

# VT Social Media Guidelines & Best Practices

*Fairen Horner, Social Media Manager*



# THE PRIMARY ACCOUNTS

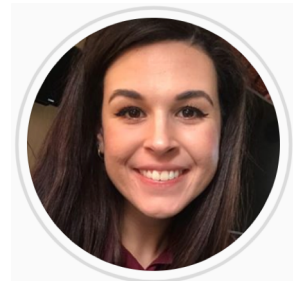




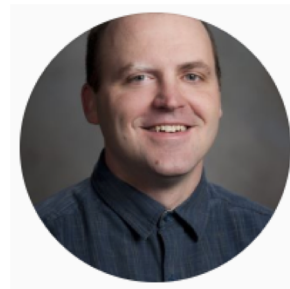
# THE SECONDARY ACCOUNTS



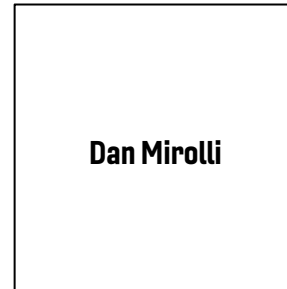
**Ray Meese**



**Olivia Coleman**

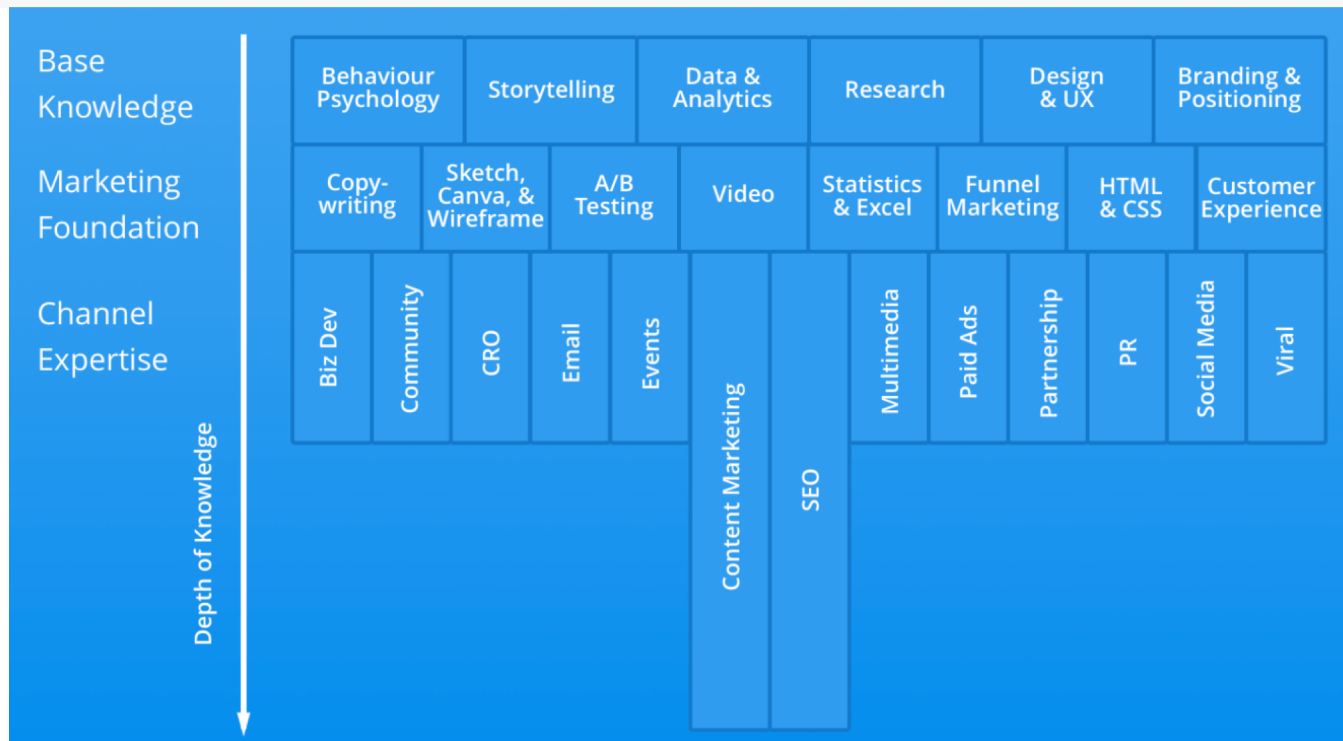


**J. Scott Parker**



**Dan Mirolli**

# ABOUT THE JOB: SOCIAL MEDIA MANAGEMENT



# BRAND MANAGEMENT

This is why we do what we do.



**Tyler Jones**

@T\_Jones123

Breathe if you hate Virginia Tech

7:16 PM - 12 Feb 2017



**Lee Sempeles**

@LeeSempeles

When your college has a great social media presence >>>>

**Virginia Tech** @virginia\_tech

Replying to @LeeSempeles @awwisonmarie and @dschnei\_05

Oh we're ready, Lee! See you soon. 🤘🎉🍷

4/26/18, 9:31 AM

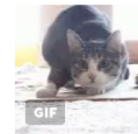


**scout**

@omggitsbre

Follow

MY SCHOOL IS SO CUTE I LOVE VIRGINIA TECH WITH ALL MY HEART

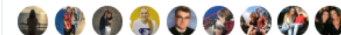


**Virginia Tech** @virginia\_tech

This is how we're feeling after not seeing most of our students for so long, but knowing that everyone will be back in less than a week! 🙌🍷 #ComeHome

10:22 AM - 10 Jan 2018

6 Retweets 60 Likes





# STEP 1: REVIEW VT SOCIAL MEDIA POLICY & WEBSITE

## Why do we have a policy?

- To support social media with the preservation and protection of Virginia Tech's brand identity, integrity, and reputation, allowing University Relations to shut down non-compliant accounts more readily.
- To ensure compliance with VT policies, applicable state and federal laws and regulations, and the Virginia Tech Principles of Community, among all social managers across campus.

## Why do we have a site?

- To offer social media support and guidance and maintain consistent and aligned external, digital communications to a wide audience from Virginia Tech.

## What's in there?

- Overview of best practices covered here, with relevant resources and step-by-step instructions and downloadable guides, and access to the campus-wide social media managers Google Group for on-going discussions and sharing of knowledge about social and emerging technologies.
- University master brand and style requirements, including downloadable visual asset templates.



# ***Social Media Best Practices***

# BRAND & STYLE REQUIREMENTS

If your social media account's name does not begin with "Virginia Tech," you will need to use the profile picture that places the words "Virginia Tech" below the VT. If your account's name does start with "Virginia Tech," you may use either version.

## DO



## DON'T



## Acceptable Use

Logos for social media use are available for download at [vt.edu/social-media](https://vt.edu/social-media)

For accounts that start with "Virginia Tech"  
*Right-click on the image to download*



For all Virginia Tech-affiliated accounts  
*Right-click on the image to download*



## In violation



# BRAND MANAGEMENT

As Social Media Managers, we protect & preserve the Virginia Tech brand identity, integrity, & reputation on a daily basis.



## Logo guidelines

vt.edu

Hi! I'm the new Social Media Manager for Virginia Tech, so I'm trying to get an idea of who runs all of the awesome accounts around campus. I was wondering who runs this one? Another quick note: Your profile photo violates our brand guidelines, so I do have to ask you to remove the words below the logo. ([vt.edu/brand/resource...](https://vt.edu/brand/resource...)). If you have any social media questions, please feel free to reach out to me here or at [fairenc1@vt.edu](mailto:fairenc1@vt.edu). Thanks! - Fairen Horner





# ROLES, RESPONSIBILITIES & EXPECTATIONS OF VT SOCIAL MEDIA MANAGERS

- By having a social media account that indicates you work at or attend Virginia Tech, or if you run an account for your unit, you may be perceived as being a spokesperson for Virginia Tech. It is essential that you do not speak for Virginia Tech, the institution, but that you represent your unit. In that role, you should consider yourself a spokesperson. To mitigate any potential issues, be mindful of the following:
  - Stick to your area of professional expertise.
  - Confirm information before posting/sharing to ensure it is correct. When in doubt, don't post and/or ask for help.
  - Questions/comments that are related to a news story or press release should be referred to [@vtnews](#) on Twitter and/or the Media Relations Director of University Relations.  
[vtnews.vt.edu/contact](https://vtnews.vt.edu/contact)
  - Keep personal accounts separate from your role at Virginia Tech when possible. If there is overlap, ensure your personal views are not viewed as official Commonwealth of Virginia communications.
    - You may include a disclaimer in your About section, but users still have a hard time separating the two.



**tracy\_vosburgh**

@tracy\_vosburgh Follows you

Senior AVP University Relations at Virginia Tech. Thoughts and opinions here are my own. Retweet does not mean endorsement

# BEFORE YOU POST

- Get to know your audience and platforms.
  - Choose the right messages and responses accordingly.
- Review previous posts and interactions.
- Posting hours: Commuting and meal hours in general, but depends on audience and platform.
  - But know that it's more about what you post now and less about when you post.
- Be agile – schedule, but be ready for the unexpected.



# CONTENT CREATION INVOLVES...

Copywriting & editing, storytelling, psychology, photography, videography, graphic design, & simply having “the eye” for good content.

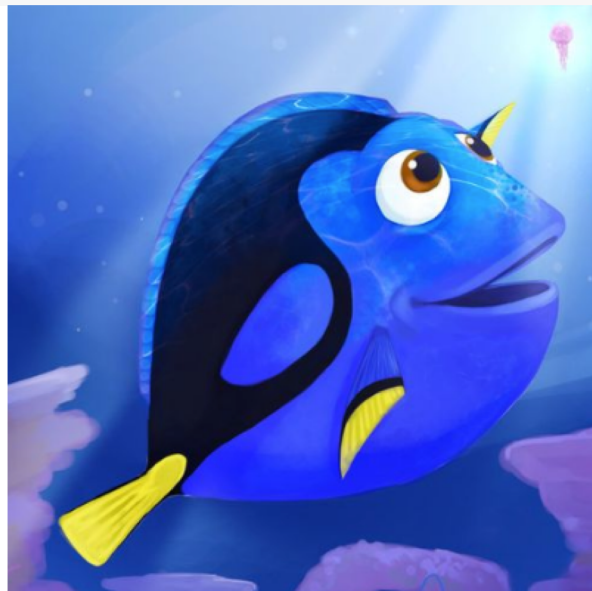


# CONTENT CREATION 101

- 3 second audition: Your content should be able to grab attention without sound within 3 seconds.
- It's a visual, sound-off, mobile-first world.
- Include creative almost always.
- Most posts should have a CTA, but not ALL. Incorporate lifestyle content and show human side.
- Emotive and relatable content is best. Make it shareable.
- Balance evergreen, spontaneous, and planned content.
- Ask questions and avoid click-bait words.
- Pay attention: Social is everchanging.



"That's a cool post...  
OH LOOK A..."

