



HONOR *the* FUTURE

THE CAMPAIGN FOR THE UNIVERSITY OF VIRGINIA

SOCIAL MEDIA COMMUNICATORS GUIDE



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SOCIAL STRATEGY

SOCIAL STRATEGY

INTRODUCTION

Social Media is one of the most direct and effective ways to engage, inform, and interact with users and audiences. For UVA Advancement, it's an impactful means by which to tell the overarching Advancement narrative while promoting the Honor the Future campaign, updating followers on progress and highlighting people, stories, events, and milestones impacting UVA.

Here are some key takeaways to keep in mind when running a social media account: emphasizing authenticity and character. The words below align with campaign themes as well as the University brand words.

- **Know your brand**
- **Know your audience**
- **Know your limits**
- **Engage and interact**
- **Establish a cadence**
- **Experiment**
- **Adapt**

This guide explores how to optimize UVA Advancement-affiliated social media accounts for a successful and cohesive brand experience.

OUTLINE OF OVERARCHING BRAND & SOCIAL STRATEGY

In order to create a cohesive and effective presence on social, all UVA Advancement communicators should be adapting the brand platform and social best practices discussed within for their channels. Below, we have broken down the unique positioning statement, brand pillars, and tone in a way that translates to social media channels. By keeping the brand strategy top-of-mind when creating copy, choosing assets, and publishing anything to UVA Advancement-affiliated social channels, communicators will advance UVA’s ‘Honor the Future’ mission and contribute to a stronger, more unified brand voice and image for all audiences.

HONOR THE FUTURE

Our history has always been one of ideas brought to action, and action brought to positive change. Always an unfinished project, the University of Virginia is now entering its third century. Yet our founding ideals—truth, citizenship, and the power of knowledge—continue to define and guide us. Today, we are ensuring that these principals continue to serve us as we **honor the future**: of the University, of Charlottesville, of the commonwealth, of our nation, and of humanity. Through a shared dedication to **discovery**, **community**, and **service**, we encourage our audiences to join us in actively pursuing UVA’s public mission, preparing our students to become citizen leaders, and advancing higher education, always in the name of tomorrow.

SOCIAL STRATEGY

BRAND CORE IDENTITIES

COMMUNITY

Description:

Strengthening the sense of community on and off Grounds, connecting students, Charlottesville, alumni, and beyond as an emotional appeal to encourage donations and engagement.

Application on social:

- Prioritize community management as a means to connect followers and donors with UVA Advancement as well as one another.
- Create conversation and engagement opportunities surrounding Advancement initiatives and UVA passion points using platform features when applicable.
- Engage alumni and parent/donor audiences with nostalgia content and donor impact stories.
- Use supportive and collaborative tone that speaks to “you” (the donor) and the “we” and “us” of the UVA community as a whole.

Channel where this resonates best:

Instagram for group images, Facebook and Twitter for conversation starters/tone



EXISTING EXAMPLE

SOCIAL STRATEGY

BRAND CORE IDENTITIES

DISCOVERY

Description:

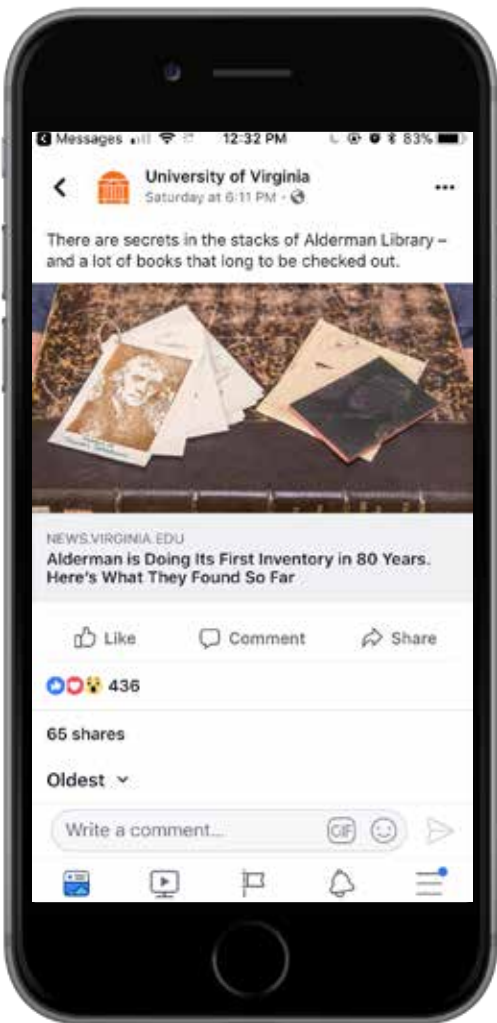
Showcasing the importance of and achievements related to research and academic pursuits, while also equipping followers with the appropriate tools and resource to continue such discovery to build credibility.

