Social Media by Platform

Audience, Content, and Terms of Service

Target Audience Overview

	Alumni	Prospective Students	Current Students	Faculty/Staff
Most Engaged Platform	Facebook, LinkedIn, Twitter	Snapchat, Instagram, YouTube	Twitter, Instagram, Snapchat	Twitter, Facebook
Most Engaging Types of Content	· Questions · Nostalgia · Pride Points	· Videos · Brand Personality · Causes	· User-Generated Content · Authentic Conversations · Humor · Visuals	· Research · Grants · Pride Points
How They Tend to Engage	· Comment · Share · Read	· Watch · Collaborate	· Create / DIY · Voice Opinions · Read	· Share

Facebook Strategy

Recent Example:

Content	
Alumni	Questions Nostalgia Pride Points
Faculty/Staff	Research Grants Pride Points

Facebook Management Tips

- Utilize page roles, develop a process for monitoring, and have notifications enabled

- Avoid click-bait headlines and asking for engagement

- Be wary of posting links to goods for sale or other social sites

- Consider using audience optimization for page posts to select a preferred or restricted audience

- Refer to Facebook Insights for your page

Twitter Strategy

	Content
Alumni	Questions Nostalgia Pride Points
Current Students	UGC Conversations Humor Visuals
Faculty/ Staff	Research Grants Pride Points

Recent Example:

MSU ✔ @michiganstateu · May 8
Because if we don't do it, who will? #SpartansWill.

SPARTANS WILL

2   41   183

Twitter Management Tips

- Use hashtags to be included in conversations

- When tweeting events, use quotes and provide context

- Treat every tweet as if it stands alone

- Refer to Twitter Analytics for your account

Instagram Strategy

Content

	Content
Pros. Students	Videos Brand Personality Causes
Current Students	UGC Conversations Humor Visuals

Recent Example:

Instagram Management Tips

- Stick to square images - Instagram says they perform best

- Always obtain an image owner's permission before sharing their work. Send them a private message through the app.

- Don't use an app to share others' images. Download the original image and re-upload it, and give credit with a link / tag back to the original account.

YouTube Strategy

Content

Pros. Students

Videos
Brand Personality
Causes

Recent Example:

Victory for MSU | Michigan State University

Michigan State University

✓ Subscribed 🔔

5,736 views

YouTube Management Tips

- Completely fill out all video data (privacy options, category, license, title, description, tags, language, custom thumbnail, etc.)

- Upload closed captions. You may opt to use a paid service like rev.com to generate the files for you.

- They're currently changing their page layout, so check to be sure your channel header image, etc., are up-to-date.

Snapchat Strategy

	Content
Pros. Students	Videos Brand Personality Causes
Current Students	UGC Conversations Humor Visuals

Recent Example:

Snapchat Management Tips

- Download your stories each day and save for a record of your past activity

- Track your analytics manually

- To collect UGC: 1) provide a template; 2) have users screenshot the template, make additions, and send it back

LinkedIn Strategy

Content

Alumni

Questions
Nostalgia
Pride Points

Recent Example:

Michigan State University
4d

Spartan pride: MSU educates about 10 percent of the nation's nuclear science Ph.D.s.

548 Likes · 2 Comments

LinkedIn Management Tips

- Ensure your own profile is up-to-date with accurate contact and job-related information

- Customize your profile link if you want to include it as a method of contact in your email signature

- When you have a group, develop a process for approving requests to join and monitoring conversations, and have notifications enabled

- Share content on your personal page and/or the Michigan State University page to reach a broad audience

General Management Tips

- Use a social media-dedicated email address

- Develop a process for monitoring, and have notifications enabled

- Think visuals and timeliness - graphics, photos, video, GIFs

- Avoid noticeable logos and branding on clothing in photos and video

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Terms of Service

How to Avoid Getting Shut Down

Facebook Terms of Service

- You cannot create an accounts w/ false personal information, for a fictitious person, or for other individuals

- You cannot use an individual Facebook account for commercial or business purposes. Use a page in these instances.