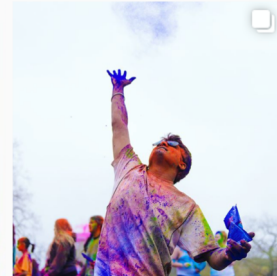
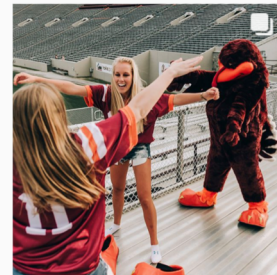
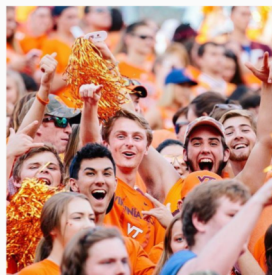




# CONTENT

## What's our strategy?

We include one non-news story-related, brand-elevating piece of lifestyle/spontaneous content per day on the platforms.



# CONTENT

What do we mean by “lifestyle/spontaneous”?

Most posts should have a clear call-to-action, *but not every post should have one.*



Here's to hoping that your finals are as 👍 as @VT\_Football's yoga moves. 🧘



8:50 AM - 4 May 2018

41 Retweets 341 Likes



Sometimes it's nice to just hop in line with a campus tour and pretend like you're an incoming freshman again. Right, #VT18? 😊🤔



3:19 PM - 2 Apr 2018

42 Retweets 327 Likes



Today at #VirginiaTech, we opened the tallest drone park in the country, where students and researchers can stay innovative with unmanned aerial vehicles. 🚁 Tomorrow, who knows? 😊



12:33 PM - 26 Apr 2018

112 Retweets 444 Likes



# CONTENT: WHERE TO FIND IT



VIRGINIA TECH.  
Daily

- Us! (Daily Email)
- Make your own. Go out and find awesome content!
- Other university accounts.
- Content and trend calendars. Don't overdo (informal) national holidays though and know the history/meaning/correct copy to use).
- Look to peers and the internet/news/social in general – trends/memes, as appropriate.
- GobblerConnect.



Friends ranked:

13. you
12. can't
11. just
10. pick
9. one
8. they
7. work
6. the
5. best
4. as
3. a
2. group
1. Phoebe

1:46 PM - Jun 26, 2018

♥ 1,764 💬 418 people are talking about this



True. Other colleges are nice and all, but here's a really great ranking. 🙌 😊

top fifteen colleges:

15. e
14. v
13. e
12. r
11. y
10. o
9. n
8. e
7. e
6. l
5. s
4. e
- 3.
- 2.
1. #VirginiaTech

taylor @tphil121  
top fifteen colleges:  
15. you  
14. cant  
13. rank...  
[Show this thread](#)

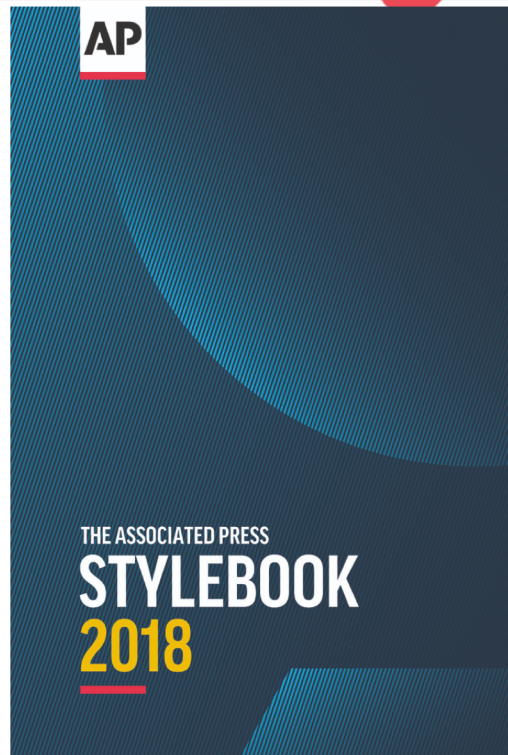
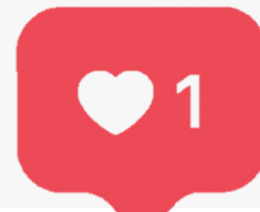
5:51 PM - 29 Jun 2018

92 Retweets 473 Likes



# CONTENT CREATION: WRITING

- AP Stylebook is your best friend for responses and content writing.
- Triple-check everything you are posting.
- Research everything.
- Use Urban dictionary.
- Watch your slang.





# CONTENT CREATION: EDITING

- You will make mistakes...and that's okay.
- You can now edit posts on all platforms, except for Twitter.
  - Do not delete your tweets unless there is an error in the original post or if you have been hacked and then the information should be immediately posted again with the correction. In either case, screenshot and file.



**Lisa Vesely** Congrats Hokies!!! (Whisper to Virginia Tech Page.. please spell check 🙄)

Like · Reply · Message · 4w

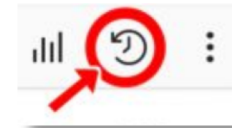


1




**Stephen Hart** Gradated? ...

Like · Reply · Message · 4w



# CONTENT CREATION: EDITING



**Virginia Tech**  
Published by Fairen Horner [?] · June 12

Your #HokieGrad speech was better than  
How could we forget?! 🧡🎓

Pin to Top of Page


**Edit Post**

Change Date

Create Post With This Video


▼ See more options


Posted by Fairen Horner





**Virginia Tech**  
217,342 followers  
1w • Edited

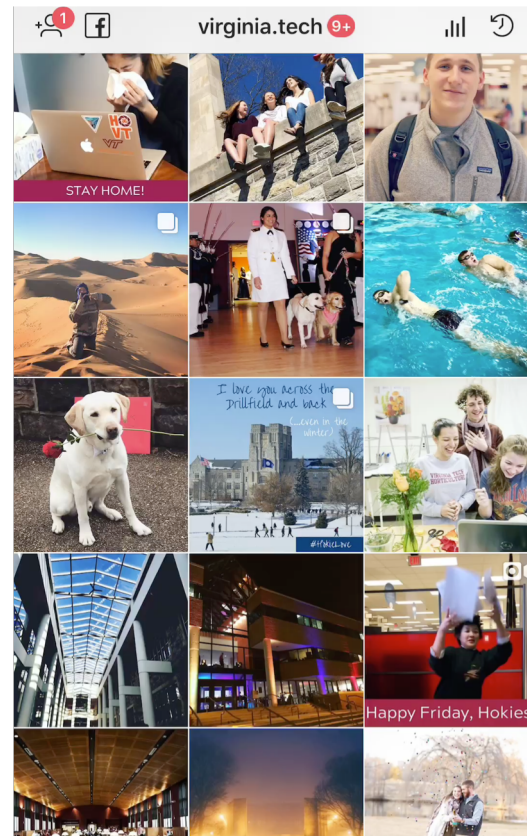
#VirginiaTech has received the purchase of state-of-the-art College of Engineering building

 Edit update

 Delete update

 Pin to top

 Copy link to post



# CONTENT CREATION: YES, WE ARE AN EMOJI BRAND.

**DO:** Fit emojis in the narrative of your post, when possible.  
They should compliment posts, not overtake them.



Virginia Tech

@virginia\_tech

Owens? Is...is that really you? 🙄🕶️



VT Dining Services @HokieDining

Owens Food Court is getting a big makeover for next fall! Who else is excited to see the final look? 🤔 #makeover #vtdining

9:00 AM - 7 Jun 2018

18 Retweets 320 Likes



Virginia Tech @virginia\_tech · May 15

Hats off to every #HokieGrad who transformed their 🎓 into a work of art. 🙌

👉 See more caps 🙌 [ow.ly/I3MH30jZISK](https://ow.ly/I3MH30jZISK)



🗨️ 1 🔄 11 ❤️ 105 📊

# CONTENT CREATION: EMOJIS [WHAT NOT TO DO]

## DON'T:

- Don't use emojis to replace words, unless you are certain that they can't be confused on differing devices and platforms.
- Don't overdo emojis or use the same emojis on multiple posts in a row.

 **Schiffert\_Health\_Center**  
@SchiffertHealth

Following

If you feel 🤒🤧🤔🤯 or get 🤒: an 🚑 can take you to 🏢 or Schiffert 🏢 Ctr. Our 🏠 staff can give you 💊 or 🩺 and care with 😊 and ❤️! #WorldEmojiDay

9:25 PM - 17 Jul 2017 from Blacksburg, VA



**Virginia Tech Alumni** @VT\_alumni · Jun 13

Check out this article about how #VirginiaTech won a bid to participate in a national drone program. #Hokies



**Virginia Tech Alumni** @VT\_alumni · Jun 12

Introducing the new head coach of the #VirginiaTech softball program, Pete D'Amour!

Check out the details below



**Virginia Tech Alumni** @VT\_alumni · Jun 12

Eileen Van Aken has been appointed head of Virginia Tech's Grado Department of Industrial and Systems Engineering in @VTEngineering

Check it out



# EMOJIS ARE NOT ALL THE SAME



Apple



Google



Samsung



GOOGLE



SAMSUNG



N/A

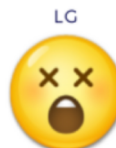
HTC



GOOGLE



SAMSUNG



HTC

# CONTENT CREATION: COPYWRITING

Strong copywriting = strong content.

Make, find, save, stock up, spread out, repurpose, recycle.

Create unique, engaging, on-brand captions for all posts, tailored to specific audiences, that differ according to the platform.

**meg\_h2os** Whooooo is that Hokie i see, staring straight, back at me. When will my gpa show, who i ammm insiiiiideeeeeee 🎤  
🎵 🎵 \*starts sobbing\* @alyn\_w  
@coco\_fo\_sho\_sho @fuyejin

**virginia.tech** @meg\_h2os Not sure if that can be topped, Meghan. 🍌

**tank\_tj** @emcelhinney31

**caseyvug** Caption @savannahkitt  
@sol.a.rach

**gracewinick** @kyletshaw this is it this is the reason I'm going



**virginia.tech**  
Torgersen Bridge



**virginia.tech** \*\*Twirls hand in puddle and sings the Mulan "Reflections" song, subbing in Hokie lyrics\*\* 💧 🍌 💧 🍌 💧 🍌



**Virginia Tech** ✓  
@virginia\_tech

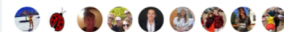


Even the 🌧️ dreary days here are 🍌 🍌 🍌 .  
#WhyVT



11:00 AM - 25 Apr 2018

43 Retweets 351 Likes





# CONTENT CREATION: COPYWRITING

Don't just pull the headlines of stories to use as your post copy.

Write as though you think users won't read the story, but make the copy so strong that they can't resist clicking to read more.

## DO



Virginia Tech @virginia\_tech · Jun 4

Converting carbon dioxide into green, sustainable energy? ☀️♻️ Doing what plants do, but in a beaker? 🌱🔬

"Sure, why not?" — @VT\_Science researchers



**Amanda Morris' chemistry lab mimicking how plants energize in bid t...**

Morris and her student researchers are trying to mimic the ways plants use sunlight to convert carbon dioxide to storable food.