Application on social:

- Promote stories about the achievements in research by UVA and its individuals that are funded by donors and Advancement efforts to improve brand reputation.
- Uplift different entities of the University (schools, units, departments, faculty, alumni, etc.) by posting about their achievements.
- Create videos showcasing the research and advancements being made at UVA.
- Provide all the resources followers need to learn more about opportunities at UVA through an Advancement lens.

Channel where this resonates best:

Facebook and Twitter for link sharing, videos and announcements, Instagram recaps in feed (sparingly) and in IG Stories



EXISTING EXAMPLE

SOCIAL STRATEGY

BRAND CORE IDENTITIES

SERVICE

Description:

Highlighting the efforts that donors and UVA are making to improve the world around us—and how Advancement enables students the opportunity to live out a lifetime of service.

Application on social:

- Showcase the stories of donor and UVA efforts and their impact on the Charlottesville community and beyond through videos and articles.
- Uplift UVA as a leader in service and change through ambitious and credible tone with supporting links and assets.
- Appeal to how donations can continue such efforts and the direct impact of Advancement giving with videos and stories.
- Leverage trending issues and conversations to post about UVA's own impact and efforts in such matters.

Channel where this resonates best:

Twitter and Facebook, Instagram highlighting specific initiatives and events in feed and stories



EXISTING EXAMPLE

CRITERIA OF USE OF SOCIAL PLATFORMS

When operating and/or creating new accounts, there are some important requirements and expectations to keep in mind to maintain efficiency and ensure healthy follower growth and engagement.

SUMMARY

Leveraging the right social channels is a critical component of a successful social strategy, and having the resources to manage those channels effectively is paramount. To ensure that our communicators have a clear sense of the kind of information and interaction they'll receive on each social channel, we define the primary purpose for each:

- **Facebook:** Uplift Brand Narrative
- **Twitter:** News and Conversation
- **Instagram:** Visual Representation

When merged with the overarching UVA Advancement brand platform, each focus should serve as a “north star” for content creation.

GOALS OF UVA ADVANCEMENT SOCIAL MEDIA ACCOUNTS

- Strengthen the Honor the Future mission and generate awareness through social storytelling, engagement, and interaction.
- Connect with the UVA community on Grounds and beyond to build a relationship and understanding of Advancement, its opportunities, and benefits.
- Attain new donors and maintain past ones to raise money towards the Honor the Future campaign and other Advancement initiatives.
- Showcase the different Advancement-benefitting programs and the tangible, real effect of a donation.

CRITERIA OF USE OF SOCIAL PLATFORMS

PLATFORM MANAGEMENT GUIDELINES

- Ask yourself: Does this need a dedicated social channel or can this content live on another UVA Advancement account?
- If multiple channels have same goal, consolidate.
- Look at capacity before determining when to create account and/or content calendar.
- To maintain a consistent brand/message, use either UVA or University of Virginia when naming pages or referring to the University.
- Use University Advancement-approved logos or wordmarks on all social media.
- Schedule posts to make managing your account easier and to take advantage of the times audiences are most responsive.
- Set privacy settings so that you won't be “tagged” in any photos or posts that could be portrayed as “inappropriate.”
- Respond to relevant/appropriate messages and comments in a timely, professional manner that positions the accounts as a credible resource.

Note: The University of Virginia is not responsible for the content posted by participants on any of its pages, nor does its existence constitute endorsement of the content by the University. Please reference UVA's Comment Policy for more details about dealing with comments.

