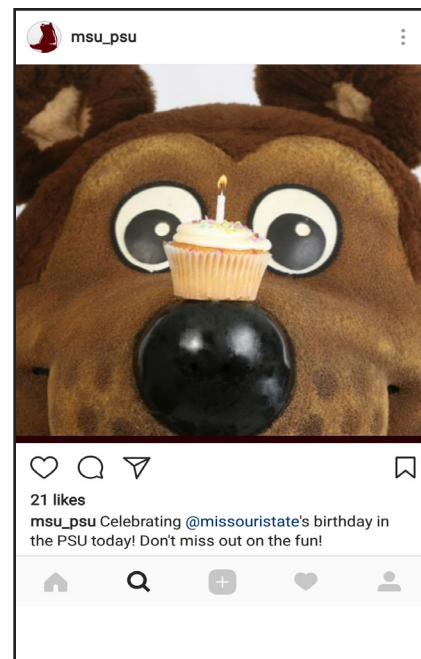
- ◊ Overpost.
- ◊ Post inappropriate images.
- ◊ Like images depicting illegal activities.
- ◊ Use hashtags leading to NSFW content.
- ◊ Stalk or harass people for photos.
- ◊ Steal images from elsewhere.
- ◊ Post only event flyers.
- ◊ Post only posed images.
- ◊ Be inappropriate on Instagram Live.
- ◊ Create excessively long stories.

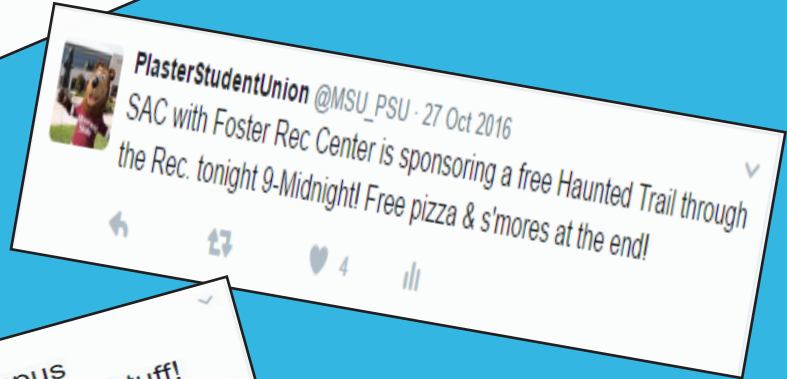
Tagging and Story Guide

Tagging on Instagram helps keep the image sharing economy strong. It helps connect people to the content they want to see and drives engagement with our profile.

Sample PSU Instagram Posts

On the following pages, you will find some sample Instagrams from the PSU account. These posts follow the guidelines we have discussed and can be used as a basis for your own interactions with students online.





