



SOCIAL MEDIA 101

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SOCIAL MEDIA POLICY

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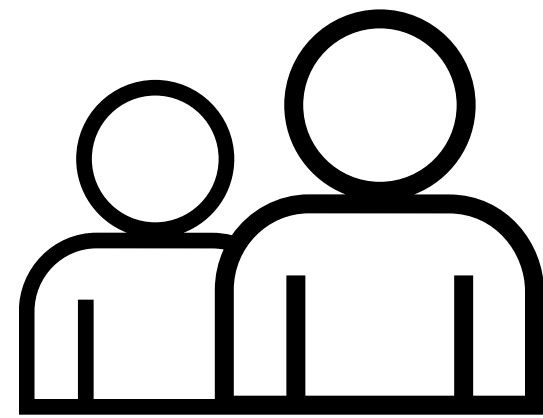


DON'T:

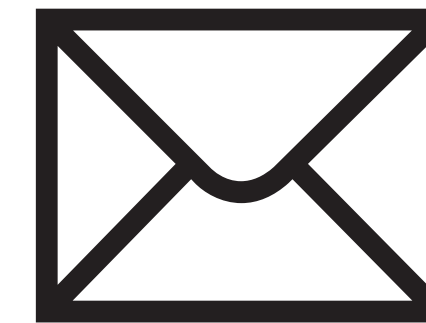
Delete comments, filter comments or block accounts

As a public university, these are all considered violations of the First Amendment.

SOCIAL MEDIA POLICY



At least two permanent University employees must have access to login information.



The email address associated with UH social media profiles should be a **department email.**

