

College of Arts and Sciences

Social Media Resource Guide

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Unit Social Media Lead

This is the unit lead for all departments/programs associated with the College of Arts and Sciences

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What is a Social Media Manager?

A social media manager is anyone who manages a social media channel in any capacity on behalf of a university-affiliated entity. While “social media” may not be in your title, if it is one of your assigned duties, you are considered a social media manager.

ASC Social Media Teams Channel

The ASC Social Media Teams channel was created as a college-specific resource for all social media managers throughout the college. This channel is where you will find the ASC Social Media Directory, the Social Media Resource Guide, and other future resources. It is also a place to ask questions and collaborate with your peers.

Join the Teams channel [here](#).

Connect with us and tag us on social!



go.osu.edu/ASCsocialmedia



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The Ohio State University
College of Arts and Sciences

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Social Media Policies

- All university social media accounts must adhere to the university social media policies to remain active. University policy documents are available on the [Social Media Community of Practice website](#).
- College of Arts and Sciences social media accounts must also adhere to college-specific policies to remain active. College policy documents are available in the [ASC Social Media Teams channel](#).
- **New Account Approval & Creation**
Departments seeking to create new social media channels must do the following:
 1. Meet with the social media unit lead to discuss social media needs and strategy
 2. Obtain approval from social media unit lead
 3. Submit an application to the university

University Resources

[University Brand Center](#)
[Social Media Community of Practice](#)

Sprout Social

Sprout Social is the university's social media tool that not only enables you to plan and schedule content, but also allows you to monitor online conversations and track platform performance. While not free, it is a useful tool to help you streamline your social media efforts. If you are interested in utilizing Sprout Social, reach out to the current university representative:

Lizzie Jarrett

Marketing Operations Associate, University Office of Marketing and Communications
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Helpful Tips

Account Management

It is highly recommended that all accounts have two-factor authentication enabled for security purposes (this includes personal accounts required to be an admin on platforms like Facebook and LinkedIn). Keep in mind that platforms with a single login (Instagram and Twitter/X) utilize a cell phone number or authentication app for two-factor authentication, which means that the information will need to be updated if there are personnel changes.

Audience & Reach

- **Facebook Audience Growth:** Invite people who interact with your posts to like your page. This is an easy way to grow your audience.
- **Facebook Events:** Utilize the Facebook event calendar to promote your department's events and add the College of Arts and Sciences as a co-host. This will populate your event on the College's Facebook event calendar and increase your reach. Doing this also allows you to maintain control of the event listing, as any changes made will reflect across the pages.
- **Tagging:** Be sure to tag relevant pages in your posts, when possible, to increase reach and awareness. This is also a good way to credit sources and acknowledge partners.

Community Management

It's okay to ignore "trolls." While you should continue to monitor online conversations, as a public institution we cannot censor comments or ban users, and engaging with them generally does not end well. Oftentimes another audience member will go to bat with them, which spurs engagement, so just let it play out. You can, however, report spam and other things that are not in line with community standards.

Correcting/Editing Posts

According to university policy, you may remove content posted by your department if it is to immediately fix a typographical or other posting error. After the fact, you are able to make minor edits to posts on platforms like Facebook, LinkedIn and Instagram. For platforms like Twitter/X that do not let you edit your post, you can issue a correction in the comments.

Cross-posting

Cross-posting is a great way to get more eyes on your content. However, this strategy does require that your content be tailored to each individual platform in order to optimize performance. Consider things like platform layout and limitations, appropriate spec sizes, character counts, algorithms, linking capabilities, and target audience.

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Imagery

Graphics that are text heavy (posters/fliers) are not ideal for social media. They typically do not perform well and are not accessibility-friendly — this is especially true of Instagram. For things like events, try putting the most important information in the graphic and alt text and putting any other pertinent info in the body copy. Also, remember to follow [brand guidelines](#).

Links

If you are posting a link to Facebook or LinkedIn, you can remove that link from the body copy once it has generated the clickable image link. This not only cleans up your post, but it is also more accessibility-friendly for screen readers.

Paid Social

- **Ads:** Social ads are a great way to increase reach and boost brand awareness. These ads can be used for things like bolstering recruitment efforts, promoting events, and educating audiences about your program offerings. Social ads can be effective even with a small budget. It is also an opportunity to test how audiences respond to different versions of ads through A/B testing (different creative, different copy, different demographics, etc.).
- **Boosting posts:** Boosting existing posts is the easiest way to increase reach and engagement without having to create a paid campaign from scratch. This is especially convenient on Meta, as you can boost your post on both Facebook and Instagram with very little effort. If the content you are boosting is setup properly (high-quality image, succinct copy, appropriate tone of voice, etc.) and is a good fit for the audience you are targeting, you might be surprised at how well your boosted post performs with even a small spend.

Social Media Channels

- **Existing channels:** Always try to maximize your current social media platforms before adding a new channel to the mix. According to university policies, all social channels **must publish a minimum of 1** original post per week to be considered active.
- **New channels:** It can be tempting to jump on new trends, especially ones that attract students and prospective students, but it may not be the best strategy. You must consider whether or not you have the resources and time to dedicate to this new platform in a consistent and meaningful way. **Just because your target audience is on a specific platform does not mean they will follow you or engage with your content.**

Questions??? Reach out to your friendly, neighborhood social media lead!

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