

# Social Media Handbook

UNIVERSITY AUXILIARY SERVICES

LAST UPDATE: 3/12/2024



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AUXILIARY  
SERVICES

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# Overview

Social media is one of the many communication methods used by University Auxiliary Services (UAS) to share information and engage with the campus community. Social media provides the opportunity for instant two-way communication and allows UAS the ability to showcase our mission and values while sharing relevant and timely information. **The purpose of this document and handbook is to help create a cohesive presence across all social media platforms utilized by UAS.** These guidelines are applicable to anyone who contributes to the UAS social media accounts.

## Mission and Vision

### *Raise UAS Awareness*

**UAS' partners provide exceptional service to the campus community.** Our goal is to increase awareness of UAS and our services among the many audiences on campus.

### *Listen & Engage*

Our goal is to be aware of the sentiment towards UAS and our partners, and try to positively influence it. We regularly track conversations about UAS to listen and respond as needed to provide exceptional customer service. **We also, whenever possible, elevate our community's posts about the University using our channels, thereby giving them additional recognition.**

### *Communicate Emergency Alerts*

We convey information to our students, faculty, staff and community with important updates as quickly as possible. **We specifically use X, Facebook, Instagram and Stories, TikTok, and our text message service to convey real-time information directly from the appropriate partners.**

# UAS Channels:



**X | @uasalbany | [www.twitter.com/uasalbany](https://www.twitter.com/uasalbany)**

By monitoring keywords we are able to actively listen and provide valuable customer service. Important information and engaging content is typically shared from this platform accompanied by a graphic/video and a link to a website in order to boost its organic reach. During the semester it is common to have 1-4 posts a day. The frequency changes during winter and summer intersessions.



**Although daily posts are preferable, it is important to not post content "just to post," as our content is intended to be meaningful and useful.**



**Facebook | @uasalbany | [www.facebook.com/uasalbany](https://www.facebook.com/uasalbany)**

We utilize Facebook to share aspects of our brand that we are extremely proud of and important announcements. While many current students like our Facebook page, we commonly see more parents and faculty engaging with our content on Facebook. Typically, there should be no more than two posts on Facebook a day from the UAS account due to an algorithm update that favors paid advertisements over organic posts.



**Instagram | @uasalbany | [www.instagram.com/uasalbany](https://www.instagram.com/uasalbany)**

UAS uses Instagram to share dynamic visual content that shows many of the day-to-day aspects of UAS. It is with Instagram that we see the most engagement and reach on our posts and giveaways. Text is kept fun and engaging on feed posts, as it is more focused on showcasing UAS and UAlbany campus culture. There are typically 1-2 posts per day on Instagram. Posting frequency changes during winter and summer intersessions when there is less activity on campus.

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# UAS Channels: (cont.)



## Instagram Stories

By tapping in to the stories feature, we can post real-time updates with crucial information that can be shared to individual's or other UAlbany community accounts. Also, Instagram stories have interactive features that make it a useful tool for keeping our audience engaged with trivia, FAQs, and other promotions.



## TikTok | @uasalbany

TikTok provides a unique opportunity for UAS to showcase our offerings & services in a fun and creative manner, fostering deeper connections with students while staying relevant in today's digital landscape. The UAS TikTok was launched this Spring, our goal is to post 4 to 5 times per week.



## Texting | Text UAS to (518) 327-8222

The UAS texting platform is used strictly to communicate emergency alerts to students, parents, and any others who've opted in to receive our text alerts. Typically, this is limited to inclement weather closings or modified hours of operations for UAS services.

# General Best Practices



**Conversational:** We do not want to sound like a robot, which can happen when using AI platforms to help generate content. We want our content to sound personable and engaging.



**Accurate:** Posting inaccurate information discredits our credibility. Content must be double-checked for accuracy. Once it is posted, it's public and some platforms do not allow for edits.



**Valuable:** All posts should have a purpose. We do not want to post content that will appear as spam or irrelevant. Our community will either unfollow or begin to ignore our posts.



**Interactive:** Images and web links increase engagement. Make every effort to link content back to a relevant website, and all images should be eye-catching and relevant to content. (Please see graphics section on pg. 5 for more information). Images must include valuable alt text or include the text in the post for accessibility purposes.



**Timely:** Timing is one of the most important factors that determines the success of a post. Data from each major platform has been assessed to configure the best posting times to further amplify our messaging. For example Instagram sees the most engagement on posts sent out between 12PM-6PM. (See recommended posting time on pg. 6 for specific posting times).



