

# Social Media Guidelines for Departments, Institutes, Centers and Other Units in the College of Arts & Sciences

Social Media Managers - please notify Melanie Fan at [mboyd32@gsu.edu](mailto:mboyd32@gsu.edu) if you're planning to create new accounts or have departmental accounts you cannot access.

- **Determine if social media is appropriate for your unit**
  - Building a following and managing content on social media takes time and requires regular, thoughtful activity. And some social media channels are more appropriate for certain disciplines than others. If you don't have existing social channels for your unit, please schedule a consultation with the College Social Media Manager to talk through the issues related to launching new channels.
  
- **Identify the social media manager(s).**
  - Any unit with social media channels should designate a person from their unit to manage the social media, work with any students that contribute to the organizations' social accounts and maintain the login credentials.
  - Social media channels should not be directly managed by undergraduate students. The person you select should demonstrate maturity and an understanding of their role in protecting the reputation of your unit, the College of Arts & Sciences, and Georgia State University.
  
- **Share the login credentials for your unit's social media accounts with the College Social Media Manager.**
  - This allows the College PR team to assist in crisis situations if your unit's social media manager is unavailable or if the role is temporarily vacant.
  - Per university policy, all official social media accounts must be registered in Hootsuite, a social media management platform.
  
- **Establish goals & objectives.**
  - Evaluate goals and objectives for social media. For example, one goal can be to improve alumni outreach, promote interesting courses or faculty research, etc. Setting goals and objectives will help with content planning.
  
- **Create/curate content.**
  - Establish a mode for a steady amount of content that will allow your unit to post consistently on your social media accounts. The unit's social media manager can schedule content in advance using Hootsuite and a social media planner (this can be a spreadsheet or Google Doc).

- Some of this content will be user-generated. Make sure to ask for permission to use content shared or submitted by students.
- **Maintain a consistent frequency in posting.**
  - Establish a consistent schedule of sharing content on social media, this will be different for every unit but consistency is key. At minimum, new content should be shared every month.
- **Be mindful of copyright law.**
  - Make sure you have the legal right to use the images that you post on your unit's social channels. When in doubt, consult with the College Social Media Manager.
  - Georgia State University Stock photos: [GSU Digital Asset Library \(photography\)](#)
- **Be social.**
  - Tag or mention other departments, the university and college in your social posts. This will give these organizations a chance to re-share.

Questions to reflect on as you plan your social media strategy.

- What is my organization's mission and how can social media help me achieve it?
- What is the right role for social media in our overall communications efforts?
- What groups of people might we reach through social media?
- How do we engage those groups on social media?