

Department of Community and Leadership Development Social Media and Digital Communications Management Plan

Overview

Purpose of Departmental Social Media Accounts

- The purpose of maintaining a social media presence for the Department of Community and Leadership Development is trifold. First, maintaining an active digital presence on various social platforms allows our department to engage and communicate with stakeholders (students, staff, faculty, community members, sponsors, and beyond) about current issues and events. Second, our department's social media presence will increase visibility and attendance at our departmental functions because of promotion efforts and coverage thereof. Lastly, the Department of Community and Leadership Development's social media presence fulfills a larger university goal as part of the University's Five-Year Strategic Plan to enhance marketing and communication efforts by being increasingly forward-thinking, utilizing current and relevant technologies, and

Creating and Sourcing Content on all Platforms:

- - Images
 - Articles
 - Videos
 - Major university-wide news
 - State and national news pertaining to college students (enrollment, applications, financial aid, etc.)
 - Faculty awards, grants, major research
 - Promotion for our programs: links to our programs including photos
 - Promotion for scholarship opportunities
 - Promotion for departmental events
 - Student submitted photos/highlights

Posting Guidelines:

Responsible Parties:

- As CLD Computer Support Specialist, Trevor Durbin has formally been assigned social media responsibilities. Sarah Caton, Administrative Staff Support I, is currently managing the departmental Facebook and Instagram accounts. Trevor and Sarah have access to the CLD Instagram account. Stacy Vincent and Rebekah Epps currently maintain an active Facebook account for Agricultural Education, although department staff do not serve as administrators. Sarah, Trevor, Kris Ricketts, and Bryan Hains currently serve as Administrators on the department Facebook account. It has been discussed that a student in a student worker position or newly created internship position may take over social media

management in coming semesters. If such changes in responsibility take shape, more specific guidelines and responsibilities will be defined.

Social Media Goals

Social Media Campaign Ideas:

- Meet the Faculty Monday
- What is CLD?
- Why I Chose CLD
- Countdown to Alumni Event
- Countdown to Field Day

Social Media Account Specifics

1. Facebook

- a. Posting schedule:
 - i. 1 daily link to the day's
 - ii. 1 daily post: repost from a student or other department, promotion for a certain program or portfolio of classes or events, interesting CLD-related video, Interesting CLD-related article, promotion for upcoming events, encouraging students to visit resource center/attend first steps, etc.
 - iii. 1 weekly post highlighting a scholarship
 - iv. 2 weekly posts to other colleges pages or groups around UK (student orgs, greek life, official college pages, etc.)
 - v. Use hashtags sparingly and only those that are essential and relevant
 - vi. You may follow students on this account

2. Instagram

- a. Posting schedule:
 - i. 1 photo per day (more if covering an event)
 - ii. 1 daily post: repost from a student or other department, promotion for a certain program or portfolio of programs, interesting EA-related video, Interesting CLD-related article, promotion for upcoming events, etc.
 - iii. Try to post at least 1 Instagram video per week
 - iv. 1 weekly post highlighting a scholarship
 - v. #WeGrowWednesday repost – a repost from a student who uses our hashtag or an old photo provided by the P&O team
 - vi. Use appropriate and related hashtags and emojis including #SeeBlue #SeeCLD on EVERY post
 - vii. You may follow students on this account

Posting disclaimer: Every message posted to Community and Leadership Development social media accounts is representative of this office and its staff. Please always be respectful and inclusive in regard to content shared, including items that are reposted. All material should be related to the field of Community and Leadership Development in some way, university news, or campus and community events.

ListServ Etiquette

Think smarter, not harder!

Purpose of Departmental ListServes

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Department ListServ Manager: Trevor Durbin

Directors of Undergraduate and Graduate Studies are responsible for providing up-to-date lists of subscribers to ListServ Manager based on enrollment each academic term.

Director of BS-CLD Undergraduate Studies: Kris Ricketts

Director of BS-CTE in Agricultural Education Undergraduate Studies: Stacy Vincent

Director of MS-CLD Graduate Studies: Tricia Dyk

List of Community and Leadership Development ListServes:

For communication to Undergraduates, address to: CLD-UNDERGRAD-L@lsv.uky.edu

For communication to Graduate Students, address to: CLD-STUDENT-L@lsv.uky.edu

For communication to CLD Faculty / Staff, address to: CLD-FAC-L@lsv.uky.edu

General Information: CLD-DEPT-L@lsv.uky.edu - may be suspended

Tips for Emailing via ListServes:

- Consider your audience
- Consider your message/formatting
 - Do not simply forward or copy/paste to the Listserv. Shape a thoughtful message that truly conveys the correct information to the intended audience
- Check all links within messages
- Use Listservs for:
 - Messages concerning the entire subscribed population
 - Job/internship opportunities for students
 - Thanking individuals or praising successes
 - Q&A and dialogue on Listservs with fewer subscribers
 - Send tools or resources to interested stakeholders

Social Media Promotion/Press Release Request Form

Name: _____

Email: _____

Desired date of promotion: _____

I want: (Circle all that apply)

Instagram Post Facebook Post Website Post Formal Press Release

This request relates to: (Circle one)

Department Event Award Received Student Work Faculty Research

Description of Item to Promote/Expectations:

Submit this form to Sarah Caton in 511 Garrigus or by email at sarah.caton@uky.edu. You MUST email/physically deliver any accompanying imagery or photos with each request. If you need event coverage, please make arrangements with Sarah AT LEAST ONE WEEK prior to your event.