Example: social@uh.edu

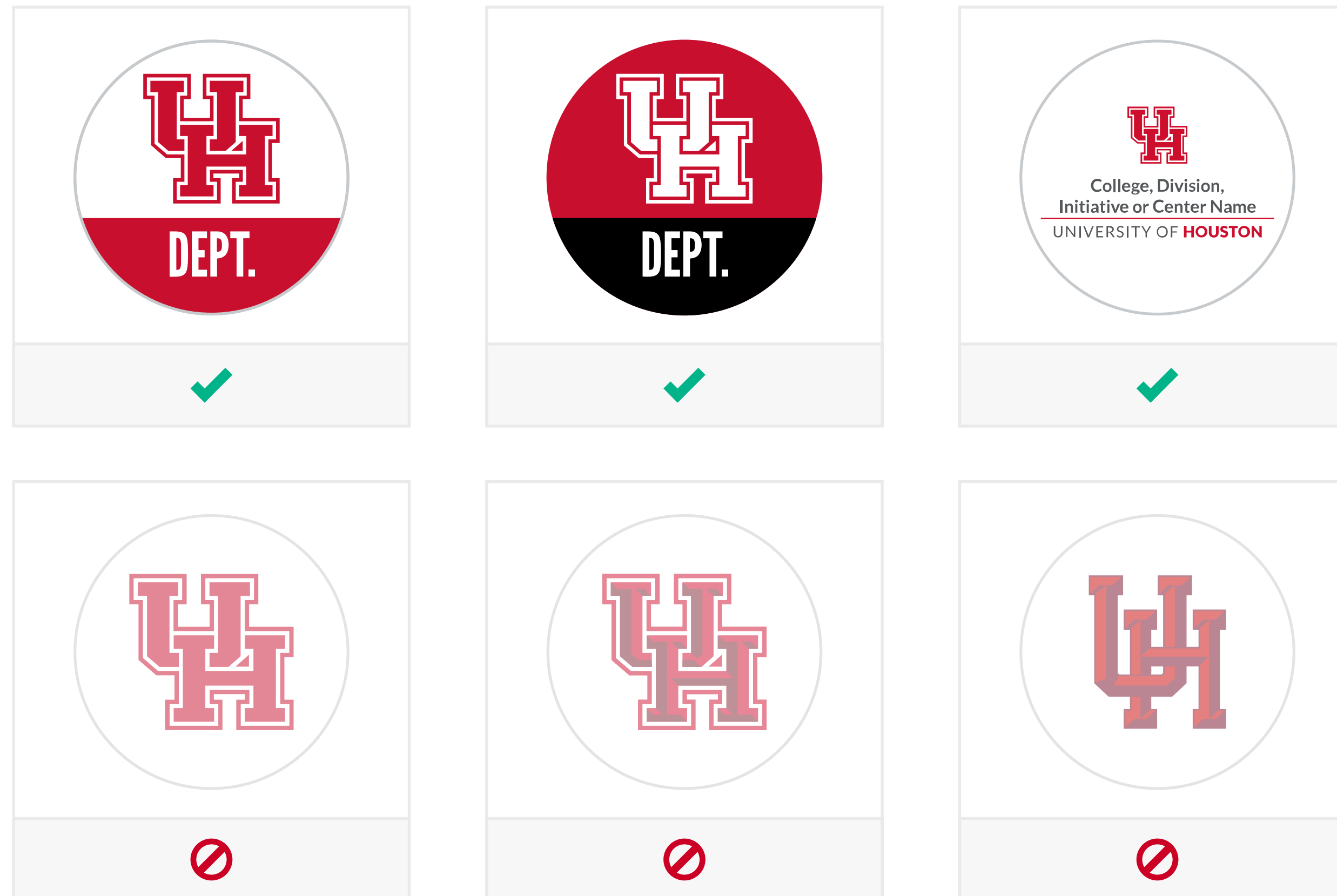
PROFILE GUIDELINES

40%

Up to 40% of Gen Z searches for things on **social media** before using **Google**, so it's important to make a good first impression.

PROFILE GUIDELINES

Use a logo that is **current, easy to see** and **specific to your profile**.



PROFILE GUIDELINES

The image shows a Twitter profile page for 'University of Houston Department Name' with 22.1K tweets. The profile picture is a circular logo with 'UH' in white on a red background and 'DEPT.' in white on a black background. The cover photo is a wide landscape image of a university campus at sunset. The bio reads 'Account bio that briefly introduces people to the profile.' The location is 'Houston, Texas, USA' and the website is 'uh.edu/department-link'. The profile has 550 following and 214.6K followers. Red arrows point from external labels to these specific elements on the profile page.

Profile picture/avatar

Display name

Username/handle

Cover photo

Bio

Website/link

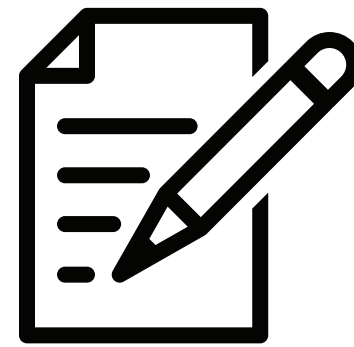
PROFILE GUIDELINES



Avoid adding a birthday to your bio.

If your birthday is set to a date that would make the profile less than 13 years old, social networks may ban your profile.

PHOTO RELEASE GUIDELINES



In most cases, there are **two forms** you'll need signed for permission to use a photo/video of a student:

Individual Photo Release Form

+

FERPA Authorization Form

These forms are available at uh.edu/marcom/guidelines-policies/photo-release/

PHOTO RELEASE GUIDELINES

Photo releases are typically required if the individual:

- Is **recognizable**; the **primary focus** of the photograph/video shot
- Is **identifiable in a small group** setting, such as a small group of students studying in the library or congregating by the fountains. In these cases, a release should be obtained from *each* subject
- Has been **recruited** to serve as a model
- Is a minor (**under 18 years of age**); a parental release is required

PHOTO RELEASE GUIDELINES

Photo releases are typically NOT required if:

- Photographed in **large group shots in a public space** or at public events with little expectation of privacy, such as sporting events and concerts
- It is a large group setting, such as **wide shots** of classrooms or campus scenic shots with no single subject
- The **subject is not recognizable**, such as silhouettes, posterior view or out of focus
- The photos/video are **not being taken or distributed by UH**. When news media is covering a story on campus or a production company is shooting content it plans to distribute, a UH photo release is not required. In many cases they will have their own releases. The “Filming at UH” guidelines outline protocols for filming on campus.