[vtnews.vt.edu](http://vtnews.vt.edu)

## DON'T



VT Chemistry  
@VTChemDept

Follow

Prof. Amanda Morris' chemistry lab mimicking how plants energize in bid to create clean, sustainable energy



**Amanda Morris' chemistry lab mimicking how plants energ...**

Morris and her student researchers are trying to mimic the ways plants use sunlight to convert carbon dioxide to storable food.

[vtnews.vt.edu](http://vtnews.vt.edu)

# CONTENT CREATION: PHOTOGRAPHY, VIDEOGRAPHY, GRAPHIC DESIGN

**DO:** Use free tools to easily create high-quality content.

---

- Adobe Spark: For visual storytelling  
(Part of the Adobe Suite. This tool now allows you to incorporate brand fonts and colors.)
- Canva: Make beautiful designs, easily.
- Hype Type: Make animated text videos.
- ImgPlay Pro: Make quick GIFs and quickly edit video clips.



## SOCIAL MEDIA

Create and post content to university social media accounts to increase engagement across a wide variety of digital platforms.

SWIPE UP TO APPLY





# CONTENT CREATION: PHOTOGRAPHY, VIDEOGRAPHY, GRAPHIC DESIGN

## DON'T:

Don't share content on social that looks just like the event's pdf/poster.

-----

Instead: Post text/information-heavy content to your Instagram story, breaking up the text on multiple slides.


**sga\_vt • Following**

**sga\_vt** The results are in for this year's SGA Elections. Congratulations to next year's SGA leaders!

### SGA ELECTION RESULTS

**PRESIDENT AND VICE PRESIDENT**  
Jeremy Smith and Sam Felber

<b>AT LARGE REPRESENTATIVES</b> Conrad Briles Lily-Ana Fairweather Payne Tarkenton Kase Poling	Caed Cunningham Hannah Ridings Rebecca Trinh	<b>COLLEGE OF ENGINEERING</b> Connor O'Brien
--	--	---

**COLLEGE OF ARCHITECTURE AND URBAN STUDIES**  
Gates Breedon

**COLLEGE OF NATURAL RESOURCES AND ENVIORMENT**  
Liam Smith

**COLLEGE OF SCIENCE**  
Erik Wrightson  
Sid Madhaven  
Ashly Kaur




# FREE MOVIE

## TONIGHT 6:30-8:30pm


### LITTON-REAVES ROOM 1870




An intimate look at the often hidden world of addiction.  
Panel Discussion immediately following.

KINGDOM COUNTY PRODUCTIONS PRESENTS





**the HUNGRY HEART**  
Prescription drugs • Addiction • Recovery • Vermont  
A NEW DOCUMENTARY FILM BY BESS O'BRIEN

PRESENTING PARTNER:  Branthorpe Retreat

SPONSORS:  VERMONT STATE POLICE  VERMONT STATE DEPT. OF HEALTH  UNIVERSITY OF VERMONT  BURLINGTON COLLEGE  VERMONT STATE UNIVERSITY  VERMONT STATE PRISON

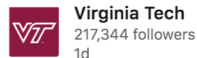
**A PART OF SUBSTANCE USE EDUCATION WEEK 2018**

 STUDENT AFFAIRS  HOKIE WELLNESS

# CONTENT CREATION: PSYCHOLOGY

Write in a way that evokes emotion, reaction, and engagement.

## 1. Ask questions.



Congratulations to this Hokie (Harsh Patel) for making it to the top of Mount Kilimanjaro! 🏔️ 🎉

How many other Hokies out there have conquered this climb?



787 Likes · 29 Comments

## 2. Get into their head.



RT if your #ThursdayThoughts include wondering when everyone is going to admit that making VT fingers is not nearly as easy as it looks. 🤔 🐔



10:05 AM - 12 Jul 2018

31 Retweets 130 Likes



## 3. Make it shareable and taggable.



Replacing Slusher Hall, renovating Holden Hall, adding a new bachelor of arts degree program, and a bachelor of science degree program, and more. Read about yesterday's BOV meeting and the approved \$1.6 billion university budget 📰

[vtnews.vt.edu/articles/2018/06/bov-june-overview](http://vtnews.vt.edu/articles/2018/06/bov-june-overview)



👤 122,642 people reached

Boost Post

👍 🤔 🙄 1.2K

382 Comments 383 Shares

# CONTENT CREATION: USER-GENERATED CONTENT

Utilize your fans and crowdsource content.

- Majority of your Instagram content should be user-generated.
- Low on content? Pull from user-gen content.
- Use sharing user-gen content as a way to improve/adjust posts to meet your brand voice and control the message.

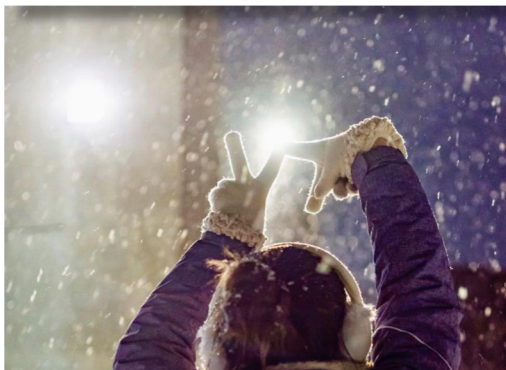


virginia.tech • Follow  
The Pylons @ Virginia Tech

virginia.tech Will we ever be #Hokies again or are we destined to be #Snowkies for life at this rate...? 🤔

. . .

📸 : @jayqwu



Virginia Tech ✓  
@virginia\_tech

We would tell you a joke too but now all the good ones...Argon.  
**#NationalPeriodicTableDay**

Virginia Tech Research & Innovation @VTresearch

In honor of National Periodic Table Day, we were going to tell you a joke about sodium and hydrogen ... but NaH.

10:03 AM - 7 Feb 2018

45 Retweets 239 Likes



# CONTENT CREATION: PERMISSIONS & SHARING

- Reposting is great, but always ask permission.
- Ask privately, not in the post comments.
- Ask permission to tag them for credit (some don't want to be tagged).
- Ask for context and more details.
  - Just don't ask for home towns.
- Ask for original photos.
- Screenshot approval, since users can delete/retract messages on some platforms.

March 22, 2018 at 2:15 PM

Hi! We love your VT snow photo!  
Mind if we share it and tag your  
account for credit? Thanks! - Fairen  
H.

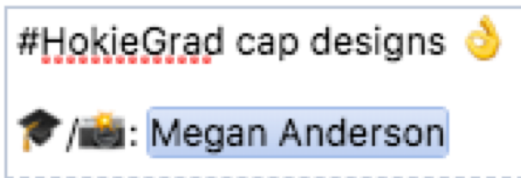
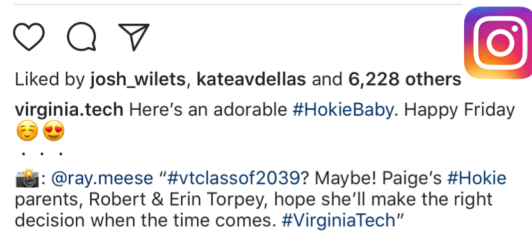
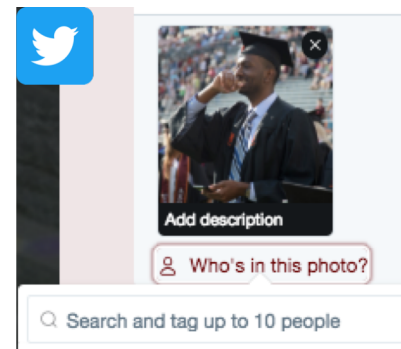
Hi! Congrats! We'll take a look, but can you give us more info  
about this project/your team? Thanks! - Fairen H.

May 22 ✓



# CONTENT CREATION: CREDITING

- Try to keep the credit out of your main post copy, when possible or clearly separate from your copy.
- If you use the Repost app for Instagram, try to splurge for the paid version to lose the watermark.
- Tag the photographer, not those in the photo. They can tag themselves.
- Be cautious of reposting professional photographers & appearing to endorse their business. Tag their personal account, when possible.





# CONTENT CREATION: GET THE MOST OUT OF YOUR CREATIVE

Be thinking about content creation and use during, before, and after production.



Virginia Tech [@virginia\\_tech](#) · Apr 20  
Happy #NationalLookAlikeDay from [@TheHokieBird](#) and [@VTVisitBird](#)



1 29 159



[View Insights](#)

[Promote](#)



19,157 views · Liked by [occasionallycharming](#) and [terijohansson](#)

[virginia.tech](#) Sorry if your [@vtadmissions](#) acceptance packets are just a bit crumpled, #VT22. [@the\\_hokiebird](#) made them with lots of love. 😊

# CONTENT CREATION: STRATEGIC CONTENT SELECTION

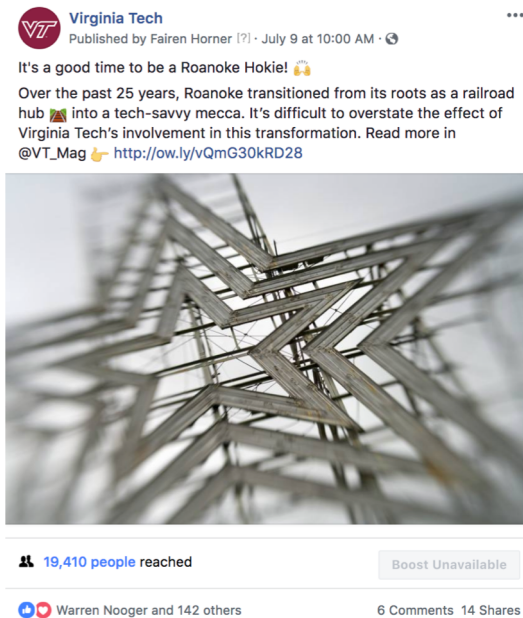
Utilize visual assets created for your stories, while still promoting your stories.



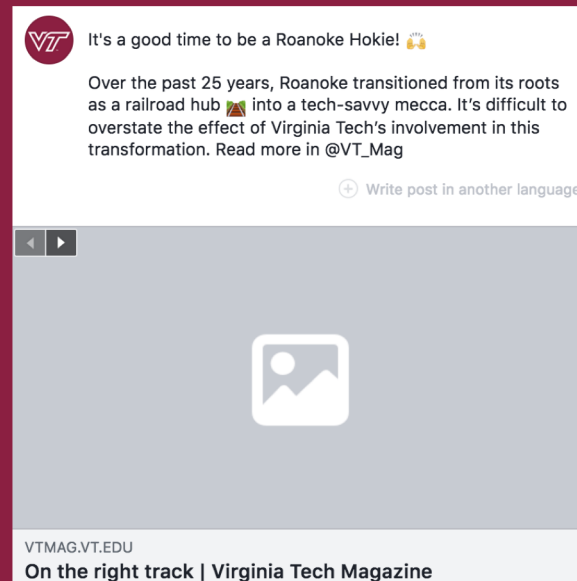
# CONTENT CREATION: LINK USE

- Always remove the hyperlink from the post copy, after a preview is pulled in.
- If a link auto-previews without an image or is pulling in multiple images, unrelated to the story, remove the link preview, add your own photo, shorten the link, and add it in the post copy.
- Draw attention to the link by dropping it on its own line or introducing it with an emoji.

