

Emory University
Social Media Strategy

Office of Communications and Marketing
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Executive Summary

Campus communicators share, promote and protect the organizational brand. Together we have the power to reach millions of people with content that is informative, stylish and progressive, a true reflection of Emory University.

As a national research university, we are fortunate to have many schools, institutes and programs that make Emory the internationally respected institution that it is. The diversity of our research and fields of study parallel the diversity of Emory students, faculty and staff.

Social media is one of many tools that Emory uses to strengthen and communicate with this community as well as to reach out to constituents such as alumni and prospective students. We use social media for marketing, public relations and community building initiatives to reach a vast number of people in a short amount of time. It is important that Emory University and its affiliated schools, institutes and programs use social media in an effective manner that positively represents the institution's overall brand.

Emory is made up of dynamic and engaged individuals. Their stories, told in ways that express key attributes of Emory, make social media a powerful medium for establishing Emory's identity. Through these stories, social media creates a kind of public, online persona. Emory's central Communications and Marketing Office seeks to make the virtual, digital representation of Emory on social media platforms as vibrant, active and transformative as the actual experience of Emory.

Our new social media strategy will not only strengthen Emory's social media communities but also streamline online marketing and public relations initiatives university-wide. It will save Emory communicators time, money and resources and minimize the stresses of running 24/7, real-time social media outlets.

Why Emory Needs A Revised Social Media Strategy in 2013

The rapid adoption of social media platforms by local units at Emory in the past four years has resulted in inefficiencies and low ROI for many social media initiatives.

It's understandable that local units believe their best way forward in social media is to use multiple channels to connect with interested audiences. However, the decision of an Emory subsidiary to set up and manage a communication network should not be taken lightly. While many social sites can be created free in minutes, the maintenance and upkeep of these platforms is anything but quick, easy and free. The amount of time and resources needed to monitor a two-way, 24/7 conversation on these social sites can quickly become overwhelming, and ultimately a group might find that the effort going into these sites is not generating equal results.

Emory communicators also need to keep their audience's digital consumption habits in mind. People use social media in every aspect of their life, both personal and professional, and look to it as a way to keep updated on their favorite people and brands. However, balance is key between personal and brand content ratio that people have the capacity to engage with. Current social media administrators know that a brand should be sharing approximately three (~3) daily posts in order to achieve an effective balance between informing and potentially being perceived as spamming their followers.

This new strategy looks beyond an individual school or unit's social media presence to Emory's social media platforms as an ecosystem so an effective balance can be achieved. Currently, there are so many Emory affiliated social media channels that the community is fractured into small and frequently ineffective pieces. In some cases, we may be asking an Emory community member to "friend" Emory on as many as a dozen pages in Facebook. Should that individual follow even half of those channels, Emory would be pushing content to them on a single platform almost 20 times a day.

We want to avoid *social saturation*. Community members should not be asked or need to subscribe to multiple outlets in order to experience and be a part of Emory's online community. They are interested in more than just Emory updates and don't want Emory posts dominating their news feeds. Many Emory social media administrators are seeing the results of this fragmentation in the form of having few followers and even less engagement on their channels.

In implementing this new strategy, the Office of Communications and Marketing seeks to ensure Emory moves forward and evolves with social media in a way that not only makes us effective and efficient now but also in future.

Facebook: The Post, Not the Page

It's all about the post, not the page.

This new strategy is POST-centric. It unifies rather than fragments Emory communities and will increase the effectiveness of social media initiatives. It replaces the previous PAGE-centric strategy that organically developed from the rapid creation of social media sites and channels.

Posts coming out of [Emory's main Facebook brand page](#) on average receive 5,000 percent more views than the number of people coming to the Emory page itself. This is a direct result of how people consume information on Facebook: through their NewsFeed.

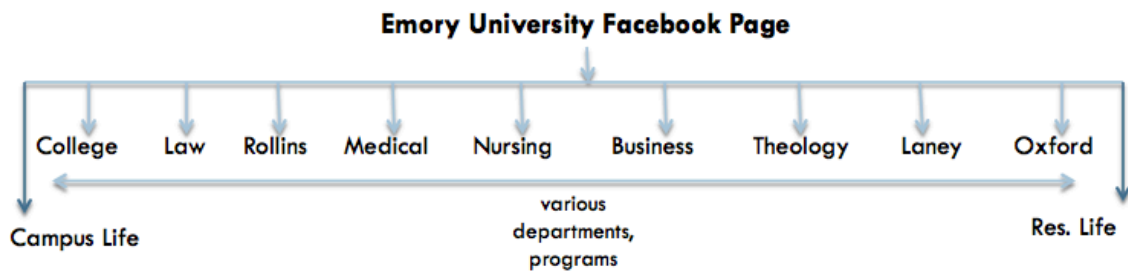
Community members are not necessarily thinking about what Emory is doing today, but they are checking their Facebook NewsFeed for updates on people and brands they are interested in. It's the job of Emory's social media administrators to get their message to the user where the user is, and not necessarily to a particular Facebook page.

