

University of Kentucky College of Agriculture, Food and Environment Social Media Management Guide

Overview

All people interacting on behalf of your unit must:

- Be knowledgeable of various legal terms and what they mean for UK and the College of Agriculture, Food and Environment, such as defamation, endorsements, intellectual property, and any form of wrongful disclosure. (Please review UK's PR and Social Media Guidelines here: <http://www.uky.edu/regs/files/ar/AR10-4.pdf>)
- Be aware of global implications of your online communication.
- Be Active.
- Avoid inappropriate comments.
- Remain positive at all times.
- Be helpful and add value to conversations.
- Be transparent.
- (Other):

Remember, you are entrusted with **cultivating relationships and building a community** on your unit's social media profiles *only*.

Disclaimer: Everything posted to _____ 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 _____ in some way, or relevant campus and community events.

Purpose of Departmental Social Media Account(s)

- Maintaining an active digital presence on various social platforms allows our unit to engage and communicate with stakeholders (students, staff, faculty, community members, sponsors, and beyond) about current issues and events.
- Our department's social media presence will increase visibility and attendance at our unit's functions because of promotion efforts and coverage thereof.
- The _____'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.

Responsible Parties and Chain of Command

UK PR: Kelly Bozeman (kelleyb@uky.edu)

Dean of College: Nancy Cox (nancy.cox@uky.edu)

Director of College: Laura Skillman (laura.skillman@uky.edu)

Supervisor of your department: _____

Social Media Team Members & Roles Defined:

1. Role:
2. Role:
3. Role:
4. Role:
5. Role:

Other notes regarding social media posts and how they are created/received:

In the event of a university, national, or international emergency, please direct all questions to _____.

Always follow the university's top-down approach in releasing statements to the public about emergencies or major awards.

Creating and Sourcing Content on all Platforms

- Article Topic/Sources to Share
 -
 -
 -
 -
- Video Content Ideas
 -
 -

- -
- Promotion for _____
 -
 -
 -
 -
- Opportunities for Stakeholders
 -
 -
 -
 -
- Student/Member Photos and Highlights
 -
 -
 -
 -

Posting Guidelines

Will your team follow a monthly calendar?

YES

NO

If yes, where is the calendar located? _____

Will your posts for any social channel be scheduled ahead of time?

YES

NO

If yes, using what scheduler and on which platforms? _____

Will your team have a weekly/monthly meeting to go over the calendar?

YES

NO

If yes, what day/time are these meetings to be held? _____

Quick Tips for Posting:

- Add appropriate hashtags to your posts
 -
 -
 -
 -
 -
- Use Bit.ly or Ow.ly for shortening links
- Tag the appropriate people and UK departments in your posts
- Use a Repost app to appropriately attribute content

Facebook

Username: _____

Password: _____

Primary Account Admin: _____

Platform Goal: _____

Posting schedule:

Number of posts per day: _____

Best time of day to post: _____

Twitter

Username: _____
Password: _____
Primary Account Admin: _____
Platform Goal: _____

Posting schedule:
Number of posts per day: _____
Best time of day to post: _____

Instagram

Username: _____
Password: _____
Primary Account Admin: _____
Platform Goal: _____

Posting schedule:
Number of posts per day: _____
Best time of day to post: _____

Pinterest

Username: _____
Password: _____
Primary Account Admin: _____
Platform Goal: _____

Posting schedule:
Number of posts per day: _____
Best time of day to post: _____