## DO



## DON'T

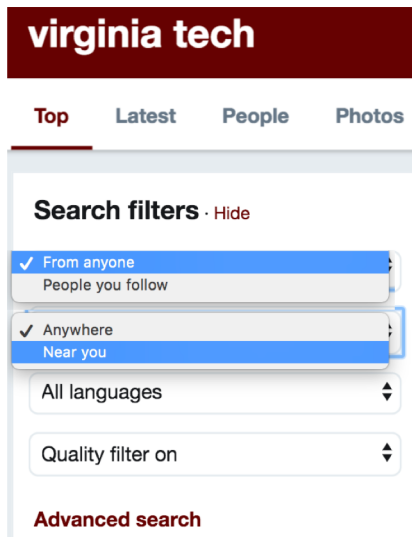




## DO:

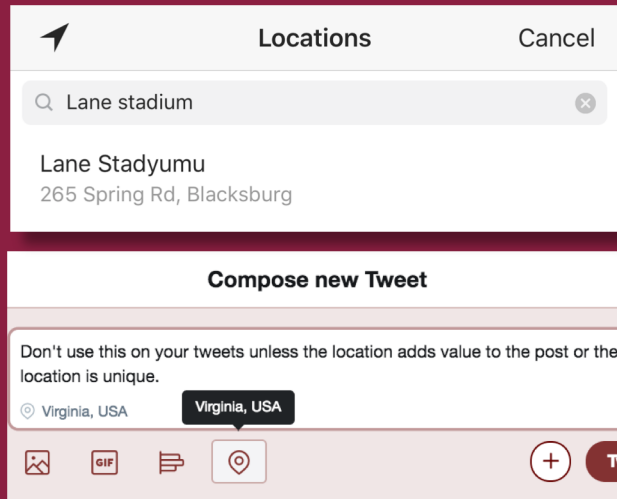
- Always add locations to your Instagram posts to amplify content.
- Utilize the location-based advanced search features.

(Have your phone location on)



## DON'T:

- Don't incorrect locations/spellings of locations (You can no longer add new custom/"fake" locations, but you can still access some that were created before)
- Don't add locations to your tweets, unless it's a unique location



# REMINDER POSTS

- Instead of duplicating tweets, RT your previous tweet and add reminder text.  
This reminds users who might have missed the first post that you've already shared this information.
- You can also pin posts to the top of your page and thread tweets or comments below so they stay together.
- On other platforms, keep users up-to-date in real time by updating a single post with changes, but note the last time the post was updated.



# CONTENT CREATION: VIDEO

- Ideal length for all videos: Under 1:30.
- Post natively and know that .MOV is not your friend.
- Sound is **and** isn't important. Most auto-play sound-off.
- Consider accessibility.



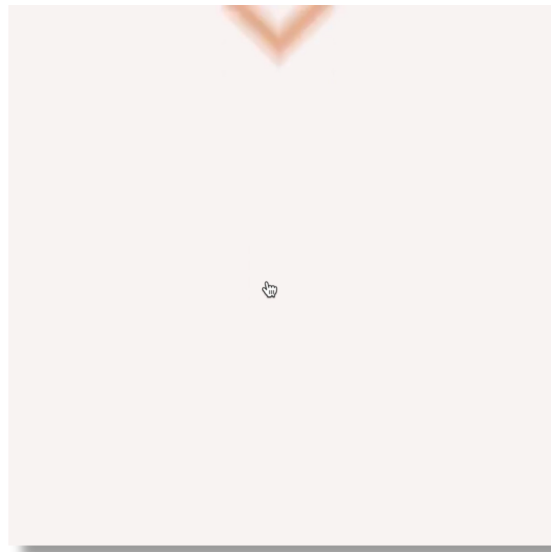
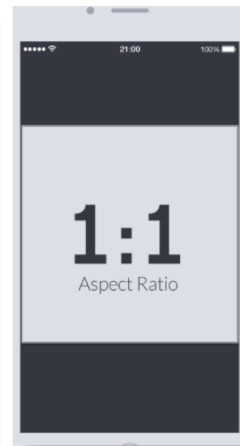
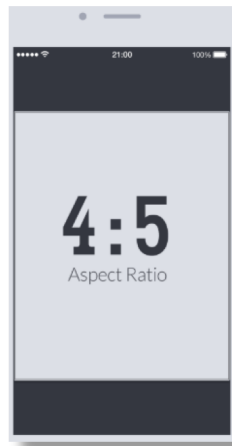
Can't exceed :60 in-feed / :15 second clip stories /  
IGTV – up to an hour / Vertical is preferred for stories,  
but accommodates 16:9



Can't exceed 2:20



Can't exceed 45 minutes for regular posts or  
four hours for Facebook live (30 minutes is  
the ideal FB Live time)

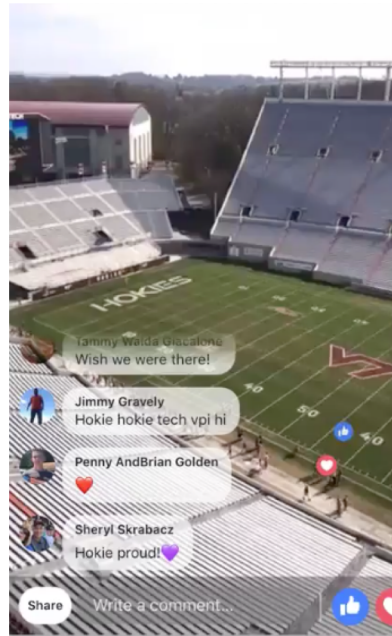


# CONTENT CREATION: VIDEO - LIVESTREAMING

According to Facebook, live video generates six times more interactions than regular video.

Consider using Instagram Live and show users an inside look at an event or insight on a particular topic (AMA).

- Common events that are livestreamed include the Presidential State of the University address, town halls, and the Fall and Spring Commencement ceremonies.
- Have the right equipment (Mevo, mic, stabilizer, back up battery).
- Promote livestreaming details ahead of time (“We will be going live here in 15 minutes”), with a description of the event.
- Use the FB Waiting Room feature and crosspost.
- Ensure that there is a strong WiFi signal.
- Check surroundings for possible disturbances.
- When possible, have a second person monitoring the post and moderating comments — allowing the person filming the livestream to focus on capturing the best footage.



# HASHTAG USE AND TAGGING

## Hashtags















- Fit within your post narrative when possible and tag at the end of a post, if you must.
- Use to amplify posts, tap into conversations and/or aggregate groups of posts to look back to later.
- Avoid excessive use & do your research.
- Capitalize each word to prevent confusion.















## Tagging

- Fit within your post narrative when possible and tag at the end of a post in a “cc” manner, if you must.
- Use to amplify accounts, when applicable.
- Avoid excessive use.
- Verify & double-check the account you’re tagging in to see if it’s correct or if an account exists.

# HASHTAGS: BRAND HASHTAGS

Know our main brand hashtags & their intended use. Don't deviate too much or alter them.

Hashtag	Twitter	Instagram	When to use
#VirginiaTech			
#UtProsim			
#Hokies			
#HokieLove			Typically for Valentine's Day and annual fundraising efforts
#HokieGrad			Commencement
#HokieFacts			History, statistics
#WhyVT			Promotional marketing

Hashtag	Twitter	Instagram	When to use
#VT4L			Alumni
#VTFirstDays			Beginning of freshman year
#HokiePets			
#HokieBaby			
#HokieNation			Athletics
#TravelingHokies			Alumni travel
#HokiesAbroad			Study abroad

# HASHTAGS

## DO



Wow, so many #HokieBaby doctors 🧑🏻 heading out into the world after the 2018 @VTGradCommunity #HokieGrad ceremony. 🌞



No matter how you say "I love #VirginiaTech," just know that we ❤️ you right back! 🤗 We welcome our #VT22 international students and can't wait to have you in #HokieNation!



## DON'T

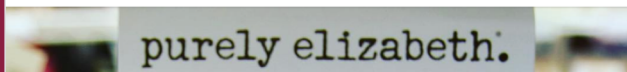
We #HokieLove graduation. Congratulations and #bestofluck. #Gonna #Be #A #Great #Day at #Virginia #Tech. #Blessed



Eats Natural Foods

July 26 at 10:50 PM · 🌐

If you're looking for a new bar, consider this one, new at EATS! Coconut cashew. Certified vegan, gluten-free, and non-gmo. #eatsnaturalfoods #blacksburg #virginiatech #welcometoblacksburg #eatsnaturalfoods #nrvt #swva #swvafood





# HASHTAGS: HOW TO USE

Hashtag #Hokies and #VirginiaTech but be cautious when tagging on other words/creating new “brand” hashtags. Feel free to play around with “silly” hashtags though.



How to be less 🤔 about being a #HokieGrad and leaving VT: Get engaged & start planning a #Hokie wedding. 💍 #HokieHacks

🐦🎓 info 📄 [ow.ly/8aMI30jCUv4](https://ow.ly/8aMI30jCUv4)



11:55 AM - 23 Apr 2018

2 Retweets 113 Likes



Final snow day thought: Is there a secret snow sculpture course that we don't know about? 🤔 If not, should there be one? 🏗️ #CaughtonCampus #SnowStudies



10:25 AM - 14 Mar 2018

73 Retweets 507 Likes

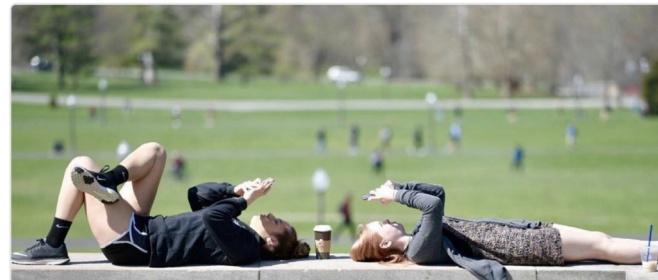


2,284 likes

virginia.tech Do you ever feel like this little lamb when you're working on a group project, trying to get your group to listen to you? #ListenUpLambs