ACCESSIBILITY

UH social media profiles **must be accessible** and usable by people with the widest range of capabilities possible.

Add alt text

Add video captioning

Capitalize the first letter of each word in hashtags

CONTENT

CONTENT

There are four stages in social media content production:

Planning

Producing

Posting

Engaging

PLANNING CONTENT

Consider the interests of your audience:

***Why** are they following you?*

***Which social networks** are they most active on?*

*How can you **provide value** to them with your content?*

PRODUCING CONTENT

The **format of your content** needs to **fit the platform.**

For example, posts to an Instagram feed should be very visual. High-quality photography that shows the faces, places or things associated with your profile are very effective.

PRODUCING CONTENT

When you need to share a **graphic** on Instagram, **do it as a Story** rather than a post.

This will keep your feed clean and uncluttered.

PRODUCING CONTENT



Additionally, **don't use QR codes** in social media posts.

QR codes are great for signage, but since most social media posts are viewed on a person's mobile device, there is not an easy way to scan the code. Include the link in the post instead.

PRODUCING CONTENT



Avoid using **stock imagery** and **graphics that are text-heavy.**

Both of these provide very little value to your audience and may cause them to scroll past your posts.

POSTING CONTENT

Focus on **quality over quantity**.

Your profile will perform better if you choose to **be selective** about what is worth being posted. Continue to consider what **brings your audience the most value**.

Ask yourself if the content you're creating is content that you would interact with yourself or if it's something you might mindlessly scroll past.

POSTING CONTENT

Use the platform **the way your audience does.**

Matching the usage and tone of your audience will help you fit in, get engagement and grow your following.

ENGAGING WITH CONTENT

Interact with your audience!

Make your audience feel seen by interacting with them in the comments. A back-and-forth conversation can spark great engagement and make your profile **seem more human**.

Additionally, commenting on other people's posts is good for the algorithm and the look of your brand.