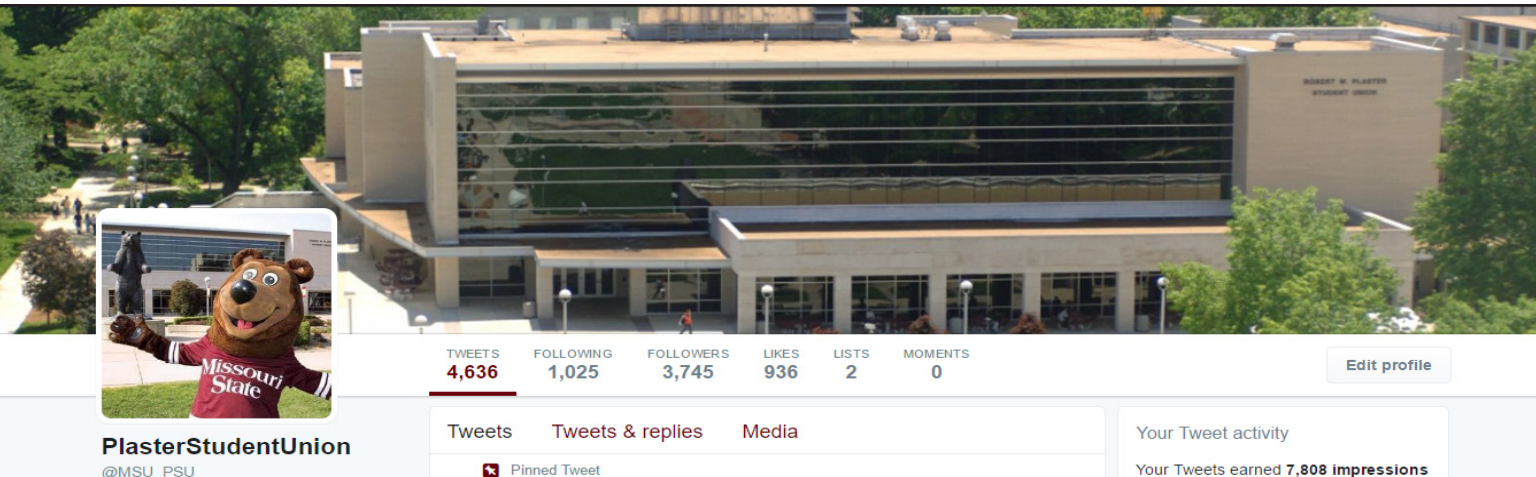
Twitter

Twitter

Twitter is the place where the magic happens for us online. Because of the nature of Twitter, we can interact with our fans and followers in real time to further our mission of uniting the campus. Twitter is a great platform for updates about an event, quotes, video, going live, and holding contests. The PSU Twitter is our hub.

However, Twitter is also our most dangerous platform. While Facebook is innocuous and allows plenty of space for lengthy, well-written

posts, Twitter only allows for 280 characters in one post, making it nearly impossible to get all the information into just one post. More than that, it is easier for words to be misconstrued and start fights or scandals. Many celebrities and brands have started fights over Twitter, and even the U.S. president has had issues surrounding his use of the platform. Be ready to put your writing skills to the test in 280 characters or less. Edit before you post, and follow the tips on the next few pages to ensure success.



