



# Social Media Programming



## Social Media Program Guidelines

- Thoughtful, focused, & developed
- Primarily educational and/or informational
- Can include physical & non-physical interaction
- Must be interactive
- Utilizing social media as vehicle for program
- Examples: Facebook, Twitter, YouTube, Blog, LinkedIn, etc.

*Prep/Planning Time:* Must be done at least 2 weeks in advance, including submitting proposal

*Cost:* Max. of \$50 for materials and/or prizes to induce participation and interaction (with prior approval); will be specific to your institution's budgetary arrangements.

*Program Time:* Not to exceed 14 days

*Marketing:* Use all avenues - social media, email, announcements, invitations, signage, etc.

*Participants:* Program specific

## Social Media Program Examples

- What Do You Know About (insert your university name)?
- Managing Time: How Well Do You Manage Yours?
- Sex Education: Are You Being Smart and Safe?
- Alcohol Use & Abuse: When Enough is Too Much
- Winter Blues: How to Be Happy When Dealing with Cabin Fever
- Roommates: When Enough is Really Enough
- Stress & Managing Your Health When You're a Student
- Benefits of Sleep
- Tips & Help with Being a Good Neighbor
- Maintaining Positive Body Image and Self-Esteem
- How to Develop a Resume

Program	Mode of Interaction	Encouraging Participation	Assessment
What do you know about (insert university name)?	Comments - students are encouraged to provide examples of departments and resources that they have personally used or know of that they recommend to their peer; they can also include positive experiences with those resources.	Through prizes or privileges. For example: free parking space raffled for leaving a comment or a \$50 gift card to the university bookstore. **Set parameters for eligibility, including: minimum number of comments & usefulness of each comment rather than unrelated comments.**	Aggregate blog, Facebook, & Twitter comments that describe the various departments and resources that are available on-campus. Both qualitative and quantitative data can be gained through this process. Departments can utilize this as a device to measure student satisfaction.
How to Develop a Resume	Blog post, Tweet tips, and Facebook status related to resume writing. Resume templates available for download through blog post and links to career service department. Students are encouraged to write their own resume based upon the template and submit to career services or sponsoring department.	Every student that turns in a resume is eligible to attend a exclusive dining etiquette event (free of charge) sponsored by career services or the department. **Set parameters for eligibility, including deadlines for submitted resume, etc.**	Quality of resume based upon department rubric, including comments and corrections made to resumes. Using SurveyMonkey.com or another survey tool to pre-test and post-test participants on educative material presented via social media.
Alcohol Use & Abuse: When Enough is Too Much	Blog post, YouTube clips embedded into blog post, Facebook status & Tweets with harm reduction strategies and institution-specific social norming statistics.	Through prizes and privileges, such as: t-shirts with social norming messages, water bottles, and gift cards for alcohol alternative activities (bowling, movies, etc.)	Using SurveyMonkey.com or another survey tool to pre-test and post-test the participants that comment or tweet. You can also simply use comments from Facebook and Twitter as qualitative and quantitative assessment data.