ANALYTICS

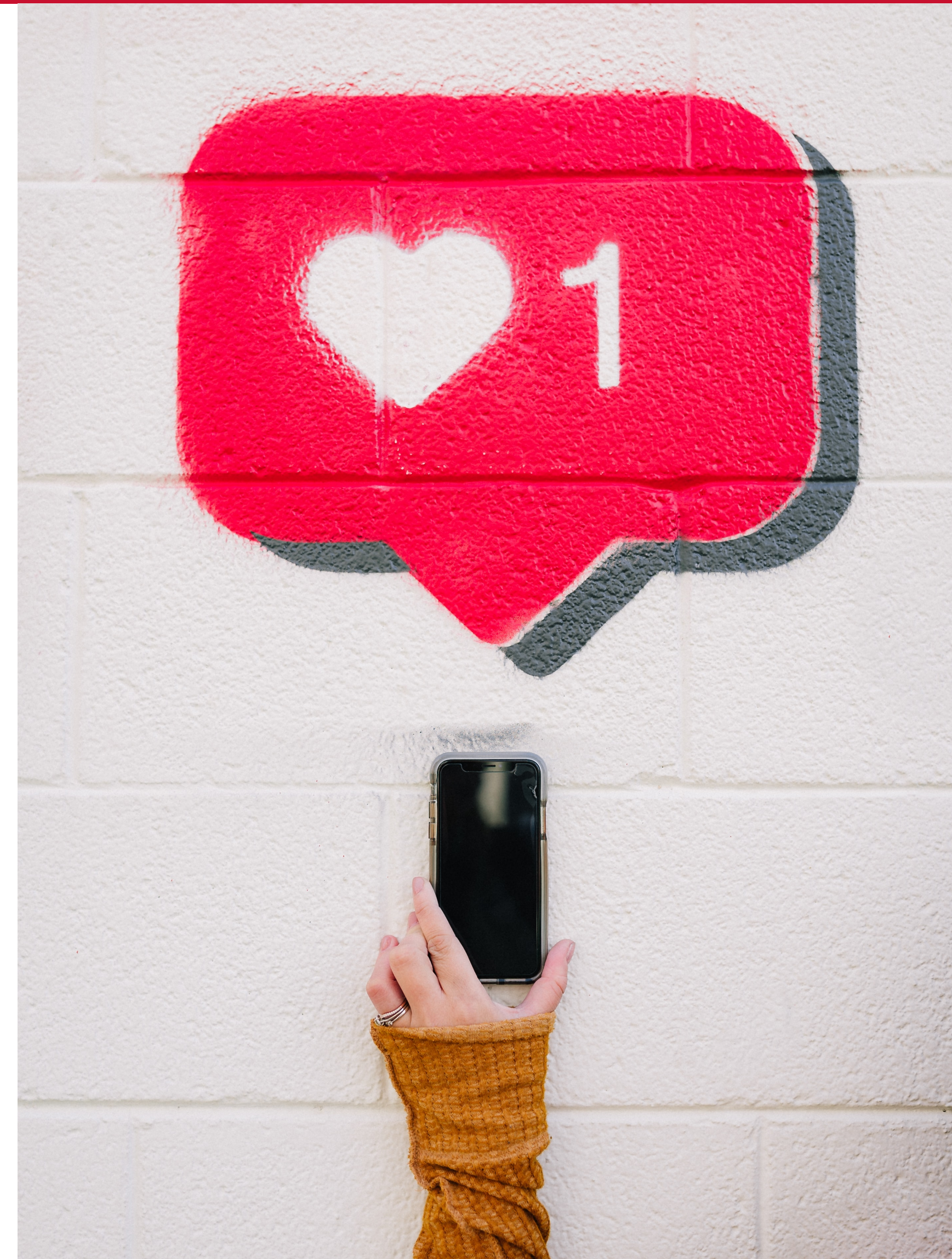
ANALYTICS

Engagement rate is the most important metric when measuring **social media success**.

ANALYTICS

Any interaction with your content is considered engagement.