Currently, the Emory online community is spread too thin across the social sphere, making it difficult to maximize traffic potential. Many higher education institutions are using a PAGE-centric strategy and, in doing so, are cannibalizing their communities and reaching their users' point of *social saturation* very quickly. Emory is launching the POST-centric strategy that gives our community a more efficient way to stay updated while also creating an online space with a strong expression of the Emory community.

Not only does the POST-centric strategy make things better for the Emory community, it also makes things better for communicators on staff. By concentrating our message on a selected group of channels, we will be pushing a more cohesive message for our audience. Additionally, having fewer pages to manage will save departments time and money and decrease the stress of monitoring and updating these around-the-clock platforms, all while reaching and engaging more people than ever before. Emory's new strategy will generate greater results with less work.

The initial goal of this new strategy is to move most Emory-affiliated sites under one mega-Facebook page or into a concentrated network of approved pages. Extensive discussions are underway with unit-based communicators to achieve this goal.

A sample list of Emory Facebook pages under the new strategy might include:



Other Emory Pages

- Alumni
- Admissions
- Athletics
- Arts
- Libraries
- Institutes and Initiatives

Facebook, with its emphasis on user-generated content, is not a website replacement. And while it is a popular platform with immense potential for brands, Facebook is not right for everyone. However, if all current pages at Emory move under one of the above-mentioned pages, we can have multiple managers of each page representing the many facets of the university. By concentrating our Facebook messaging to a few pages, we will save time and money as well as generate more exposure. Joining forces will send out the most consistent message while amplifying audience engagement.

In order to migrate Facebook activities under one of these mega-pages, unit communicators responsible for social media postings can reach out to the appropriate mega-page administrator. That person will then make your team member a page manager with posting privileges on the mega-page. Content, timing and frequency of postings will be decided upon at the mega-page level, taking into account the input from all of the content producing page managers.

Once you have been authorized to manage an official Emory Facebook page, you should follow our Facebook guidelines.

Facebook Guidelines

Pages: Emory supports Facebook fan pages and not Facebook groups or Facebook profiles for public communication. In some cases, groups may be appropriate for private, closed communities that are invitation-only. Profiles should not be used for departmental pages.

Setup: When you create your organization or department's page, do not set it up on your personal Facebook profile. Create a new Facebook profile for your department and use that account to create the page. This profile will be for behind-the-scenes purposes only.

Managing your page: Only Emory faculty or staff members can be the administrators

behind a page. No interns or temporary personnel should become admins; temporary contributors must log into your page through the official Facebook Profile that has been created to administer your page.

Name: Add "Emory" or "Emory University" before your unit name on your Facebook page. For example, it's "Emory University Conferences" and not "Conferences at Emory University."

Homepage: Include a link to Emory's main site homepage (<http://www.emory.edu/>) in your "Info" section in addition to your organization or department website.

Posting: You should be posting to your Facebook page in a timely, relevant and consistent manner. Your posts should be carefully selected to make sure they are applicable to your specific audience. Consistency in your posting is essential. Do not set up a page until you are ready to start and never stop. Having a dormant or neglected page looks unprofessional. We suggest you do not duplicate your Twitter posts verbatim to Facebook. Be more conversational in Facebook to fully engage your fans. To help bring your page more engagement, consider increasing the number of photos you share; Facebook algorithms give preference to photos and will post them higher in user's newsfeeds.

Private groups: Private Facebook groups within Emory should only be created for close-knit communities. These pages should be on an invitation-only basis.

Additional information for "About" section of your Facebook profile: In addition to information about your department provided in the 'About' description of your Facebook page, please include the following description of Emory University:

Emory University, a top research university located in Atlanta, Georgia, is an inquiry-driven, ethically engaged and diverse community whose members work collaboratively for positive transformation in the world through courageous leadership in teaching, research, scholarship, health care and social action. The university is recognized internationally for its outstanding liberal arts college, superb professional schools and one of the Southeast's leading health care systems.

Twitter

For now, there is no efficiency plan in the works for Emory's 'Twitter sphere.' Groups can feel free to use Twitter on as much of a micro or macro level as they wish in order to cater to their respective audiences. However, the Office of Communications and Marketing would like to suggest a few strategy points for the sake of time and personal efficiencies as well as audience engagement.

Twitter Guidelines

Username: Add "Emory" first in the Twitter username. For example, @EmoryLaw and not @LawEmory.

Info: Include a link to your department or organization website. If you have not yet set up one, you can include a link to Emory's homepage in your bio.