PlasterStudentUnion
@MSU_PSU

TWEETS **4,636** FOLLOWING **1,025** FOLLOWERS **3,745** LIKES **936** LISTS **2** MOMENTS **0**

Edit profile

Tweets Tweets & replies Media

Your Tweet activity
Your Tweets earned **7,808 impressions**

Twitter Do's

Do:

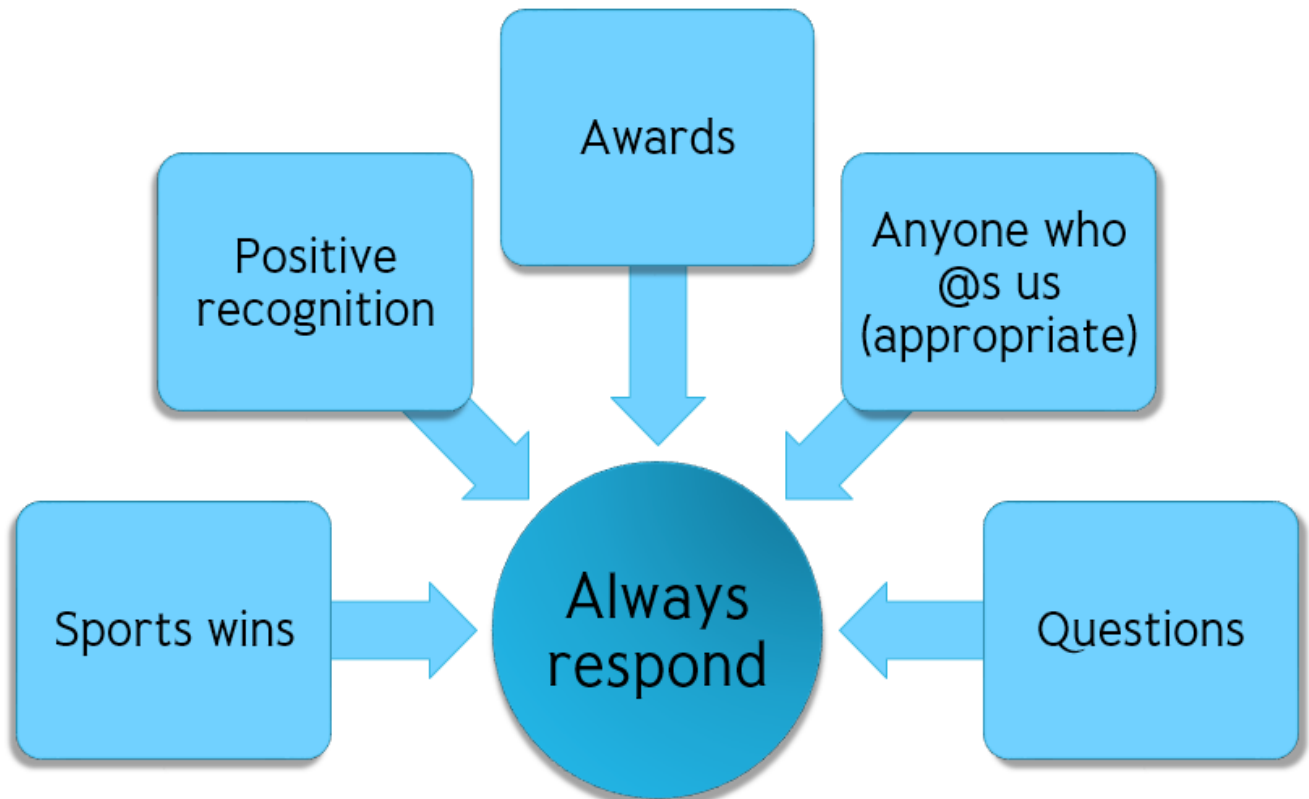
- ◊ Interact with fans and followers.
- ◊ Offer reasonable giveaways.
- ◊ Add gifs, video, and images to posts.
- ◊ Run polls and ask open-ended questions.
- ◊ Verify that information is accurate.
- ◊ Include event dates, times, and locations.
- ◊ Seek out incoming freshmen to answer.
- ◊ Seek and post diversity.
- ◊ Try to brighten someone's day.
- ◊ Try to focus on individuals who are not as involved with campus organizations.
- ◊ Retweet announcements of events.
- ◊ Respond to other campus organizations.
- ◊ Be creative.
- ◊ Pin important Tweets.
- ◊ Incorporate trending hashtags.
- ◊ Respond appropriately.