SOCIAL MEDIA MANAGEMENT EXPECTATIONS

Social media requires ongoing maintenance and attention, but the impact it can have and the influence it holds is powerful. Here is a snapshot of the core tasks you'll need to focus on to manage your channels properly.

ALL ACCOUNTS

- Create a Content Calendar
- Establish and set profile pictures
- Create an informative and coherent bio
- Define an org chart of who will be owning what responsibilities
- Know if and when it's appropriate to shut down an account:
 - When it's not active
 - When it's significantly under-performing
 - When it's repetitive of another account

MONITOR & RESPOND

- Make sure you know when someone comments to, mentions, or messages you.
 - This is especially crucial for Twitter, as our primary focus for that channel is conversation and customer service.
 - Ideal response time expectations are max of 12 hours for Twitter accounts and 24 hours for Facebook pages and Instagram handles.
- Aim for 100% response rate on Facebook messenger to build credibility and trust.
- Be sure to check your "other" inboxes on Facebook and Instagram for messages from accounts you don't follow so you're responding to all inquiries and interactions.

SOCIAL MEDIA MANAGEMENT EXPECTATIONS

MONITOR PERFORMANCE

- Keep an eye on overall growth and engagement by watching the accounts you manage. You should also be on top of what kinds of content your audiences are responding to most positively, which will help you refine your strategy as you go along.
 - Note trends of what posts traditionally perform best and worst on your platforms and adjust content accordingly.
 - Don't forget engagement worth tracking includes reactions/likes as well as comments and impressions/views to track what's effective.
- Create a cadence of "guaranteed" engagement content (such as videos and images/memes of Grounds and local passion points) as a backbone of high-performing content to help boost other posts from your accounts.

CROSS-POSTING STRATEGY

While the main UVA Advancement accounts will own and drive the majority of Advancement and campaign-related content and conversation, affiliate and partner accounts should be providing additional and more focused lift to the overarching Advancement narrative.

UVA'S MAIN SOCIAL ACCOUNTS

- Establish a posting cadence with the University's main Facebook, Twitter, and Instagram accounts.
 - **Facebook and Twitter**
 - 1-2 posts per week generally
 - 1-2 posts per week generally
 - **Instagram**
 - 2-3 posts per month generally
 - 2-3 posts per month generally
- Posts can be shares of Advancement account posts or original posts with Advancement disseminated language and links.
- Posts should consist of Advancement event recaps, progress announcements, donor and recipient impact stories, and giving site linking with general donation CTAs.

ADVANCEMENT PARTNER/AFFILIATE ACCOUNTS

- Establish a posting cadence with the any Advancement affiliated accounts.
 - **Facebook and Twitter**
 - 3-5 posts per week generally
 - 1 post per day during campaign
 - **Instagram**
 - 1 post per week generally
 - 2-3 posts per week during campaign
- Posts should be shares of Advancement account posts.
- Posts should consist of specifically-related Advancement information, event recaps, progress announcements, donor and recipient impact stories, and giving site linking with catered language to the account it's going on.

CROSS-POSTING STRATEGY

UNIVERSITY AFFILIATE ACCOUNTS

- Create a posting cadence with University-affiliated accounts (i.e. Athletics, Schools, Units, Departments, etc.)
 - **Facebook and Twitter**
 - 2-3 posts per month generally
 - 1 post per week during campaign
 - **Instagram**
 - 1 post per month generally
 - 2-3 posts per month during campaign
- Posts can be shares of Advancement account posts or original posts with Advancement disseminated language and links and owned assets.
- Posts should consist of organization related/relevant Advancement event recaps, progress announcements, donor and recipient impact stories, and giving site linking.