Posting: You should be posting to your Twitter account in a timely, relevant and consistent manner. Your posts should be carefully selected to make sure they are relevant to your specific audience. Consistency in your posting is essential. Do not set up an account until you are ready to start and never stop. Having an inactive or neglected account looks unprofessional.

Advanced Engagement: Twitter allows for us to engage and publicly "talk" directly with people and brands. Emory should be engaging in this valuable communication opportunity. Mention (@) relevant influential people and brands whenever appropriate for increased exposure. Use Hash Tags (#) on key nouns and verbs in order to make your tweet more searchable and discoverable. Instead of creating an entirely new or separate Twitter handle for an event or initiative, create a Hash Tag to get your message better organized and documented on the Web. Embrace the ReTweet (RT). We cannot brag about ourselves on Twitter, but if someone else brags about us, we can share it via a ReTweet.

Key Faculty and Staff Online Reputation: Each department should identify specific faculty or staff members that could be targets of imposter accounts, then go onto Twitter and claim any variation of their names as a Twitter handle. This will ensure that no other outside party can use a version of a faculty/staff member's name in order to distribute their own agenda and harm the reputation of the Emory faculty/staff member, as well as the Emory brand as a whole.

Internal spam: Special precautions should be made to secure your Twitter account from being hacked or spammed. Please be wary of any links or direct messages from Twitter pages you do not know as they can compromise your page. If you find that your Twitter profile has been spammed, please change the password immediately and revoke all third-party applications linked to your page. In order to limit the possibilities for internal spam, we suggest that you only connect to your Twitter account with Hoot Suite and Facebook.

YouTube

The main Emory University YouTube site had 1.7 million video playbacks and over 1 million unique viewers in 2012. Under one YouTube channel, we have created many different playlists that highlight all parts of the university.

We ask that you do not create your own Emory YouTube channel, but instead upload appropriate content to a selected playlist on the main Emory YouTube platform. Videos hosted on the main Emory University channel reach a much wider audience, receive on average a 200% increase in views when they move to the Emory channel, and have greater search and viral potential.

YouTube Guidelines

Creating Content: Emory has guidelines and standards for creating publicly available video content. One of these standards is that all videos must be shot in High Definition. [Read the full document of standards here.](#)

Uploading and Sharing Content: All videos must be uploaded to the main Emory University YouTube channel; in many cases you may choose to upload them to Emory on iTunesU as well. Individual schools, departments, programs, groups, student groups and organizations cannot create their own YouTube channel. [Follow these instructions to send us your organization or department's videos for uploading onto Emory's YouTube channel.](#) Videos may not be uploaded to other video hosting sites such as Vimeo. Emory's Office of Communications and Marketing will select key Emory-produced videos to share on Vimeo for brand awareness-related social marketing and SEO purposes only. If your video is intended only for an internal Emory audience make sure the video is "unlisted" on YouTube. This allows for one to share a link and embed the video around the web, but does not list the content in Emory's public video library or make it publicly searchable.

Additional YouTube description information: All uploaded videos will use this template for the description:

1. Provide a description of the actual video
2. Give a description of the department that produced the content for the video
3. Provide this description and overview of Emory University:

Emory University, a top research university located in Atlanta, Georgia, is an inquiry-driven, ethically engaged and diverse community whose members work collaboratively for positive transformation in the world through courageous leadership in teaching, research, scholarship, health care and social action. The university is recognized internationally for its outstanding liberal arts college, superb professional schools and one of the Southeast's leading health care systems.

Instagram

Emory University is utilizing [Instagram](#), an innovative photo mobile app, to showcase the architecture, landscape and events that make up our campus and community. These photos provide an artistic and engaging way to show the best of campus in real time.

We ask that you do not create your own Instagram account for your school, department or division at Emory. Much like the Emory Facebook and YouTube strategy, it is more effective to have one mega platform that houses all Emory content. The power for these platforms come not from individual pages but from the individual posts that our followers consume in their real-time news feeds. This strategy will create a more streamlined and effective social media experience for Emory communicators as well as the Emory community. Having multiple Instagram accounts will splinter and silo off our community into isolated channels.

Pictures from the Emory University Instagram account come from several contributors around the Emory community. We do this in order to give the public an overall, comprehensive picture of Emory University using one Instagram account, while still giving departments the ability to share and brand photos to their target audience via their own Facebook and Twitter distribution platforms.

If your school or department is interested in getting on Instagram, please follow these steps to become a contributor to the main Emory account:

1. Download the Instagram mobile app to your smartphone
2. Email emoryweb4@gmail.com to get the Instagram password

Once you are logged in, your photos will appear on Emory's Instagram feed.