Virginia Tech @virginia\_tech · Apr 18

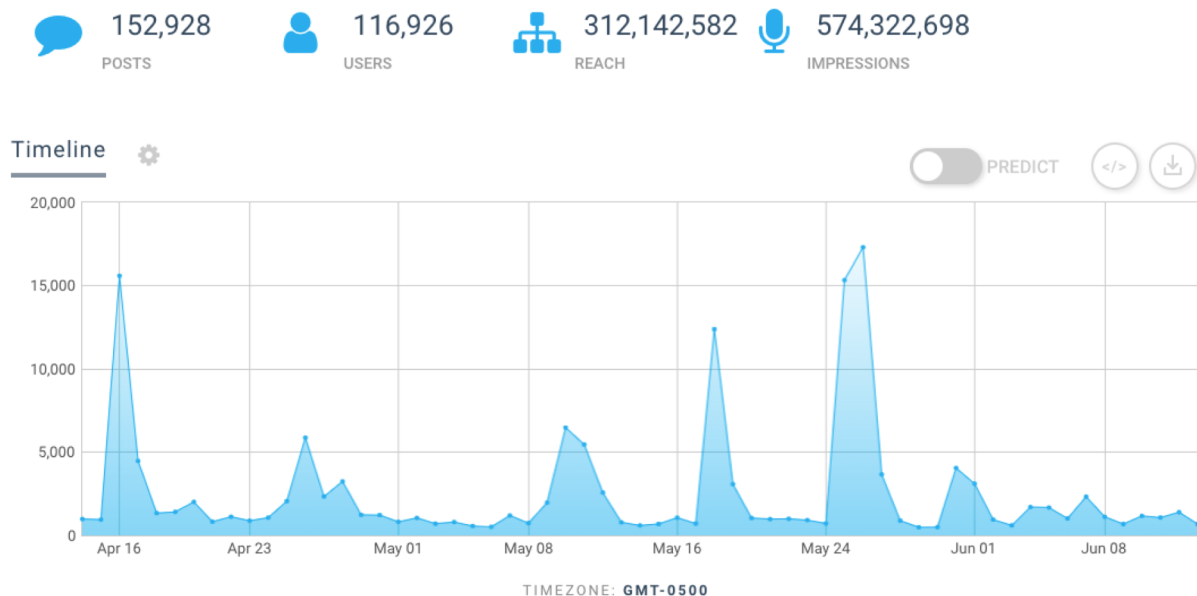
It's unofficial #DoYourHomeworkAndTakeSelfiesOutsideDay here right now. Before you ask, yes — it is still official #GoToClassDay too. 😊





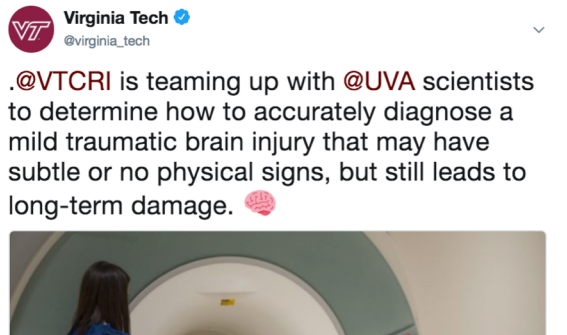
# HASHTAGS: HOW TO USE

Brand hashtags are tracked for university events or general metrics purposes using Keyhole.



# TAGGING OTHER ACCOUNTS

## DO

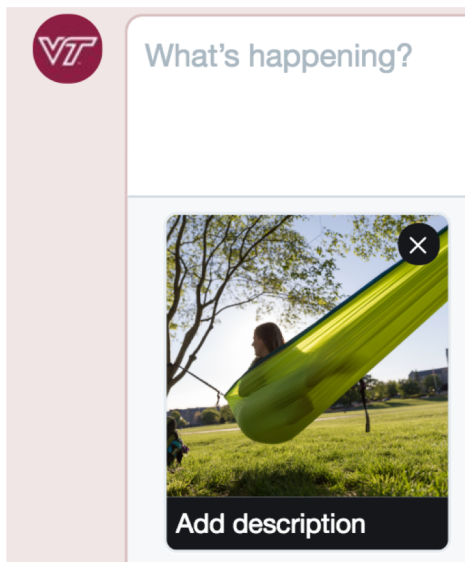


## DON'T

Check out our alum! @VTMattWins  
@MPC0407 @VTBlackCaucus @bburglat  
@inclusiveVT @deseriacb @AKAHokie  
@VT\_BGSO @TyrodTaylor @Vtblackalumni  
@NikkiGiovanniii

# ACCESSIBILITY: PHOTO

- Photo: Alternative text is supported on Facebook and Twitter.
- There are manual options for Instagram.



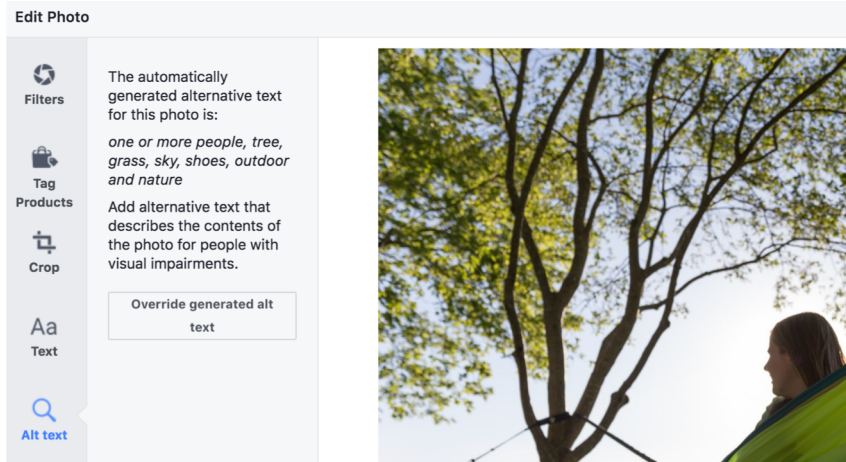
**vcu** • Follow

Virginia Commonwealth University

**vcu** Good morning Ramily 🌞

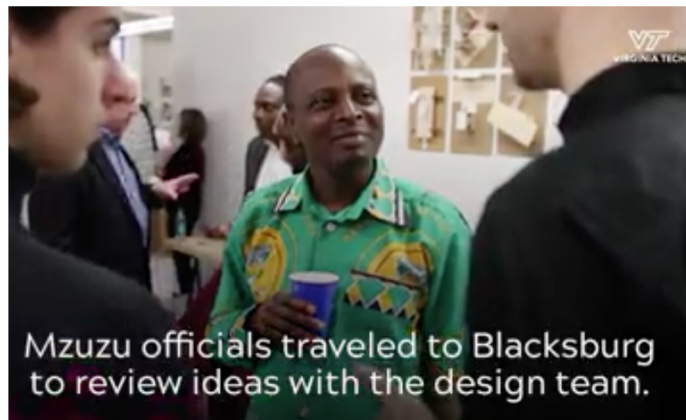
•  
•

[Image Description: View begins Cabell Library looking toward the white V C U letters. All of the plants are full and bright green]

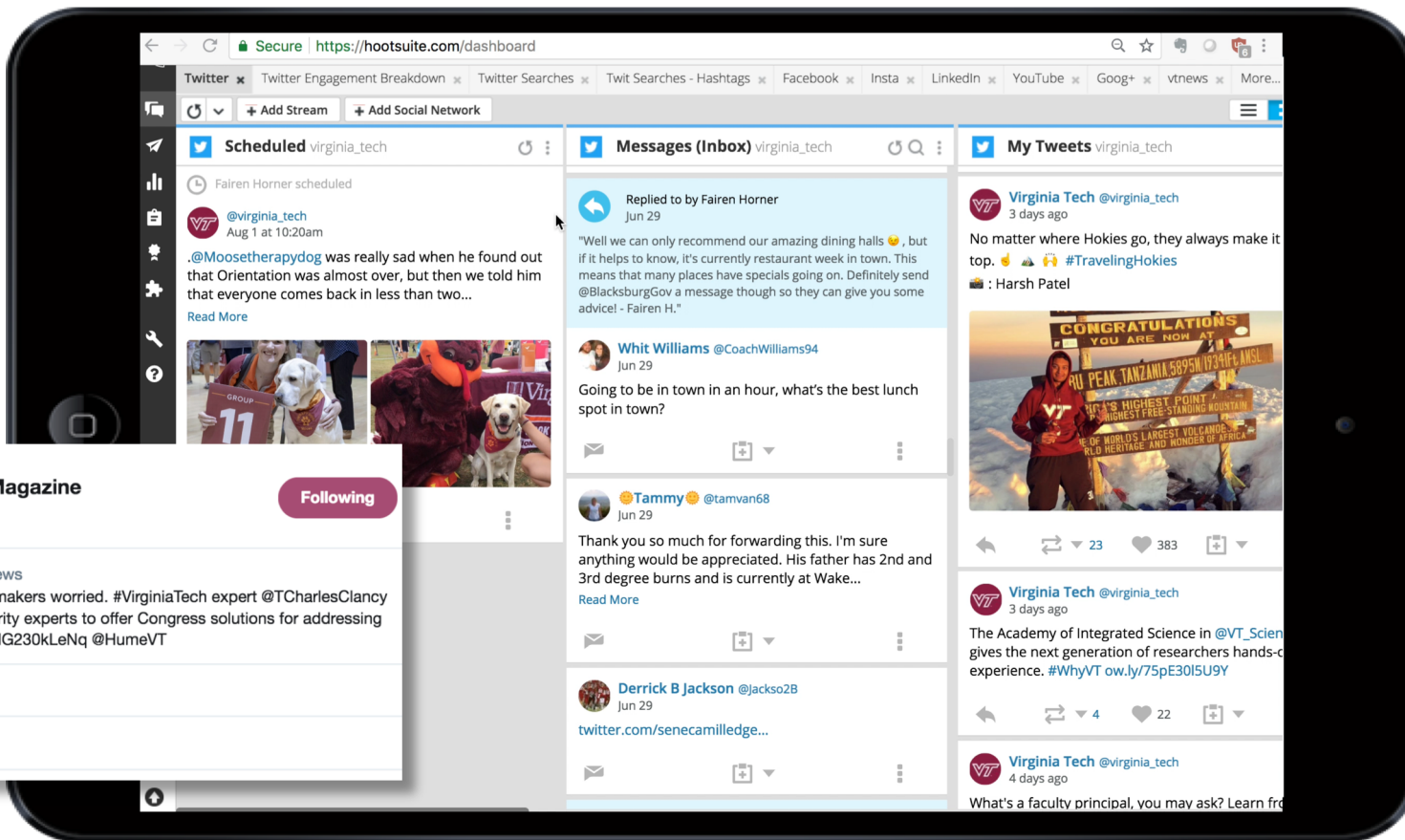


# ACCESSIBILITY: VIDEO

- Automatic captioning and .SRT file upload options supported on Facebook and YouTube.
- If closed captioning isn't supported, incorporate embedded text or graphics that suffice (Instagram and Twitter).
- Consider sound-off majority.



# SOCIAL LISTENING & COMMENT MONITORING



The screenshot displays a Hootsuite dashboard for the Virginia Tech (@virginia\_tech) account. The interface is divided into three main columns: Scheduled, Messages (Inbox), and My Tweets.