BEST PRACTICES

FACEBOOK PLAYBOOK

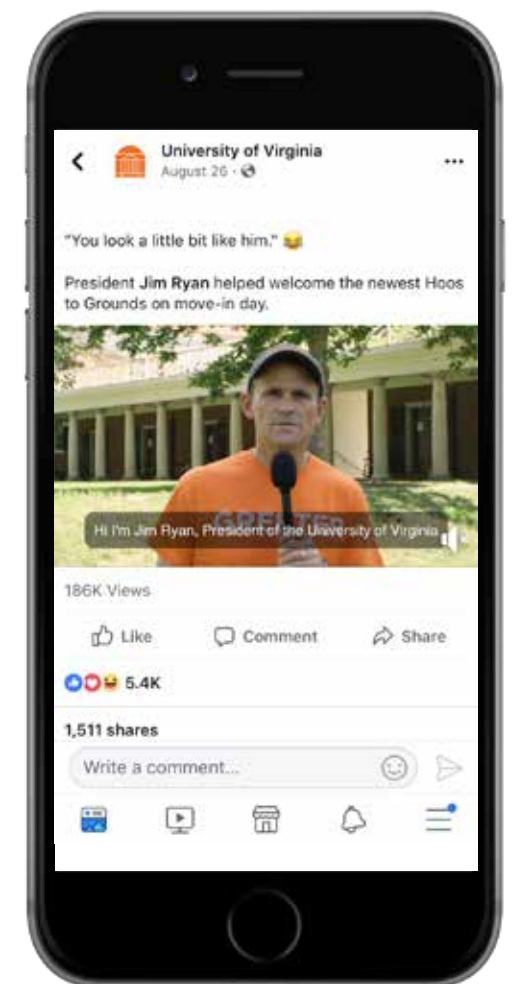
UPLIFT BRAND NARRATIVE

THE BASICS

Facebook is the platform people choose to be updated on what's happening with their friends and family (both close and extended). Facebook is one of the most oversaturated of all the platforms and the algorithm prioritizes content that "sparks authentic conversations" which means high engagement posts have the best chance of being seen. Brand voice should really shine through on Facebook.

BEST PRACTICES

- Ideal cover photo size: 820 x 312 pixels
- Ideal profile picture size: 180 x 180 pixels
- Ideal post length: 40-80 characters
- Ideal video length: two minutes or less
- Average watch time: 0:16 - 0:23 seconds
- Ideal image size: 1200 x 630 pixels
- Questions perform well on Facebook and can be up to 120 characters for higher engagement.
- Hashtags should be used sparingly and only for brand awareness.
- Images or videos have 2.3 times higher engagement than other posts.



1. "The Ultimate Social Media Best Practices 2018," (Bonfire Marketing, 2018), <https://thinkbonfire.com/blog/social-media-best-practices-infographic/>.

FACEBOOK PLAYBOOK

UPLIFT BRAND NARRATIVE

WHAT'S IN

- Imagery (gifs, videos, images) with outbound links
- Video cover photos
- News and timely content that evokes natural response
- Comments over likes
- Relatable/conversational tone
- Content that keeps users on the platform

WHAT'S OUT

- Text statuses
- Clickbait content
- Engagement-bait content
- Promotional tone
- Excessively tagging