Instagram Guidelines

Posting: Please note that the photos you take will not automatically sync to or be seen on Emory University's Facebook Timeline or Twitter feed. However, you will be able to put your Instagram photos onto your department's official Facebook brand page or Twitter account in order to share them with your fans/followers at your discretion. All the photos will live and be sourced from the main Emory University Instagram account. Individual branding for Emory University sub-groups can be achieved by branding their department's specific photos with custom HashTags. Make sure whoever is taking photos for your department signs off on each Instagram with either their first name or first and last initial.

Photo Quality: Instagram is an outlet for expression through digital photography. The community on Instagram is very active and they have a great appreciation for quality and creative photos. Photography on Instagram is more than just documentation; it is community and brand expression. Please put thought into your photos (lighting/framing/filters) in order to create a photo that both the Emory and Instagram community will enjoy. You should be proud of the photo you take and want to show it off. Before posting, something along the lines of this should cross your mind, "This is the best photo I have ever taken! I can't wait to share this with the world."

Content: Make sure to keep all Emory Instagram photos on Emory property or at official Emory sponsored events. Landscapes, architecture and groups of people are prime Instagram content. Please avoid faces unless you get photo release forms signed. Take additional precautions if photographing inside the Emory Healthcare system; follow the rules and the law.

Google+

The Office of Communications and Marketing Google+ account is a micro-blog run by students representing the many different facets of the university. This student-sourced micro-blog showcases the real life of real people in real time and gives Emory's Google+ community a more in-depth look into what it means to live, work and play as an Emory student.

If you have students interested in providing micro-blogging content about their Emory experience, and would like to join this page, please send your GMAIL address to emoryweb4@gmail.com and ask to be a Google+ page manager. Once your request is processed and you accept the manager position, you will be able to access Emory's page from your Google account on your computer or from the mobile app.

The Office of Communications and Marketing strongly advises others groups of the university to not start their own Google+ page. The similarities between Facebook and Google + are very strong, except that Google+ has a much smaller and less active audience. We suggest spending more time on Facebook and other platforms instead of using valuable time and resources on opening another social platform.

Google+ Guidelines

Posting: As a manager, you will be able to share posts directly onto the page in order to engage followers in real time about what you are doing. As a reminder, be sure to make all of your posts "public" when you share them.

LinkedIn

Emory's Office of Communications and Marketing is applying the proposed Facebook consolidation strategy to the Emory's LinkedIn presence.

Only the nine major schools and the Emory Alumni Association should have their own LinkedIn accounts. All other departments should direct users to the main Emory University LinkedIn account. This provides selected mega-pages the ability to reach our community of faculty, staff, students and alumni as well as providing members with a more defined place to gather and communicate.

[Emory Alumni Association Group](#)

[Emory University Company Page](#)

Pinterest

All departments and organizations around Emory will use one Pinterest account. Those who are interested in providing content for the Emory University Pinterest page will be given the login information for the profile, and will be able to set up their own separate board within the Emory University account.

All pins from your department or organization can be pinned onto your specific board within the Emory University Pinterest page. If you would like to join this page, please send your GMAIL address to emoryweb4@gmail.com and ask to be a Pinterest Board manager.

Flickr and SmugMug

You may use Flickr to post pictures of your organization or department's activities, but we highly recommend posting your photos to your Facebook page instead. Posting to your Facebook page keeps your social media presence better organized for logistical and management purposes and creates a center hub for all of your social media activities. Flickr should only be used for the purpose of research and photo searching. SmugMug is fine for clients and departments that generate revenue from photo sales to use to share private albums.

Blogs

We ask that you do not create your own Tumblr account for the University. For blogging, use Facebook or promote articles from your website. Blogs can be difficult to maintain and keep up a strong audience. If you would still like to create a blog, you may want to ask to join a bigger, more well established blog under one of the schools. If you are confident in the personnel, time, and resources you have to dedicate to a year-round blog then more power to you. You can begin to set up your blog at <http://blogs.emory.edu/>.

Checklist: Is Social Media Right for You?

Social media should be used as just one tool in your marketing arsenal.

Use your channels to spread your message but make sure you choose one key platform or website that you always point people back to. Remember that email is still the best way to reach a dedicated audience and have them follow through on a call to action.

Before you establish an official Emory social media site using one of the platforms above, your organization or department should think about these questions:

1. What social media sites are you currently using or looking to use?
2. What is your main purpose for having or creating a social media presence?
3. What information do you want your social media to convey? Is another group conveying this information or similar information already?
4. What kind of content (text, photo, video) is or will be available?
5. If you are looking to create or have more than one social media account, how are you using or how do you plan to use each network differently?
6. Is there or will there be a designated person or group of people in charge of updating the social media site?
7. What audiences will your social media serve? How do you plan to target that audience?
8. How will you engage your audience and encourage conversation? How will you gain input from them on your content? Have you established moderation guidelines?
9. How will you promote your social media site?
10. How will you measure success?

Questions? Contact the Office of Communications and Marketing at emoryweb4@gmail.com.