HOW TO MORE EFFECTIVELY USE

Social Media

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SOCIAL MEDIA MANAGER FOR OSI

What we'll be covering

- Creating and Understanding your organizations mission

- Capitalizing on events

- Establishing a consistent brand

- Engagement and Collaboration

Creating and Understanding your organization's mission

WHO ARE YOU?

WHY DOES IT MATTER?

HOW DO YOU SHOW IT ?

Who are we and why does it matter?

- Each of us as individuals have many different identifiers at Xavier
- What are some identifiers within your organization?*
- How do you as a group want to be viewed?
- Who is that audience you are trying to reach?*

What is the role that you play on campus that not only makes you necessary for the school but for individuals to be a part of?*

Creating a space for…

Shedding light on…

Uniting people…

Providing opportunities to/for…

Establishing a consistent brand

Brand Tools

COLOR

WHAT COLOR SCEMES DO YOU WANT TO GO FOR?

LOGO COLORS?

REPRESENTATIVE OF AN IDENTITY?

XAVIER COLORS?

HEX CODES?

FONT

WHAT FONT MATCHES YOUR VIBE?

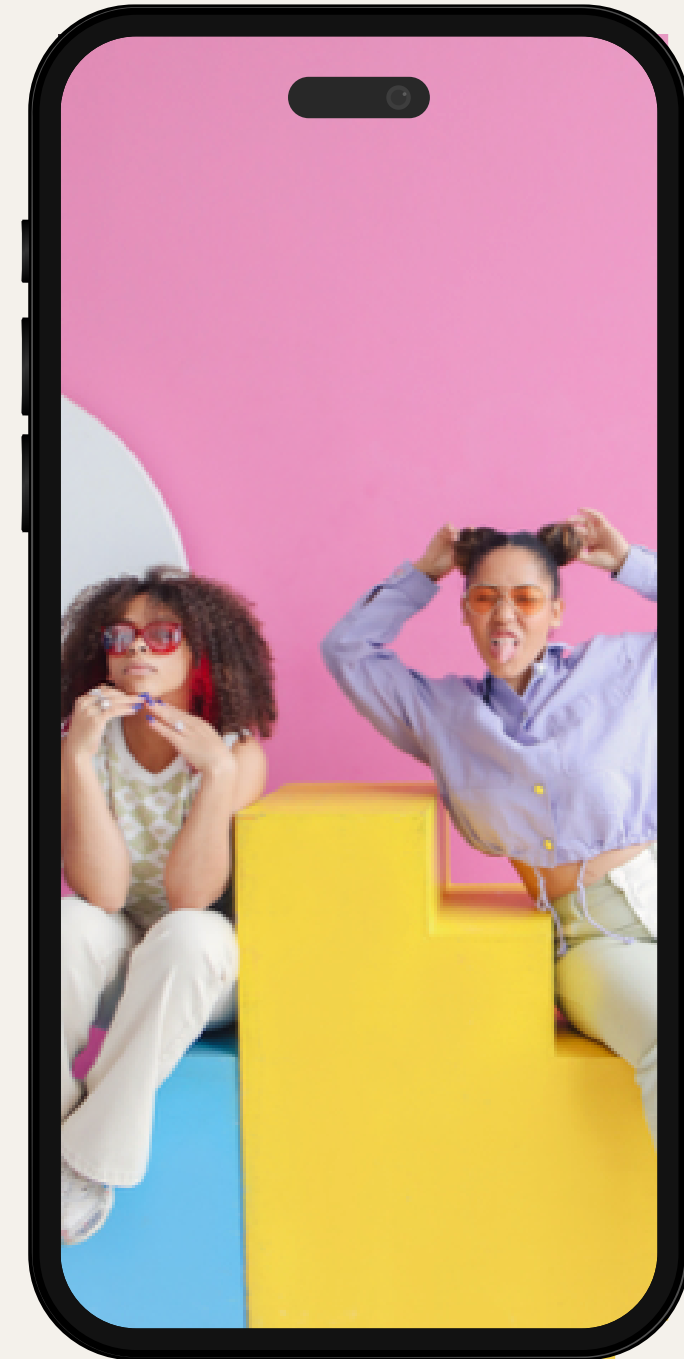FUN VS. PROFESSIONAL

VOICE

WHAT IS THE STYLE THAT THE SCOIAL MEDIA WILL CARRY THROUGHOUT?