HOW THIS APPLIES TO UVA ADVANCEMENT COMMUNICATORS

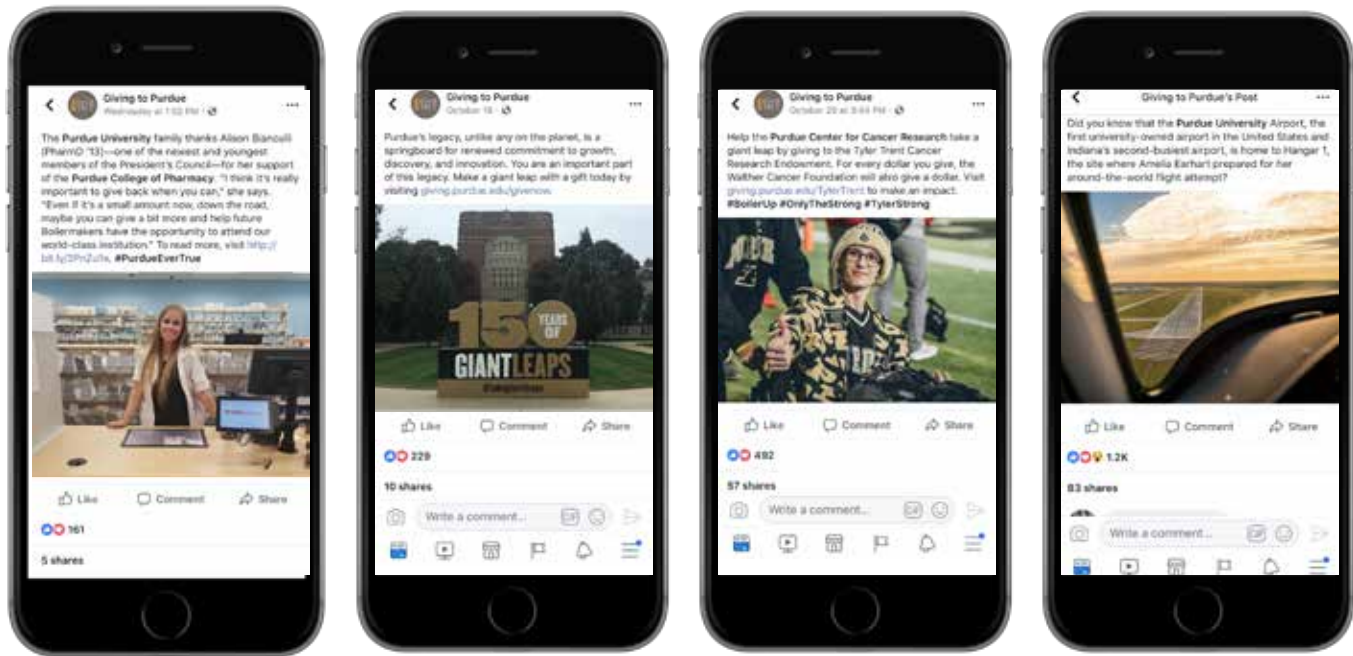
- Videos, images, and gifs of Advancement events, tagging notable individuals
- Shares of external articles about UVA Advancement achievements and milestones that current and former students would be most tempted to share with pride
- Posts about most impressive and eye catching updates and achievements in regards to campaign progress
- Meaningful storytelling articles and videos about individuals including donors and benefactors to bring to life the benefits and impact of giving in a tangible way
- School pride and engagement in the form of images, gifs, and videos content to boost overall engagement
- Giveaways, exclusive content, competition, emotional appeal, etc. that encourage followers to give
- Sharing relevant posts and major moments from other accounts adding commentary for a varied and well-rounded feed (e.g., construction updates to a new building, as well as major wins from UVA athletics teams)
- Designed graphics for updates and countdowns to build excitement and keep users in the know