**Listen:** Listening to our audience helps guide our strategy. If we notice trends on a certain platform we can adjust our strategy. For example, GIFS have become extremely popular on Twitter and memes on Instagram, thus we will make efforts to include these in our posts.



**Active:** Social media is a fast-paced environment. Whether it's actively listening and responding to content or actively updating our platform with content, we cannot let a page go dormant. Posting frequency recommendations have been established. Please see pg. 6 for more information.

# Graphics:

Graphics and links drive engagement. UAS makes every attempt to include a relevant graphic and/or link with every post. The UAS Marketing & Communications department can provide graphic design assistance. Graphics should be correctly sized for each platform. Below are the recommended sizes for each platform.

**Platform Photo Size (Pixels)**

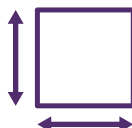
**Facebook:** 1200x900

**Instagram Square:** 1080x1080

Vertical: 1080x1350

Horizontal: 1080x566

X: 1200x675




**Graphic for UAS social media icons to be added on social media text graphics.**

Every effort should be made to size graphics properly for each platform. Each platform will resize pictures to fit their requirements but in doing so, information may get cropped out. Graphics meant for an 8.5x11 flyer or 22x28 poster should not be posted.

If a partner is creating a graphic, ensure that the co-branded UAS logos are included on the image per contract terms. These are available by request from the UAS Marketing & Communications Department. Downloadable UAS logos are available at the following web link: <http://www.albany.edu/uas/Logos.php>. Other color variations are available. **Please reference the UAS Branding Guidelines for more logo usage available upon request from the UAS Marketing & Communications Dept. and our photo database at <https://usalbany.smugmug.com>.**

## UAS Logo



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## Primary colors of the UAS and UAlbany logos



PMS: 269  
CMYK: 78, 100, 0, 33  
RGB: 70, 22, 107  
Hex: #46166



PMS: 124  
CMYK: 0, 28, 100, 6  
RGB: 238, 178, 17  
Hex: #eeb211

# Publishing Content:

All content must be reviewed by the UAS Marketing & Communications Department before publishing. UAS will schedule and publish all posts unless alternative arrangements have been agreed upon. Content should be compiled on a weekly social media content calendar unless otherwise established.

Typically, posts are scheduled on Thursday for the upcoming week. Therefore, **content should be created and ready for review on Tuesdays**. UAS will provide each partner access to Basecamp, where all proposed social media content should be uploaded for review.

**The UAS Marketing & Communications Department will schedule all posts in the management platform, Hootsuite.**

## Recommended Posting Times

To reach the largest audience, we've researched optimal posting times for each major social media platform. Urgent/important updates should not be held off from posting to adhere to the recommended posting times. Please keep in mind that during breaks such as winter intersession, there may not be a lot of content that needs to be published. To keep our posts useful and relevant, the posting frequency may be reduced as necessary.

### X

Post rate: 1-4 posts daily during the week. Weekend posts see less engagement, but may be necessary for important updates.

**Recommended posting time: M-F, 12PM-4PM**

### Facebook

Post rate: 1-2 posts daily during the week. Posting daily is not essential if there isn't enough content to share.

**Recommended posting time: M-F, 10AM-4PM**

### TikTok

Post rate: 1-3 posts a week. All days of the week see similar rates of engagement.

Recommended posting time: Mon-Sun, 12PM-6PM

### Instagram

Post rate: 1-3 posts a week. All days of the week see similar rates of engagement.

**Recommended posting time: Mon-Sun, 12PM-6PM**



# Publishing Content:

## Naming Conventions

Serving an academic community, we will make every effort to not use “text slang” in posts. Examples include “u/you, 2/to/too, etc.” Abbreviations are accepted if they are needed to meet certain character limits. UAS, or our partners will never post any offensive content, including but not limited to nudity, obscenities and politics. We will not disparage other schools or departments on campus.

Below are a few key terms specific to our community.

**UAlbany** – not ualbany, u albany, UA, SUNY, or SUNY Albany

**Great Danes** – not Danes

**UAlbany Dining** – not Sodexo

**AcaDamien's Bookstore** – not University Bookstore, Campus Bookstore, College Bookstore, B&N, Barnes & Noble

**UAlbany ID Card** – not SUNYCard

**ID Card Office** – not SUNYCard Office

**Broadview Branch** – when referring to the physical location to avoid confusion with the Broadview Center and Fitness Center

**CBORD Mobile ID App** – not Mobile ID App, Mobile ID, ID App

**GET Food App** – not GET App, food app, or any other combination

# Monitoring Content:

The UAS Marketing & Communications Department monitors posts on each of our platforms and engage as quickly as possible to provide valuable assistance. At no time should a response take longer than a business day. On average, our response time has been less than an hour.