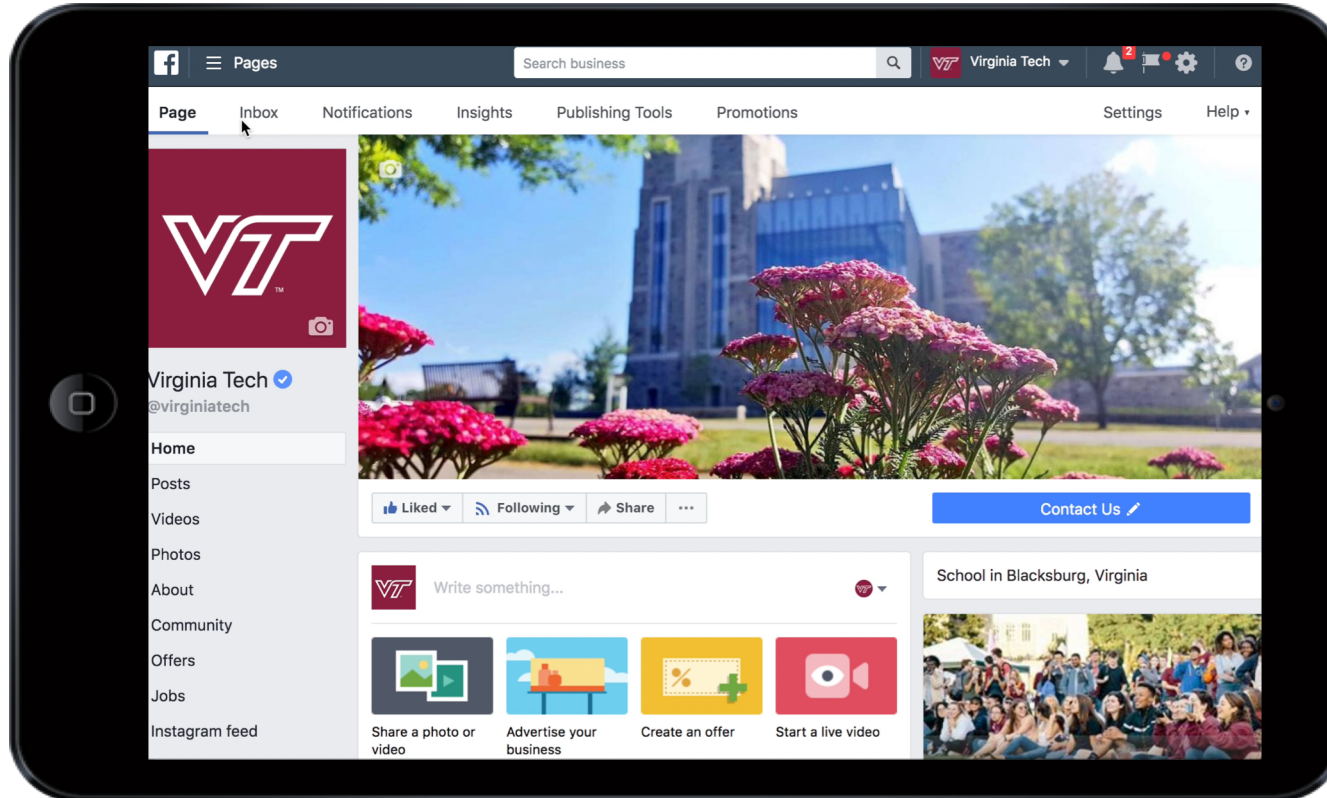
**Scheduled:** Shows a tweet from @virginia\_tech scheduled for August 1 at 10:20am. The tweet text is: ".@Moosetherapydog was really sad when he found out that Orientation was almost over, but then we told him that everyone comes back in less than two..."

**Messages (Inbox):** Displays a conversation thread. A tweet from @virginia\_tech (Jun 29) reads: "We'll we can only recommend our amazing dining halls 🍷, but if it helps to know, it's currently restaurant week in town. This means that many places have specials going on. Definitely send @BlacksburgGov a message though so they can give you some advice! - Fairen H." Below it, a tweet from @CoachWilliams94 (Jun 29) asks: "Going to be in town in an hour, what's the best lunch spot in town?"

**My Tweets:** Shows recent tweets from the account. One tweet from 3 days ago says: "No matter where Hokies go, they always make it top. 🍷 🍷 #TravelingHokies" by Harsh Patel. Another tweet from 3 days ago mentions the Academy of Integrated Science in @VT\_Scienc.

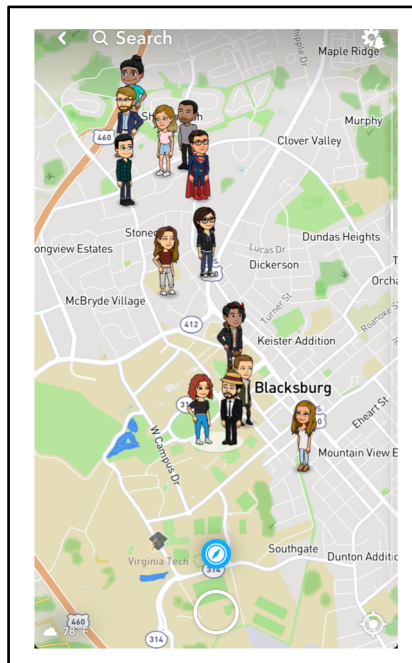
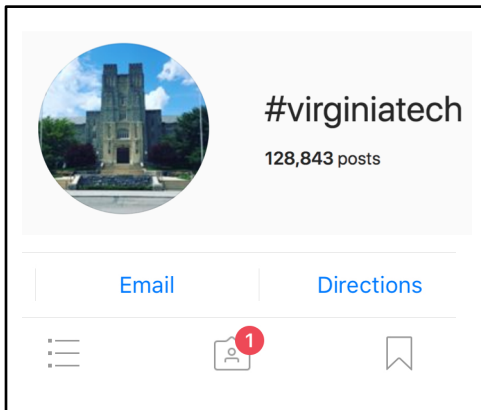
At the bottom left, there is a snippet of a tweet from VirginiaTech Magazine (@VT\_Mag) dated 10:35 AM - 2 Jul 2018, mentioning Virginia Tech News and cybersecurity concerns.

# SOCIAL LISTENING & COMMENT MONITORING





# SOCIAL LISTENING & COMMENT MONITORING

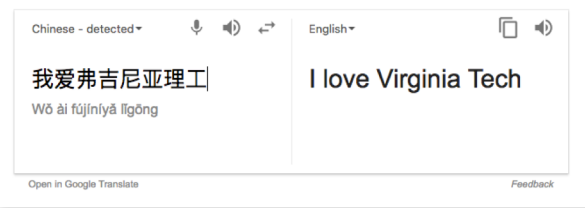
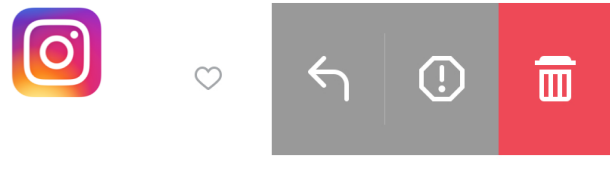
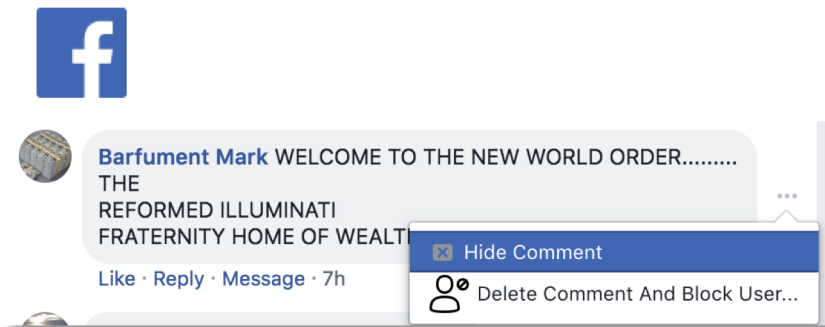




# COMMENT MODERATING

Comments that are inappropriate, offensive, insult or attack, contain illegal suggestions, or use foul language should be removed as allowed by that particular social media platform, as should those that are intentionally repetitive (spam).

- Hide comments where you can, and keep a log of any comments removed.
- Try to avoid blocking users, so that you can continue to monitor their behavior, but if they are spamming, you may block them.
- Be consistent with the treatment of all commenters.
- Use Google Translate to determine if comments need to be moderated.
- Add our commenting guidelines to your Facebook page "About" section.



# COMMENT MODERATING



Virginia Tech

Published by Fairen Horner [?] · December 14, 2017 ·

It's chilly out and we know that walk across the Drillfield can be rough. Warm up tonight and Sunday with FREE grilled cheese and baked goods in Newman Library, starting at 7:30 p.m. 🍷🧀🍞



**Traci Greene Forbes** Hey Tech graduates! I'm a grandmother who needs some help and you can do that with stuff you don't want to drag back home! Here's a list of what I need and as I get these things I will mark it off my list. I'm not looking to get items to sell it's stuff I need but don't have the extra money for bc I'm helping raise these grandkids.

In Violation (Off-topic)




In Violation (Language)




**Joe Kriz** What the f\*ck?

# COMMENT MODERATING

 **Richard Shryock** So the library's budget is now being used to provide free food?


Like · Reply · Message · 25w



 **Richard Shryock** **Virginia Tech** It sounds like this is a good reason to examine our priorities in how we spend our students' money. Their education should come first. Likewise, the library is the primary research tool for many faculty members. The grilled cheese sandwich... [See More](#)


Like · Reply · Message · 25w



 **John Galbreath** Pretty sure it isn't the library's money. It's more than likely the student union providing in the library.

Like · Reply · Message · 25w



 **Don Mick Marencik** think i'll donate some money to the library for some more grilled cheese sandwiches in Richard's name....lighten up buddy...and Virginia Tech , keep doing what you do to make it feel like HOME, just like you did back in the 80's for me.

Like · Reply · Message · 25w



Fine





Helpful  
fans to  
the  
rescue



And sometimes, there is an opportunity for education.