HOW DOES YOUR BRAND SOUND OR SPEAK LIKE?

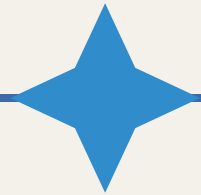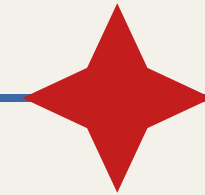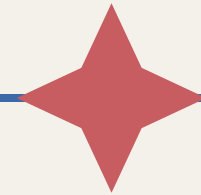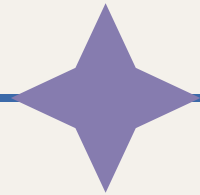WHAT CAN THEY EXPECT CONTENT WISE?

CONSISTENT SYMBOL THAT IS REPRESNTATIVE?

Create an informational video, graphic, website, ect, on who you are

Capitalizing on events

Biggest/Most Important

HOW AND WHEN DO YOU WANT PEOPLE TO START GETTING EXCITED?

WHAT ARE THE MOST POPULAR EVENTS?

MOST ENGAGING?

CONTENT CALENDARS/ ROUTINE...

Engagement and Collaboration

Using tools, staying active, following trends!

- Utilize polls, event
- rsvp, question boxes
- Develop routine posts
- Showcase events using actual photos
  - The graphics are good, photos are better
  - Avoid a feed full of flyers, what will the feed look like --> square post or will be cropped
  - Show don't tell
- Replying to comments
- Hearting reposts, reposting to stories
- Hashtags
- Pinning helpful information
- Current popular sounds, dances, and video formats
- Collaboration requests
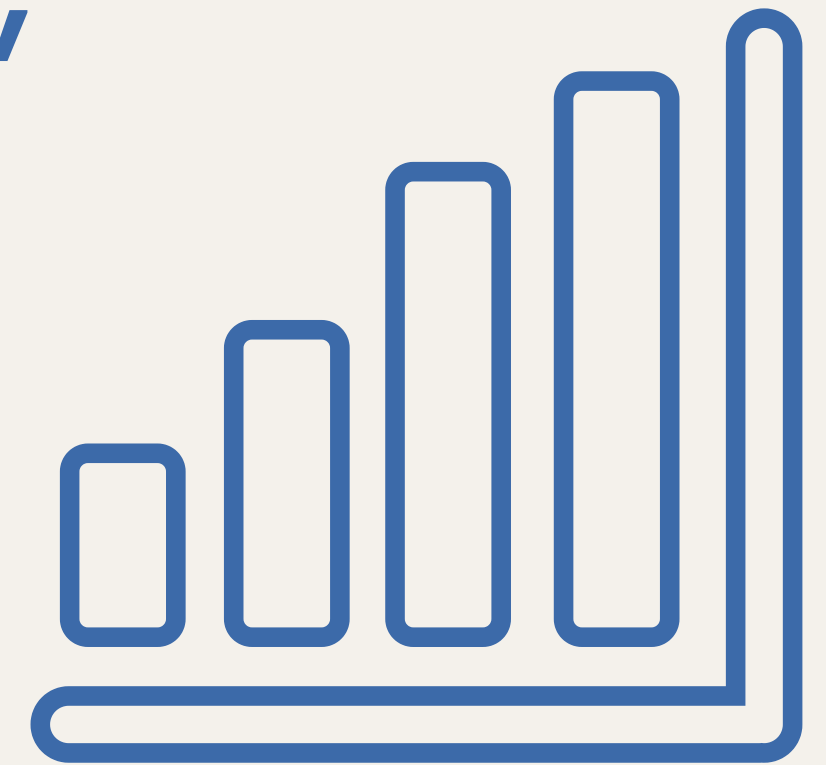
Work Together

Tagging other clubs and organizations
@involvedatxu
@wellbeingatxu
@lifeatxu
@xavieruniversity

Repost for repost

Collaborated events

Across campus fundraising campaigns

Follow us Fridays

- Fridays spotlighting a club or organization on campus
- Send your interviews to OSI
- Professional quality
- Higher Reach
- There will be a form to fill out and sign up
- Try to post yours on a Friday close to your BIG event!

Questions?