UAS will alert our partners if posts affect them directly. If follow up is needed, UAS will reach back out via private message and attempt to obtain an alternate method of contact (email address or phone number). When responding to feedback from our community it is extremely important to keep it conversational and try to take the conversation offline to direct messaging.

## Metrics:

Metrics are assessed each month to review the success rate of posts. At the end of each month, a report is compiled for each platform and will be shared upon request by emailing [kobrien20@albany.edu](mailto:kobrien20@albany.edu). This report will help guide strategy for the upcoming month.

Key metrics that are assessed:

**Followers-** The number of people following our accounts and key demographics.

**Engagements-** The sum of likes and comments received by all posts.

**Engagement Rate-** The sum of likes and comments received by all posts divided by total number of followers.

**Impressions-** The number of times your content is displayed in feeds, no matter if it was clicked or not.

**Reach-** The total number of people who see your content.

**Actions-** The sum of other actions taken on each post such as messaging, sharing, link clicks, bookmarking, or visiting our profile.

**Sentiment-** The general sentiment of messages received broken down by positive, negative, and neutral.

# Contact Information:

## UAS Marketing & Communications Office



**General Phone:** (518) 442-5950



**Office:** Indigenous Quad, Tuscarora Hall, Room B28



**Email:** UAS@albany.edu

### Michelle Bowen

*Senior Director of Marketing & Communications*

**Office Phone:** (518) 442-7535

**Cell Phone:** (518) 281-2987

**Email:** mbowen@albany.edu

### Kristen O'Brien

*Marketing and Digital Media Manager*

**Office Phone:** (518) 442-7529

**Cell Phone:** (518) 888-4008

**Email:** kobrien20@albany.edu



# Appendix

## Sample Social Media Report

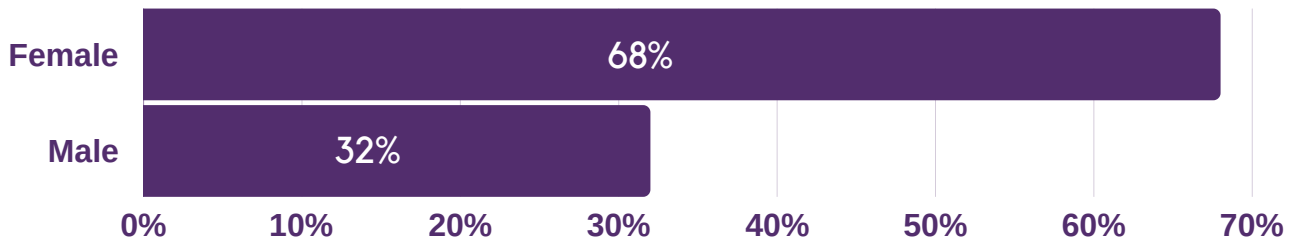


# Instagram

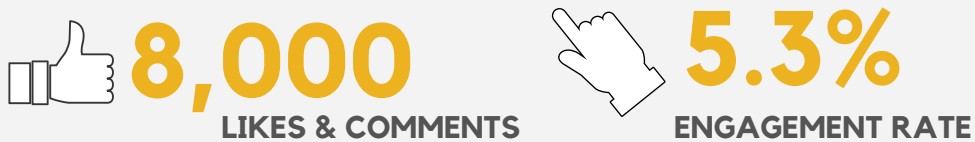
Overview: May 2021- May 2022

Followers - + 1,212 since last year

 **2,824**

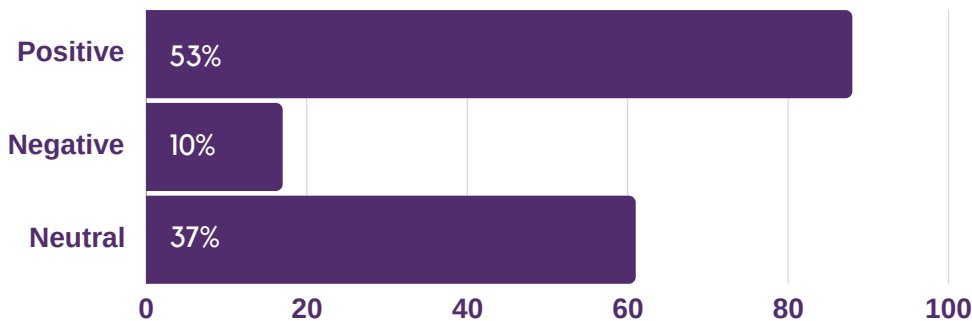


**Engagements** - The sum of likes and comments received by all posts.



\*ANY ENGAGEMENT RATE OVER 3% IS CONSIDERED HIGH.