- Avoid promoting other channels in your page design.

Twitter Terms of Service

- Accounts may be locked if reported for abusive behavior, including:

  - multiple accounts created for overlapping uses

  - impersonating others

  - publishing personal information

Instagram Terms of Service

- Only post content you own or otherwise have the right to use.

    - Do you have a photo release?

    - If re-using a photo, obtain permission and credit the owner.

- Violations may result in Instagram closing your account and preventing you from creating a new account without their permission.

YouTube Terms of Service

- You must own or have rights to all content you upload, including any music playing in the background.

- Be aware of background noise when filming: broadcast games or music playing in background, etc.

LinkedIn Terms of Service

- You cannot use an image that is not your likeness as a profile photo

- Don't invite people you do not know to join your personal network

- No scraping or collecting profiles and information of users through any means (automated or manual work)

Questions?

Terms of Service Appendix

Facebook Terms of Service

- No creating accounts w/ false personal information or for other individuals

- One account per person

- No using a personal account for commercial purposes. Use a page.

- No posting unauthorized commercial communications (spam)

- Violations may result in Facebook closing your account and preventing you from creating a new account without their permission.

- See facebook.com/terms for specific details on these and other terms of service

Page Terms of Service

- Must be administered by an authorized representative

- Page names must match content

- Don't collect or scrape user information without permission

- Data collected via call-to-action can only be used to provide the service associated with that call-to-action

- Follow Facebook brand standards for using Facebook visual assets

- See facebook.com/page_guidelines for specific policies as they apply to offers, promos, and advertisements

Twitter Terms of Service

- Respect intellectual property rights, and obey trademark & copyright policies.

- Follow Twitter brand standards for using Twitter visual assets

- Accounts may be locked if reported for abusive behavior:

  - Multiple accounts created for overlapping uses

  - Impersonating others

  - Violence and harassment

  - Publishing personal information

Twitter Terms, Cont.

- Accounts may be locked for technical abuse and spam:

    - Username squatting

    - Invitation spam

    - Spam behavior (follow/unfollow in short time period, sharing mostly links, sharing misleading links, being blocked repeatedly, etc.)

- See twitter.com/tos for specific details on these and other terms of service

Instagram Terms of Service

- No spamming users (creating/submitting unwanted email, comments, likes or other commercial or harassing communications)

- Only post content you own or otherwise have the right to use.

- Violations may result in Instagram closing your account and preventing you from creating a new account without their permission.

- See help.instagram.com for specific details on these and other terms of service and community guidelines

YouTube Terms of Service

- You must own or have rights to all content you upload, including any music playing in the background

- You cannot sell advertisements within your video content

- You cannot make changes to the embeddable player on your website

- Follow YouTube brand standards for using YouTube visual assets

- Not allowed: misleading metadata, copyright infringing content, scams, nudity, sexual content, harmful/dangerous content, spam, violent/graphic content, threats

YouTube Terms, Cont.

- Repeat offenses can result in termination of the YouTube account

- See <u>youtube.com/static?template=terms</u> for specific details on these and other terms of service and community guidelines

Snapchat Terms of Service

- Don't violate or infringe others' rights of publicity, privacy, copyright, trademark, or other intellectual property rights

- You may not re-use content you find in Snapchat

- See snap.com/en-US/terms for specific details on these and other terms of service

LinkedIn Terms of Service

- Comply with all laws, including intellectual property and anti-spam

- Use your real name on your profile (no fake accounts)

- You cannot use an image that is not your likeness as a profile photo

- Don't invite people you do not know to join your personal network

- No scraping or collecting profiles and information of users through any means (automated or manual work)

LinkedIn Terms of Service

- Don't post any unsolicited or unauthorized advertising (spam)

- Don't use LinkedIn to send messages to distribution lists

- Follow LinkedIn brand standards for using LinkedIn visual assets

- See linkedin.com/legal/user-agreement for specific details on these and other terms of service