**Virginia Tech**  The library hosts all sorts of activities to support students throughout the year, some including food. Most of these events are put on by volunteers. Grilled cheese makes a great study break during finals week! 🍌🧀

Like · Reply · Commented on by Fairen Horner [?] · 1h ·  28

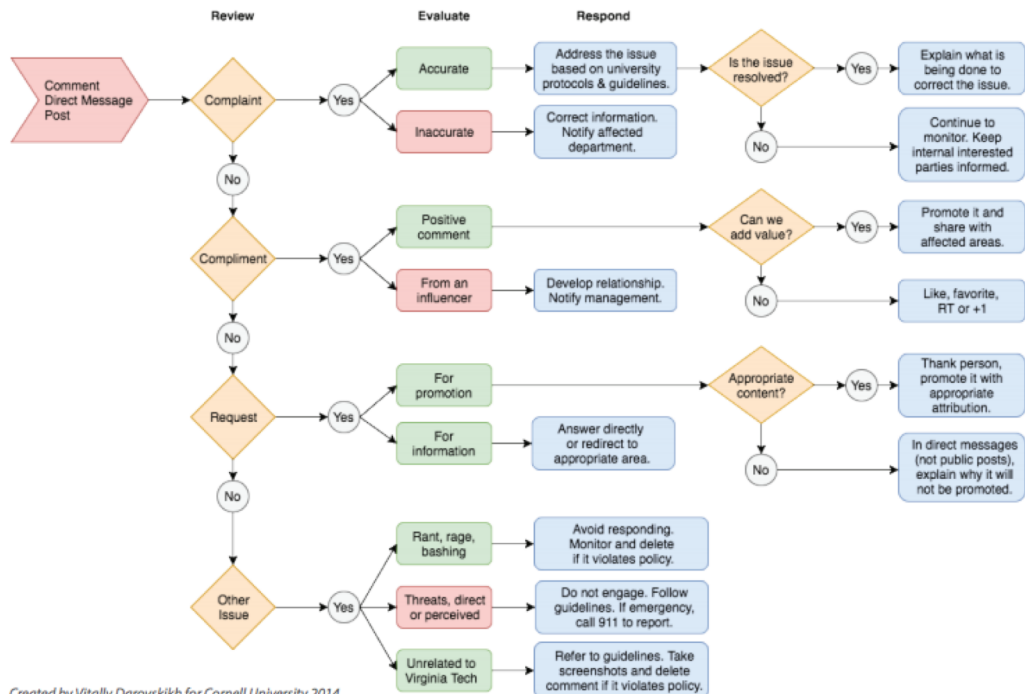
# Responding: Social Media Decision Tree

Show personality while maintaining institutional voice

- When appropriate, use GIFs, memes, and emojis



Us, all day, every day



# RESPONDING: BE SKEPTICAL

But don't show it.



First-Year?



**Virginia Tech** @virginia\_tech  
We haven't stopped jumping since #VT22 rolled out the first session of First-Year Orientation. 🤘🤘🤘 #HOKIES! 🥳

3:22 PM - 9 Jul 2018



Replying to @ReedMeLikeABook

Yes, but without the question mark! First-year = freshmen (first year at college) 👍

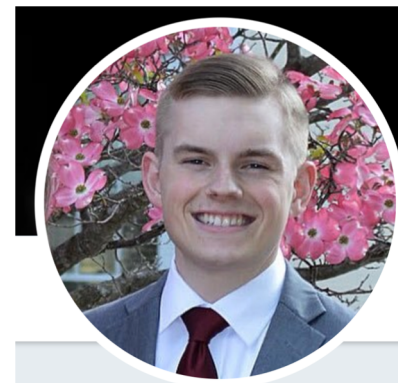


**David Reed**  
@ReedMeLikeABook

Follow

Are you going to start calling something The Grounds now too

- Know who your users are.
- Be a bit paranoid.
- Find all negative angles.



**David Reed**  
@ReedMeLikeABook

Yes, indeed | UVA

# RESPONDING: PROACTIVE > REACTIVE



**nidhi** @nidhi\_man · Apr 10  
i wish i got promposed to period. but no.

**Virginia Tech** @virginia\_tech

Who wishes this was their promposal? 🤔💡  
twitter.com/ashleymadison8...

1 1 1



**Virginia Tech**

@virginia\_tech

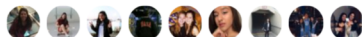
Replying to @nidhi\_man

We would have promposed to you, Nidhi! ❤️



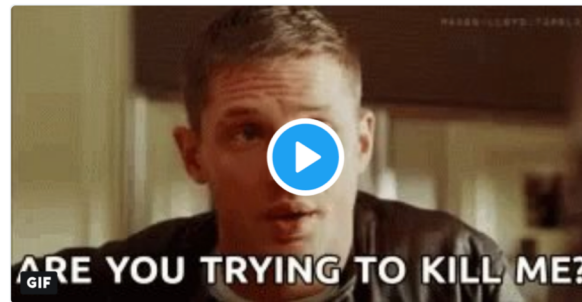
1:56 PM - 10 Apr 2018

2 Retweets 11 Likes



**christian averill** @cave\_rill · Apr 24

Tech is gonna charge me \$30 for a parking ticket when all I was trying to do was further my education and I ran out of spare change @virginia\_tech



1 1 4



**Virginia Tech**

@virginia\_tech

Replying to @cave\_rill

To further your education, one must also abide by the parking guidelines, Christian.



2:43 PM - 24 Apr 2018

1 Retweet 7 Likes





# RESPONDING: EMBRACE NEGATIVITY

But know when to let it go.



## Ask yourself:

- Can I add value?
- Will this further amplify the issue and invite more trolls? (Am I making this worse?)
- What is the state of the user? How angry are they?

## Then:

- Foresee their next five replies before responding.
- Craft answers in your head to those potential replies.



**Piazza**

@The\_Matt\_Piazza

Follow

What actually happened: more expensive parking, less parking spots, no elimination of faculty spots and immunity from parking services, all under the idea of "growth of the university" at the expense of the students and only the students.

**Virginia Tech** @virginia\_tech  
Replying to @The\_Matt\_Piazza

What we actually said: There is still plenty of parking available for C/G, here are some new permits, consider using alternative transportation if you're able to, construction near Perry St. coming soon to accommodate VT growth. 👍

1:09 PM - 10 Jul 2018

# RESPONDING: KNOW WHEN TO RESPOND OR AMPLIFY

What's better than having a great response, is having a great response that you know would resonate with a broader audience.

Consider which posts would function better as shares, with your own spin.



GET US SOME TISSUES. 🥲 🥲 🥲



**Gabrielle Bomberg** @gabby\_bomberg

My grandparents are 85 & 86 years old. They live in Maryland and since 2015 (when I started @virginia\_tech ) they call or write me every time they meet a Hokie/see a VT sticker or shirt. #proudHokies

9:05 AM - 28 Jun 2018

17 Retweets 439 Likes



**Ethan Barker** @EthanBarka · May 4

And people try and clown me when I tell them I love doing yoga.



**Virginia Tech** @virginia\_tech

Here's to hoping that your finals are as 🧘 as @VT\_Football's yoga moves. 🧘

1 2



**Virginia Tech** @virginia\_tech

Replying to @EthanBarka

Nama(stay) true to who you are, Ethan. Don't let anyone stop your yoga shine. 🧘 ✨ ✨

3:24 PM - 4 May 2018

1 Retweet 2 Likes



# RESPONDING – USE GIFs

And send us video clips that you think would do well in the VT Giphy library!



**Virginia Tech**   
@virginia\_tech

We don't know which final **@TheHokieBird** is studying for, but we do know that it's the last day of classes and you're going to do great on yours! 🎉🍀  
Good luck, #Hokies!



9:10 AM - 2 May 2018

64 Retweets 264 Likes



**lex** @lexandra\_h3 · Jun 27

y'all still committing and calling us virginia tech ..... university. i am confusion.

1



6



6



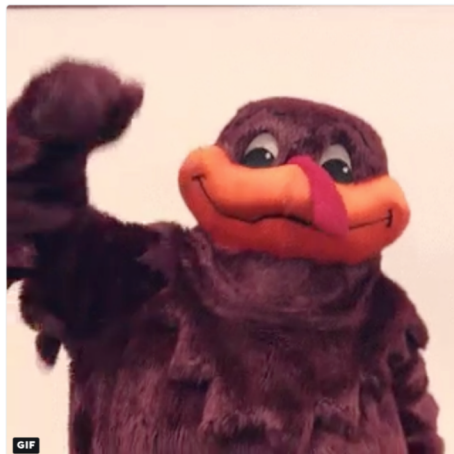
6



**Virginia Tech**   
@virginia\_tech

Replying to @lexandra\_h3

You tell em, Lex.



Since we now have a VT Giphy channel, VT GIFs are accessible in the GIF dashboards on all primary social media platforms, and 600+ other platforms.

Compose new Tweet

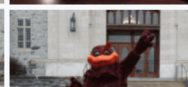
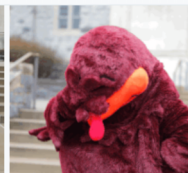


YAY GIFS



Tweet

@virginiatech



# SOCIAL LISTENING: INTERACTING



# SOCIAL LISTENING: INTERACTING (THE WRONG WAY)

- Stay in character. Don't comment from your brand platforms the same way you would from your personal account.
- Don't use performance tracking software that auto-post to your accounts.



# RESPONDING: DMs/INBOXES

- Nothing is private: Expect anything and everything to be screenshotted and shared.
- The response should come from the account where the content is posted.
- Respond in a timely fashion: Business-hour responses, unless there is an emergency.
- For messages that require research and follow-up, reply within three business days.
- Sign off/personalize DMs.
- Respond in a tone that positively reflects the VT brand.
- Confirm information before posting/sharing to ensure it is correct. When in doubt, don't post and/or ask for help.
- Direct users to relevant portions of vt.edu.



Like · Reply · Message ·



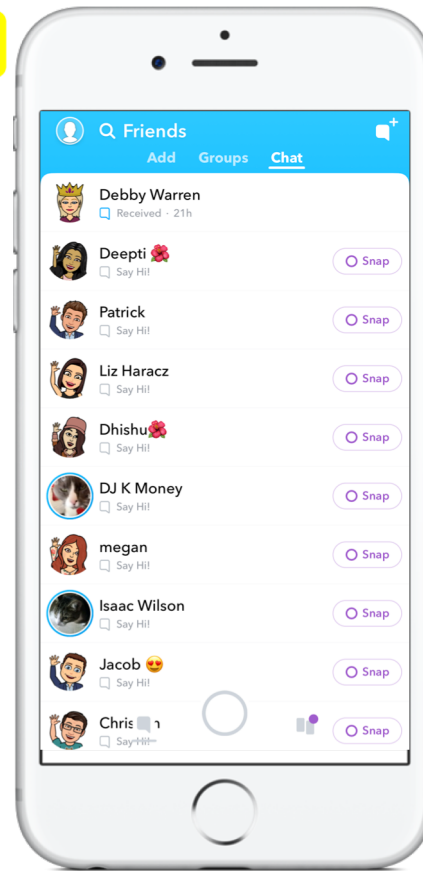
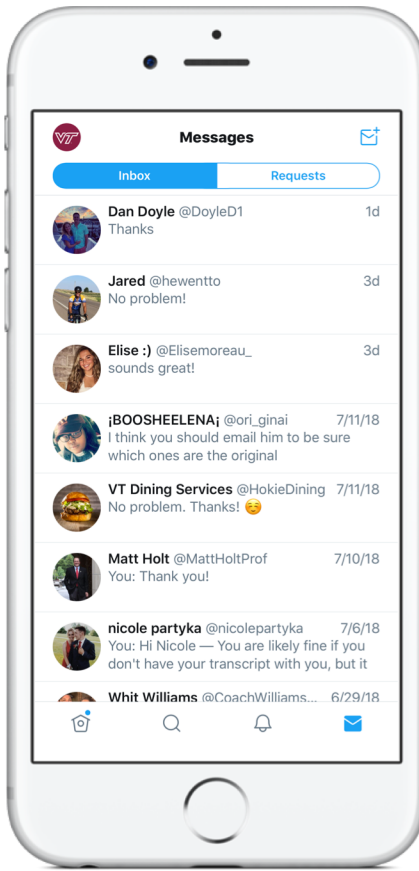
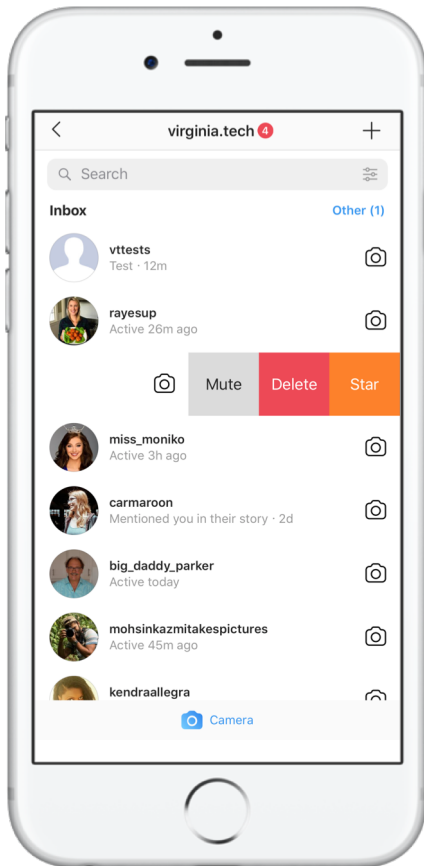
Fairen Horner test