**Sentiment** - The breakdown by sentiment of the comments posted.



# Instagram Stories

## Overview: May 2021- May 2022

Stories are a feature within the Instagram app where users can capture and post related images and video content in a slideshow format.



Over **500 million** active users on Instagram.\*

Total Posts - **606** stories posted

**Reach** - Number of times our 606 stories were viewed individually.



**189,326**  
TOTAL REACH



**23.5%**  
REACH RATE

**Impressions** - Number of times our 606 stories were displayed in audience's feeds.

Impressions



**30% AVERAGE IMPRESSION RATE**

**Actions** - The sum of other actions taken on each post such as messaging, sharing, bookmarking, or visiting our profile.

**4,064** total actions taken | Avg. **6.7** actions per post



**183,259**  
FORWARD TAPS



**17,808**  
BACK TAPS



**5,907**  
AWAY TAPS

**A closer look** - **forward taps** are good indication that the viewer wants to see the next content in your story. **Back taps** are the best indicator that you've posted information your viewer finds valuable and they want a second glance at it. **Away taps** are the best way to find out what content isn't resonating with your audience. **Our numbers demonstrate that most of our content our audience finds relevant.**

# Facebook

## Overview: May 2021- May 2022



**1,819**

Female

62%

Male

37%

Age Range

18-24

25-34

35-44

45-54

20%

64%

6%

5%

**Engaged Users** - The number of times people have engaged with your posts through likes, comments and shares and more.



**3,265**

ENGAGEMENTS



**4.8%**

ENGAGEMENT RATE

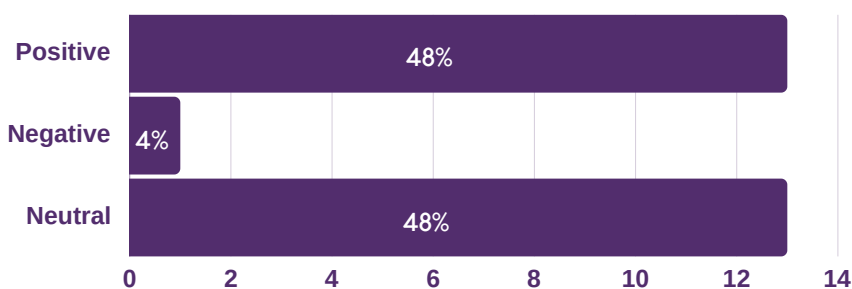
### TOP MONTHS FOR ENGAGEMENT:

1 MARCH 2022 - 10%

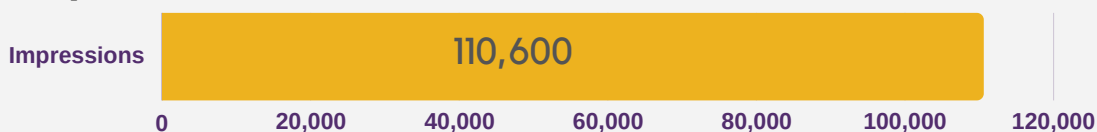
2 FEBRUARY 2022 - 6.7%

3 APRIL 2022 - 6.7%

**Sentiment** - The breakdown by sentiment of the comments posted.



**Impressions** - The number of times our content was displayed in feeds.



# Twitter

Overview: May 2021- May 2022



**2,782**

Female

65%

Male

35%

Education Level

High School

College

Graduate School

58%

28%

14%

**Engagements** - The sum of likes and comments received by all posts.



**314**

RETWEETS



**1,117**

LIKES



**33**

REPLIES



**6.5%**

ENGAGEMENT RATE

**Sentiment** -The breakdown by sentiment of the comments posted.

Positive

47%

Negative

8%

Neutral

43%

0 20 40 60 80 100

**Traffic** - Total clicks on all links posted



**974**

CLICKS