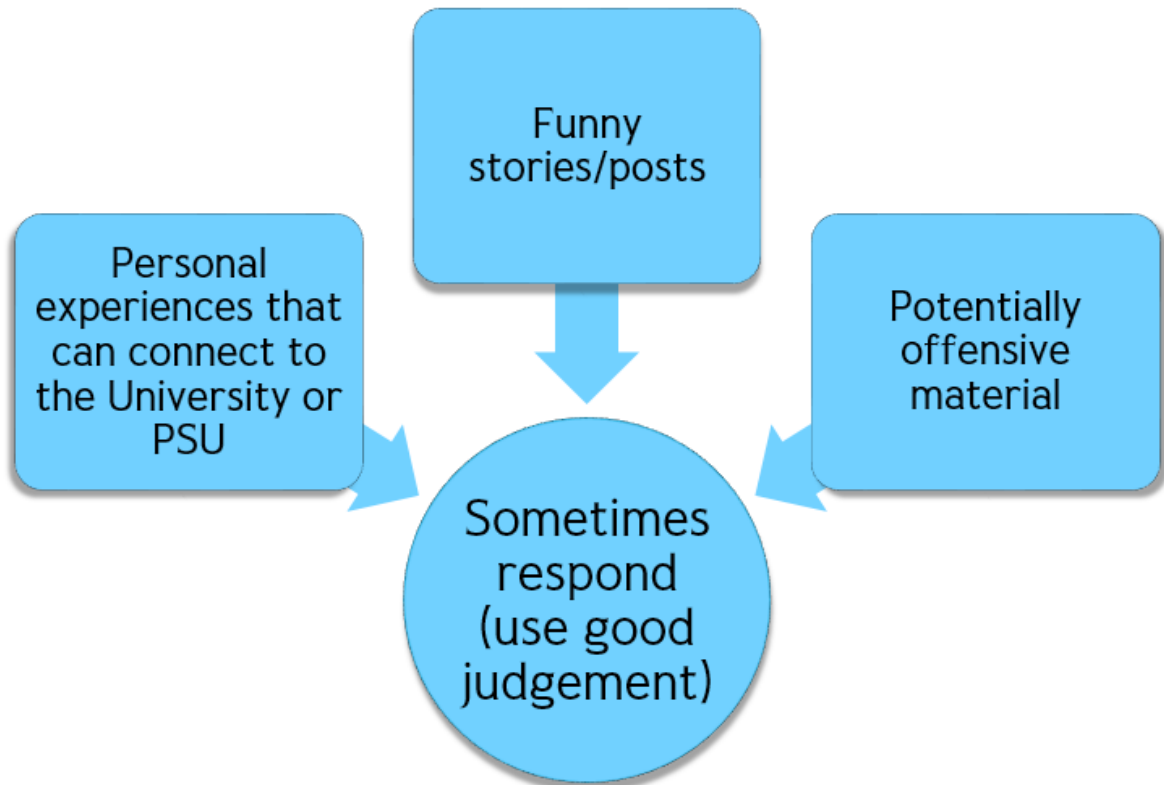
Twitter Don'ts

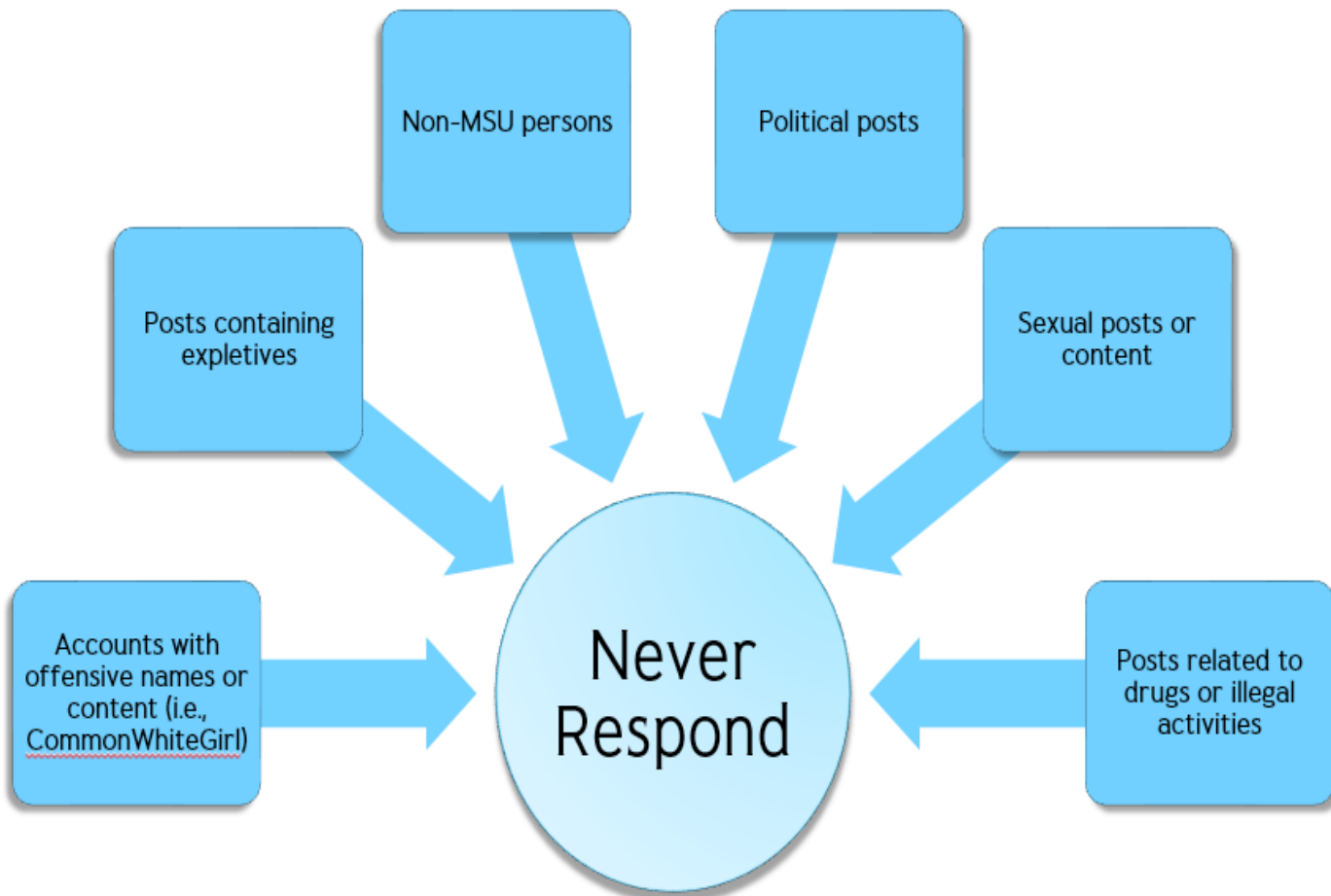
Don't:

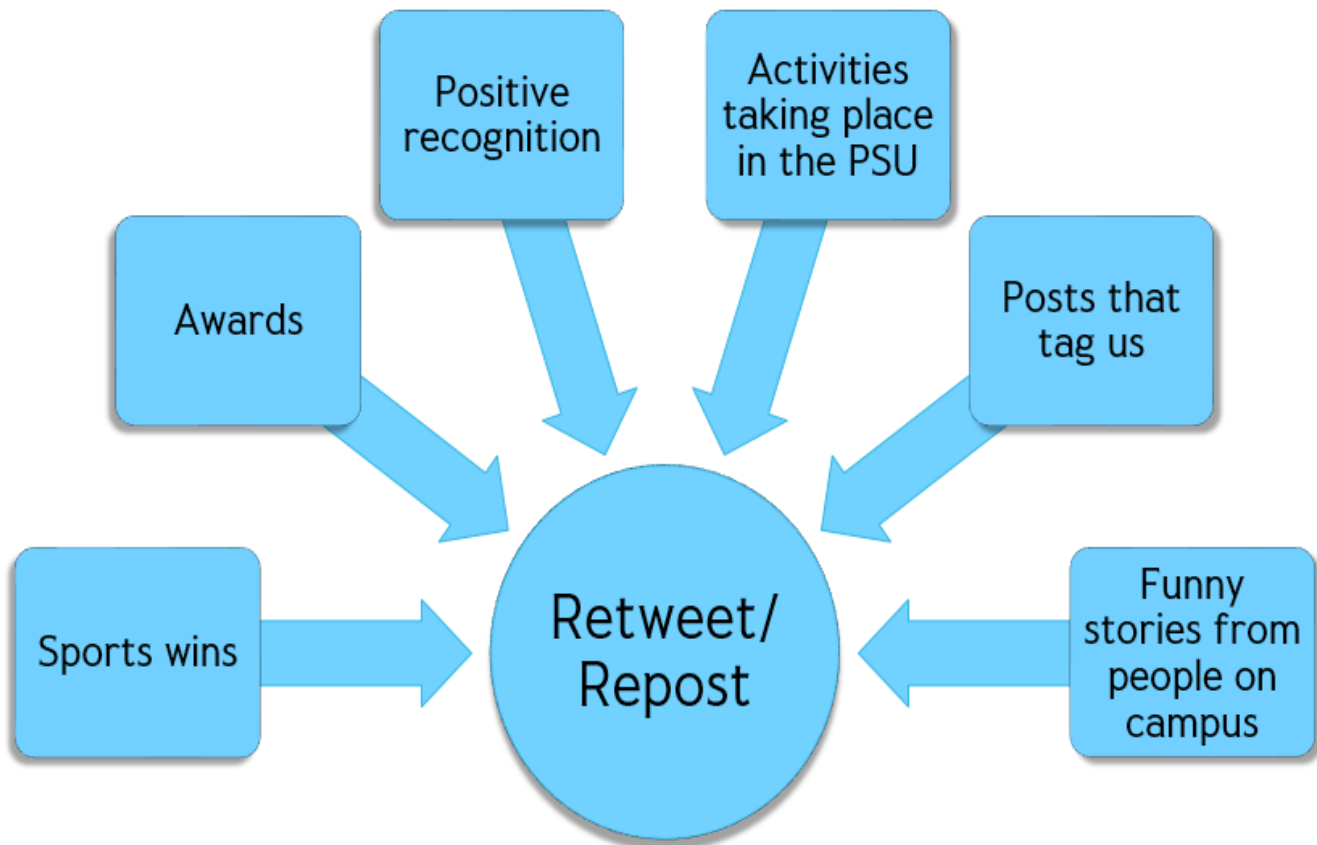
- ◊ Post irrelevant comments, graphics, gifs, or memes that do not relate back to the Union or MSU in some way
- ◊ Argue with fans and followers.
- ◊ Post political content.
- ◊ Offer any gift outside our means.
- ◊ Respond to anyone talking about alcohol, drugs, or illegal activities.
- ◊ Respond to or like explicit content.
- ◊ Retweet or comment on posts from popular accounts with racist, sexist, or otherwise unsavory names.
- ◊ Flood people's news feeds with posts.
- ◊ Ignore direct questions or call outs from followers.

How to Respond on Twitter









Sample PSU Tweets

On the following pages, you will find some sample Tweets from the PSU account. These Tweets follow the guidelines we have already discussed and can be used as a basis for your own interactions with students online.

 **PlasterStudentUnion** @MSU_PSU · Feb 14
Keep tuned throughout the rest o the day and we'll share some more of our favorite #WILPSU answers.



← ↻ ❤️ 3 📊



PlasterStudentUnion @MSU_PSU · Feb 1

Wells House used to have pink brick.
#DailyFunFact

← ↻ 2 ❤️ 16 📊



PlasterStudentUnion @MSU_PSU · 8 Nov 2016

We love our Burrito Bowl!