- Likes/reactions
- Shares/reposts
- Comments/replies



ANALYTICS

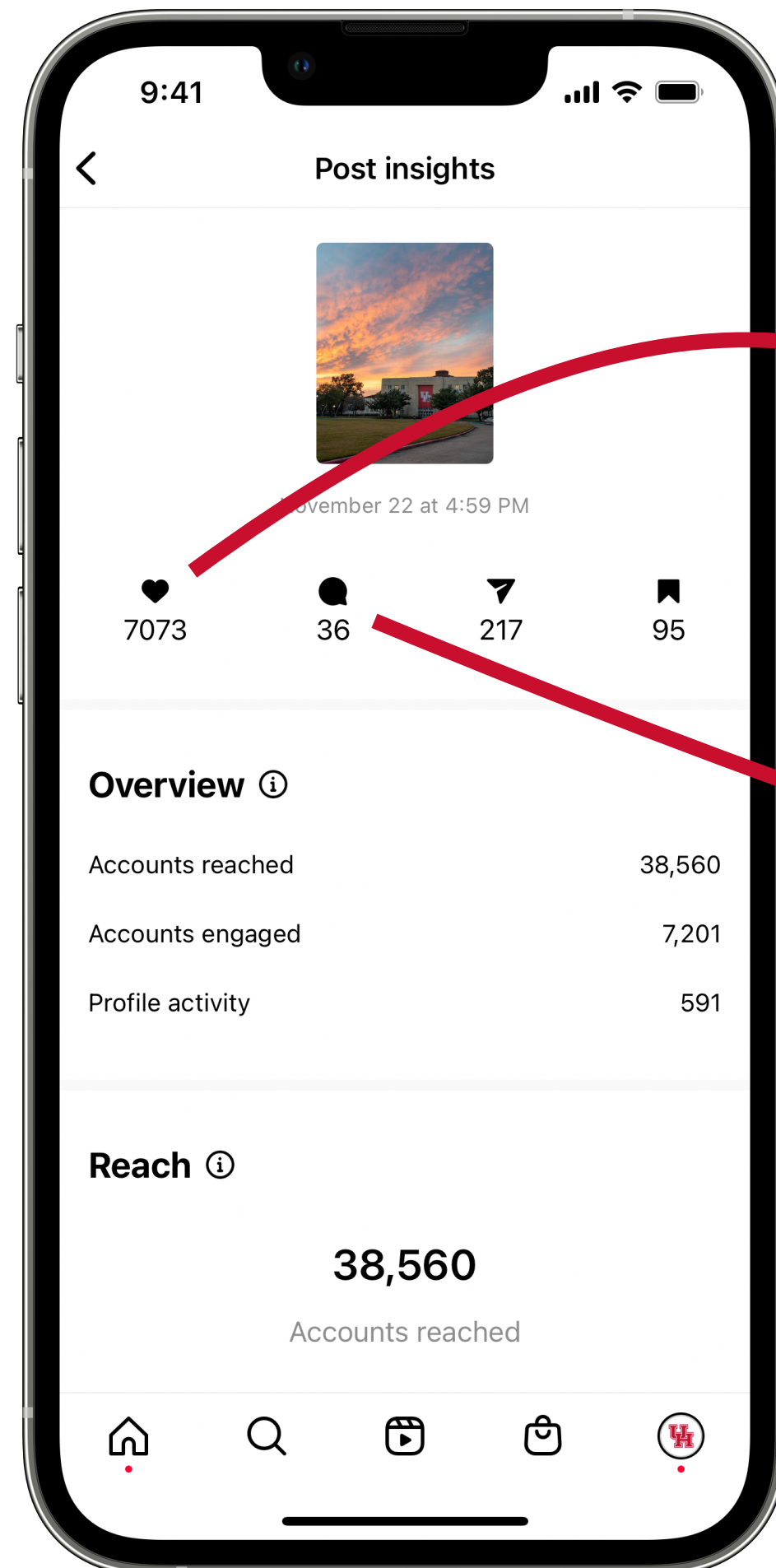
One popular method for measuring engagement rate is taking the total number of engagements and comparing that to the total number of followers. This method is **good for drawing comparisons to your competitors**, as all of the data for this formula is **publicly accessible**.

(Total Engagements / Number of Followers) x 100

=

Public Engagement Rate

ANALYTICS



Public engagement rate example:

$$\left(\left((7073 \times 1) + (36 \times 5) \right) / 129,000 \right) \times 100 = \text{FOLLOWERS}$$

5.62% public engagement rate

Because comments indicate more interest in the content than a simple like/reaction, they are often weighted heavier in engagement rate formulas. In this example, each comment is worth 5x as much as each like.

