UNIVERSITY’S ONLINE PRESENCE
We are recommending that Academic programs and departments roll their individual accounts into their respective College accounts. This allows for the college to present a strong, unified message across their social media instead of segmenting their audiences.

• Please do not start any social media (Facebook, Twitter, Instagram, Tik-Tok, YouTube, etc.) accounts without meeting with the Office of Marketing & Communications first!

• If posting photos of people, be sure that those photographed have signed a Model Release form at http://www.tamuk.edu/marcomm/release.html

• The Office of Marketing & Communication will provide you with the approved profile photos for each social media platform. Do not make your own. This allows us to ensure consistency of brand.

• When posting photos of people, be mindful of COVID-19 measures of social distancing, masks, etc. Photos should reflect current protocols and conditions.

• In order to be included in the University’s new Social Media Directory, please provide the log in information for Instagram and Twitter. This information will be kept in an encrypted file that will only be used for emergencies. You will still be responsible for posting your own content and answering all correspondence.

FACEBOOK
The University utilizes Facebook Business Suite and will be requesting Facebook Page Owner access of your current Facebook Page. This will not change your current admins, page roles, URL, or responsibilities. This is only so that the University has access to placing paid advertising and can claim trademark infringement on unauthorized, abandoned or unofficial Facebook Pages related to Texas A&M University-Kingsville. You will still need to post your own content and answer all correspondence.

• When posting, remember your target audience. Content should be engaging, timely, appropriate for higher education, and properly branded. Avoid posting memes, viral trends (when appropriate) and blurry images.

• Facebook is one of the most widely used online platforms for adults. Set your goals, proactively engage your audience and post at peak times. Mobile-friendly content generates higher engagement and while videos are watched, many users prefer to watch with the sound OFF. Use Facebook for text heavy items but remember that photos are eye-catching. Avoid posting text heavy flyers as the information cannot be copied and pasted to share – instead leverage the University Calendar to share your events to promote engagement. Hashtags can be used but Facebook will include your posts in search results without the # included.

• Facebook Stories are watched but do not have as many functions and features at Instagram Stories. Use wisely for timely information.

• Prioritize comments, replies, and messages. Followers expect responses within minutes, not hours or days. Taking the time to respond encourages interaction for those in the future.

• Monitor your page analytics to see what posts are performing well. Posting solely self-promotion content may not bring in new followers but a non-promo post to drive engagement may be too off-brand. Recognizing trends or holidays can work but don’t let that be your only content posted.

• You can assign different Page Roles for people to post on your Facebook Page to allow for chairs, departments and faculty to post content to the page.
• Consider an internal calendar of pre-written postings to make sure that content is consistent, all departments/programs are being included, and special achievements are recognized.

• Please note, in cases of emergencies or important or impromptu events, the schedule set forth in the calendar may be interrupted.

INSTAGRAM

• Instagram is owned by Facebook and your accounts should be linked through the Facebook Settings. This will allow our office to run paid advertising on both platforms.

• Follow @javelinanation

• Instagram is for aesthetically pleasing square photos. Your audience wants to see your college/department/program when they visit your profile. Clearly define your goals and define your audience and then curate your content towards that.

• Consider an internal calendar of subject postings to make sure that content is consistent, all departments/programs are being included.

• Use hashtags strategically. Hashtags help students to find your content but do not write URL/hyperlinks into the Instagram captions. They cannot be copied and pasted on mobile devices. Instead, consider using the profile URL field to link someone to a website. By default, have your Texas A&M-Kingsville web page listed as your profile URL.

• Instagram Stories and IGTV allow you to post videos and “in the moment” content. You can save your Stories to your Highlights on your profile to allow future students to see things like classwork work, events, even faculty and student testimonials. Get interactive with things like polls and questions. Aim for a personal connection but also know that comes with the responsibility of responding to Direct Messages (DMs) to help build follower loyalty.

• Give followers a “behind-the-scenes” look that is engaging. Instagram photos cannot be shared easily but users can tag their friends in your comments to bring engagement. Consider using a call to action in your captions like “Learn more by visiting our website in our profile!”

• Instagram captions can be up to 2200 characters long but only the first two lines of text appear in news feeds without tapping “more”. Your caption should be relevant, compelling, entertaining and/or informative. Leave hashtags to the end where they can be used in search results but don’t distract from the actual message.

• To allow for accessibility, do not post text flyers and use alt text to describe photos. As photos live forever on your profile feed, only post an images once.

• Do not post photos that you do not own the rights to or without permission.
TWITTER

• Twitter is for engaging conversation and sharing information.

• Follow @javelinanation

• Twitter content should be created for the platform and should be short and concise.

• Tweet early, and often but notice when you’re over-saturating your followers, especially with promotions. Twitter is a social network, not just a content distribution tool. Consider using Twitter polls or asking questions to start conversations.

• Jump on relevant trending topics when it’s on-brand. Look at the trending tab and include the relevant hashtags in your tweets.

• Be an industry resource. Take the time to curate your tweets and be strategic when posting promotional content.

• Be sure to engage with your audience either in public tweets or direct messages (DMs). If a follower had a negative comment, invite them to use the University Feedback form https://www.tamuk.edu/contactus or reach out through DM to have the follower email you off Twitter and work towards a solution. Respond if someone @mention you.

• Consider an internal calendar of subject postings to make sure that content is consistent, all departments/programs are being included, and special achievements are recognized.

• Sign your tweets with your initials ex: (KE) or ^KE if you have multiple admins so you know who is posting what information. This also helps to authenticate your “voice” on social.

YOUTUBE

We will be moving to one University channel where all University related videos will be viewable. If you have videos you have created, please send them to the Office of Marketing & Communications and delete the YouTube channel from the platform. We will set up individual playlists for your colleges/departments/programs so that students have only one place to go for all University related content. Items that are not included in the University channel by December 31, 2020, will be reported as copyright infringement.

Before starting any video recording, please meet with the Office of Marketing & Communications first. We can provide additional guidelines, requirements and recommendations.

The University is not moving towards having Pinterest, TikTok or Snapchat accounts. Please start the process of removing any that you have online as we work to brand the University as a whole.

CREATING YOUR OWN IMAGES

Before uploading images created by your department, please send images to the Office of Marketing and Communications for approval. This ensures consistency of brand.

Information on Employee Use & Engagement Guidelines is available at: https://www.tamus.edu/marcomm/socialmedia/employee-guidelines/

For assistance on setting up an official University account please submit a Project Submission Form at: https://www.tamuk.edu/marcomm/project-submission.html