

Personal interaction, commentary, sharing of images and small videos – this is the heart of the way Facebook operates. The pace is casual, but to be effective, expect to post at least once a day, if not twice. The community you build through a social media site will want to interact with each other, as well. Moderation is a part of having a social tool enabled.

Real-time communication of news and events. Expect to post at least once a day, if not more frequently.

Curated visual main feed, stories for real-time communication and interactions, and reels for entertaining/educational video content. Expect to post at least 3-5 times per week.

Longer form written and visual content. In turn, these are perfect sources for links and posts on social or real-time reporting tools. Expect to post 2-4 times per week.

- : What are your goals and how will social media help you achieve them?
- : Who is your primary audience, and is social media the appropriate channel to reach them? Is your audience large enough to warrant a channel? Consider what relevant information

_____ One of the benefits of participation in university social media is sharing social media content from within the university community. It also provides you with content to keep your feeds moving by coordinating with others to pick up and repost information from other feeds.

_____ Comment, like, and engage with your audience as they interact and engage with your content

_____ Once a feed or page is started, update it regularly with engaging content. Remember: stale social media is more damaging to the university than no page at all.

Social media is arguably the No. 1 medium students, parents, and community members use to contact businesses and educational institutions about various topics, including conflict.

While Methodist University welcomes comments and discussions, it reserves the right to remove such if defamatory, spam, unrelated to the topic of the post, threatening, business

Methodist University encourages free speech and expression on personal social media accounts of students and employees. However, the University is not liable for postings of a student or employee on their personal site/account.

Please be mindful of what is posted, especially if Methodist University is tagged in any way on your profile. By tagging Methodist University, you are connecting your personal profile to the institution. Be sure to state that your opinions are your own, and do not necessarily reflect the views of friends, family, or your employer/institution.

Even on personal pages, keep confidential information private, and be mindful of copyright laws.

Lastly, you should not use the University's brand for your personal platform, (logo, name, images) and do not endorse any person, idea, product, or cause on behalf of the University without prior approval from administration.

Whether it's with the creation of a platform, logo usage, or conflict management, MarCom is available to assist every organization and person at MU thrive in our social media environment. Please utilize the university [Identity Standards Guide](#), remember you are representing the excellence of Methodist University in every post (be it image or text), and don't hesitate to reach out to MarCom for advice, high-quality images, logos or other at:

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