Haylie Fowler @HaylieMarie2
@MSU_PSU needs a chipotle

← ↻ ❤️ 2 📊



Johnny Sparks @spohnny_jarks · Jan 27

I hate being sick 🤒

← 1 ↻ ❤️



PlasterStudentUnion
@MSU_PSU

.@spohnny_jarks 🤒 Hope you feel better soon!

RETWEET

1



Facebook



Facebook

Ah, Facebook. The dying social media platform. Many times, however, students who refuse to use Twitter, parents who are still shaky with newer platforms, and alumni who are more accustomed to this platform will use Facebook to stay connected with us. It is imperative, then, that we continue to update that page and stay relevant on the platform.

Facebook allows us to keep albums of our photographs in one convenient place, and the platform is ideal for longer posts describing traditions and University-wide events. Rather than the minutiae of fun, one-off student activities, Facebook can host content that inspires pride and assures parents, prospective students, and alumni that the MSU experience is one of a kind. The attention spans on Facebook tend to be slightly longer than on Twitter, as the demographic tends to be just a little older and more mature.

Facebook is far less ideal for spamming users with posts, encouraging us to use maybe one

or two decently-sized ones instead. It also allows us to stream live video and get parents and friends of university students involved in our events.

Say, for example, we are covering an event for Women's History Month. Facebook would be the ideal place to post an album of photographs from the event, and for a thoughtful post about why we celebrate Women's History at MSU in the first place. Facebook might be the place to post a summary or an overview of the event as well, as a kind of scrapbook.

Facebook would not be the place to write and post multiple updates, or to share others' posts about the event (mostly because people likely won't be posting there).

Use Facebook like a scrapbook, not like an information feed.

Facebook Do's

Do:

- ◊ Make longer and more involved posts.
- ◊ Upload albums of relevant event photos.
- ◊ Proofread before posting.
- ◊ Tell stories.
- ◊ Tag students you speak to/photograph.
- ◊ Cater to parents as well as students.
- ◊ Focus on tradition and pride.
- ◊ Remain professional and friendly.
- ◊ Respond to direct messages
- ◊ Respond to posts on our page.

Facebook Don'ts

Don't:

- ◊ Expect many responses.
- ◊ Post irrelevant content.
- ◊ Use clickbait titles to gain traffic.
- ◊ Spam newsfeeds.
- ◊ Post more than twice in a shift
- ◊ Discuss politics.
- ◊ Livepost about an event.

Sample PSU Facebook Posts

On the following pages, you will find some sample Facebook posts from the PSU account. These posts follow the guidelines we have discussed and can be used as a basis for your own interactions with students online.



Plaster Student Union

Published by Maria Meluso [?] · September 23, 2016 · 🌐

Looking for something fun to kick off your weekend? The Union has two events just for you! Tonight at 7, the English Department and PSU welcome Laura Hendrix Ezell to the theater for a fiction reading. And from 7-10, join SAC for an after-hours event: Rock and Bowl in the Level 1 Game Center. Free bowling and pizza for those in attendance.



Plaster Student Union

Published by Alana Miles [?] · December 13, 2016 · 🌐

TODAY from 4pm - 11pm in the Union Club we will have snacks, beverages and a quiet place to study!!!!!! Join us as we finish finals strong together!! Remember for all your studying needs You've Got the Union!



You've Got the
UNION
PLASTER STUDENT UNION



Plaster Student Union

Published by Julie Hill [?] · August 21, 2016 · 🌐

Wow. We're a little worn out from all this Welcome Weekend activity. But no worries, we'll be here for you tomorrow.



Plaster Student Union

Published by Julie Hill [?] · November 15, 2016 · 🌐

We have free stuff! WINTER COMMUTE IS COMING! Get ready with good info about staying safe and warm for the winter, pick up some freebies, and sign up to win winter gear or a gift card from the MSU Bookstore! Now through 4PM in the NE Lounge - across from the Info Desk.



Plaster Student Union shared Jamie Keathley's post.

Published by Julie Hill [?] · September 8, 2016 · 🌐

Discovery Center deal + dry ice demos = FUN



Jamie Keathley ▸ Overheard at Missouri State

September 8, 2016 · Springfield · 🌐

The science museum on st.louis street (The Discovery Center) is having a reduce admission day (\$6 if you bring a bear pass or msu id) on September 10th with dry ice demos all day! American Chemical Society on campus is sponsoring the day with prizes and drawings throughout the day!

