CREATING YOUR SOCIAL MEDIA STRATEGY

Developing a clear and precise social media strategy is the first step to building a strong social media presence. It helps focus your posts and maintain consistency across time, page administrators and platforms. This page offers six questions that will help lay the foundation for your strategy. By answering these questions you can draft a set of rules to follow each time you, or anyone else, makes a post.

**Purpose - What do you hope to accomplish?**
Social media is about creating dialogue and engaging your audience to help them feel closer to you and your department or program. It improves brand recognition, repeat exposure, website traffic and public influence.

**Content - What will you say?**
Consider your audience and their needs as they relate to your purpose. Decide how often you want to post, while keeping in mind that the quality of your content is more important than the quantity. Engaging content will achieve a far greater audience.

**Brand - How will you look?**
Your page should visually reflect your area of EWU and the university as a whole. Post content that helps you achieve your purpose. Be transparent and interact with other pages by sharing their content.

**Voice - How will you say it?**
Create a voice for your page that is relatable to your audience. Speak in the first person, be professional but accessible. Be consistent in your word choice and avoid jargon. You want to be as approachable as possible, while positively representing EWU.

**Audience - Who are you trying to reach?**
Identify your audience so you know how to direct the content, voice and image of your page to achieve your goals. Determine how they will want to connect with you and what will motivate them to do so.

**Negativity - How will you deal with criticism?**
Avoid negative dialogue. Offer help and provide resources for direct assistance. Be very selective when hiding posts. Deleting deliberately inflammatory posts is appropriate, but constructive criticism should be allowed to stand and addressed promptly.

**EWU’S OFFICIAL ACCOUNT STRATEGY**

- @ewueagles
- @ewueagles
- @easternwashingtonuniversity

On Eastern’s official accounts, our goal is to show our community what makes EWU incredible, and engage our diverse audience with regular content suitable for everyone. Our audience includes potential new students, current students, other universities, faculty and staff, community members and alumni. We post content from affiliated pages, news articles and pictures and videos about EWU using an informal and spirited voice. Constructive criticism is welcome as long as it falls within acceptable community standards. We do our best to address the concerns of the poster, however posts are deleted if they are deemed inflammatory or unconstructive. All content posted is designed to establish consistency of branding across all platforms using appropriate logos, colors and the hashtag #EWU. We use proper grammar whenever possible, with some exceptions to accommodate character limits.

**Learn more:** ewu.edu/socialmedia