ANALYTICS

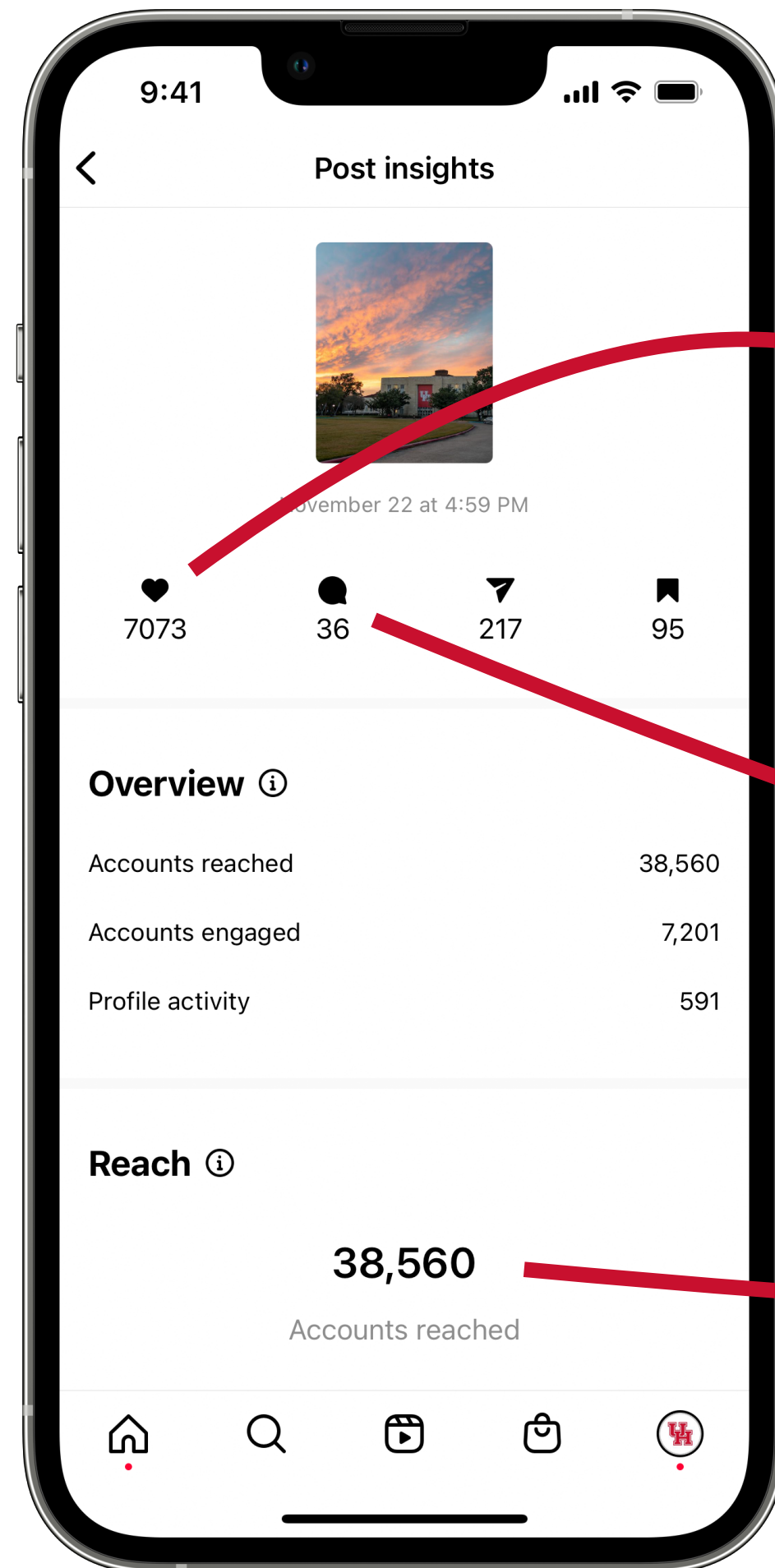
You will never have 100% of your followers see your post. For that reason, swapping out ***Number of Followers*** with ***Total Reach*** in the formula may give you more useful data for your post performance, as it will measure the engagement rate of those who **actually saw** your post.

(Total Engagements / Total Reach) x 100

=

Engagement Rate

ANALYTICS



Engagement rate example:

$$\left(\left((7073 \times 1) + (36 \times 5) \right) / 38,560 \right) \times 100 = \text{POST'S REACH}$$

18.81% engagement rate

RESOURCES

RESOURCES

Visit the [University Marketing and Communications website](#) for more social media resources:

- [Social Media Guidelines](#)
- [UH Social Media Staff](#)
- [Social Media Directory](#)
- [Social Media Campuswide Teams Group](#)
- [Photo Release Guidelines](#)