Like · Reply · Page responded privately · 52m





# RESPONDING – DMs/INBOXES



# CUSTOMER SERVICE

## Typical inquiries:

Questions or complaints regarding a variety of subjects related to university facilities, information technology, operations, admissions, class registration, financial aid, athletic recruitment, donations, faculty/staff, student information, and more. (Many we pass over to you!)

Know your audience → Remember them → Follow-up

Hi Cristian - You can contact our Cranwell International Center at [international@vt.edu](mailto:international@vt.edu) or 540-231-6527. They will be able to help you! - Fairen H.



Kenna Grubb @Kenna\_Grubb · Feb 22

I'm so glad I pay @virginia\_tech 1000 more dollars to not have AC in dorm and it's 80 degrees outside 🙄 please turn it on!



1



3



11



Virginia Tech ✓

@virginia\_tech

Replying to @Kenna\_Grubb

Hello Kenna - We are not glad that you are having trouble with AC. You can contact @VTFacilities by calling 540-231-4300 to report this!

4:08 PM - 22 Feb 2018

4 Likes



Virginia Tech ✓ @virginia\_tech · Feb 27

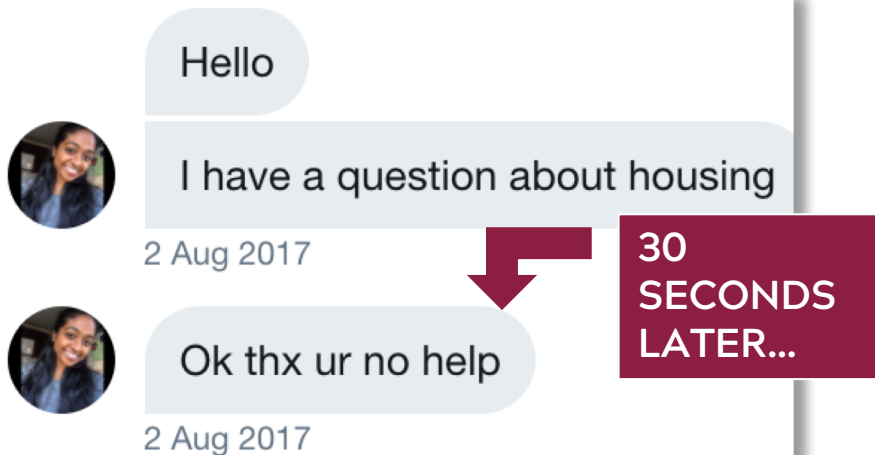
Hi Kenna - Just following up on this! Were you able to contact @VTFacilities?



# THE EXPECTATIONS ARE REAL

Sometimes we are Google and that's okay (sometimes).

Quick responses are expected & requests come in at odd hours:



Hello

2 Aug 2017

I have a question about housing

2 Aug 2017

Ok thx ur no help

2 Aug 2017

30 SECONDS LATER...

Requests are just odd in general:

Hi! I am a senior who got a FUZE iced tea from the Vending machine inside of the Math Empo. Today is 12/11/2017 and the drink says it was best by Oct 23, 2017.

11 Dec 2017

Have a Facebook away message on and only reply during business hours (unless it is an emergency).

Hi Geoffrey, Thanks for your message. We typically respond to messages between 8 a.m. and 5 p.m., Monday - Friday. For immediate help, please visit <http://www.vt.edu/> and use the search function. Thank you!

# THE EXPECTATIONS ARE...WEIRD

Keep in mind that not all messages warrant a reply.

WED 11:23AM



Hello

Hi, is there something we can help you with? - Fairen H.

Sent by Fairen Horner [?]



Is VT a college

Hi Kharisma - Yes, this is a college. See [www.vt.edu](http://www.vt.edu) to learn more. Thanks! - Fairen H.



**Bridget Cathana**

Unassigned ▼



send me a movie



**Nancy Ives**

Assigned to Fairen Horner ▼



# ISSUES MANAGEMENT/CRISIS COMM

- Ask for help: Seek the VT spokesperson.
- Know that all primary VT posts=statement/breaking news.
- Look to share our updates instead of creating your own.



**Joan Towers** @JoanTowerz · Feb 13

Anyways my dorms flooded and everything is ruined when can I expect my reimbursement check ? Thx u know that expensive computer I bought ;) it's ruined ;) everything is ruined @virginia\_tech



3



1



7



**Virginia Tech** ✓

@virginia\_tech

Replying to @JoanTowerz

**Yikes! Did you (or your RA) call emergency facilities? 540-382-4343**

4:29 AM - 13 Feb 2018 from Virginia, USA



**Virginia Tech** ✓

@virginia\_tech

**VT Alerts: Weather Advisory: Blacksburg campus now closed today. All classes and activities canceled. For information visit [vt.edu](https://vt.edu).**



**virginia.tech** Cap decorating <sup>100</sup>

2d

Newest First ▾



**itsobviousimright** NOPE STFU AND BURN IN GOD DAMN HELL NON EXISTENT LYING SHITS! BULLSHIT LIKE THAT CLEARLY CAN'T EXIST AND NO ONE WANTS IT TO UGLY FUCKS! GUYS CAN ONLY LIKE GIRLS DIPSHITS THAT'S SO GOD DAMN OBVIOUS! BURN IN HELL LYING LITTLE SHITS!

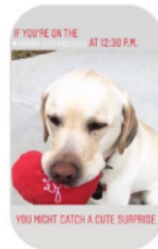
# INSTAGRAM & SNAPCHAT STORIES

- Make sure it's a true "story" to keep users engaged: Beginning, middle, end.
- In a rush? Afraid you will miss getting good content while putting together the story? Cover the event best by grabbing photos and video clips in real time, but compose the story and add details later.
- Download and save/archive all stories.

## Have a visually appealing event coming up? Consider a VT Snap takeover!

- See me and we can review guidelines and best practices!

Replied to your story



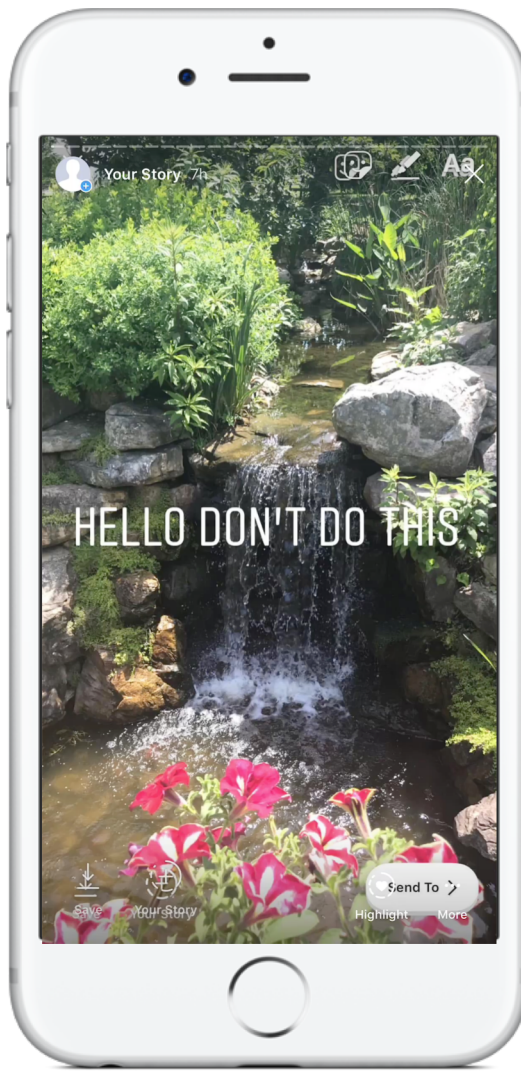
Hey! Before this expires and disappears can you add the story to your highlights so I can keep watching it forever because it makes me so happy and definitely improves my academic performance





# INSTAGRAM STORIES:

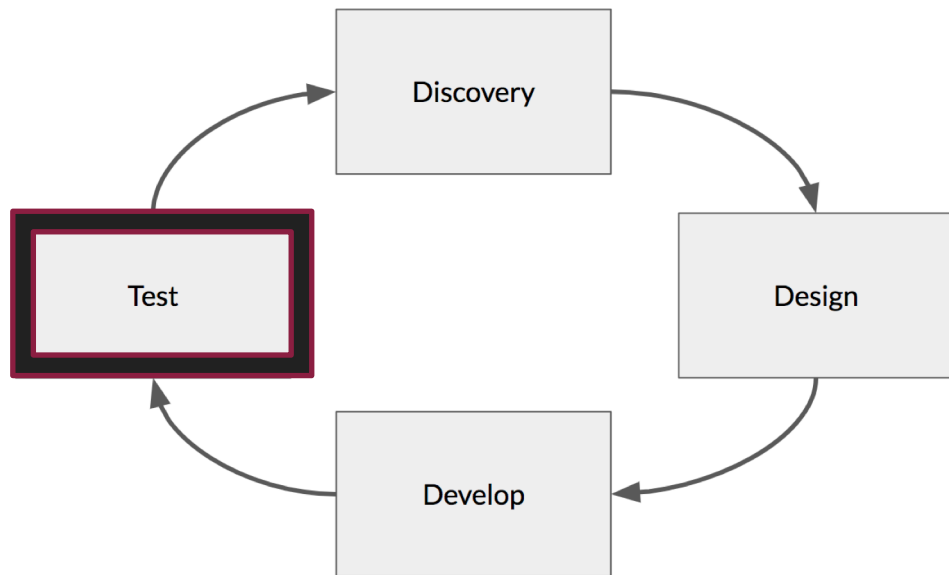
BEST PRACTICES,  
TIPS, TRICKS, &  
STRATEGIC USE



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# *Questions?*

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