FACEBOOK PLAYBOOK

UPLIFT BRAND NARRATIVE

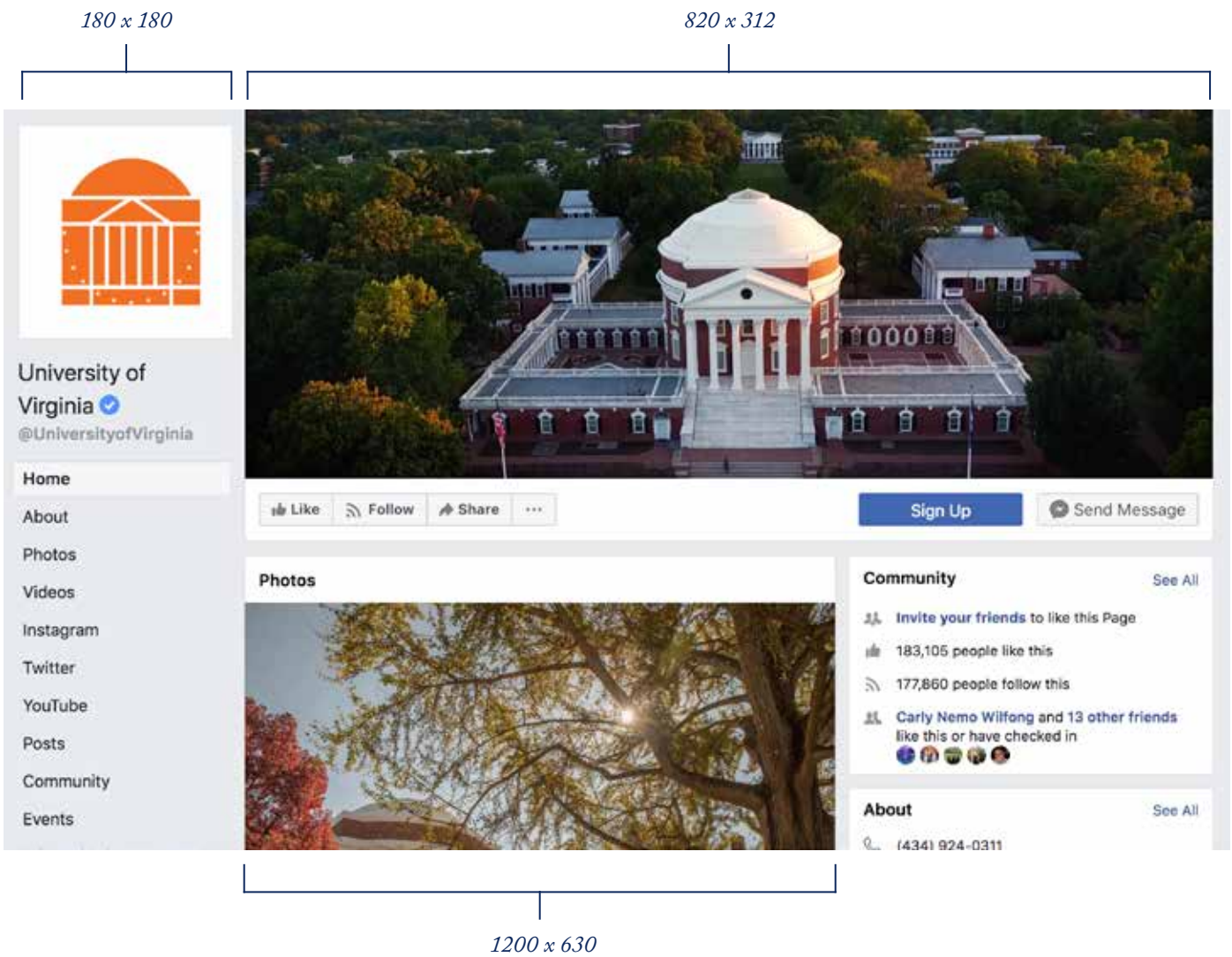
BEST-IN-CLASS EXAMPLE

Purdue's Advancement account on Facebook has an effective balance of impact and donor stories, calls to give, campaign updates, and general accomplishments and tradition posts that uplift the Advancement and University narrative. Use of high-quality images and proper tagging results in higher engagement, while links direct followers to the appropriate pages to learn more and give.



FACEBOOK PLAYBOOK

MEASUREMENT GUIDE



TWITTER PLAYBOOK

NEWS & CONVERSATION

THE BASICS

Twitter is the platform for news and timely content and real time audience interaction. While Twitter increased their character count, turns out most people don't take advantage of it with only 5 percent of those tweeting using more than 140 characters and 2 only percent exceeding 190.² It is a great place to engage with your audience and take part in larger conversations on the platform.

BEST PRACTICES

- Ideal banner size: 1500 x 500 pixels
- Ideal profile picture size: 400 x 400 pixels
- Ideal post length: 120-130 characters
- Ideal video length: two minutes and 20 seconds
- Ideal image size: 1024 x 512 pixels
- @ other accounts when applicable for better visibility.
- Include owned and trending hashtags for brand awareness and visibility.
- Avoid question marks and exclamation points.



TWITTER PLAYBOOK

NEWS & CONVERSATION

WHAT'S IN

- Conversational and relatable tone
- Accessibility to the brand/company
- Interaction with other accounts
- Real-time takes, reactions, responses, etc.
- Use of imagery (e.g., pictures, videos, gifs, etc.)

WHAT'S OUT

- Exclusively linking articles
- Identical copy/assets to other social platforms
- Excessively long/short tweets
- Inauthentic copy
- Trying too hard to “relate” to your audience (e.g., unnatural/too often)

HOW THIS APPLIES TO UVA ADVANCEMENT COMMUNICATORS

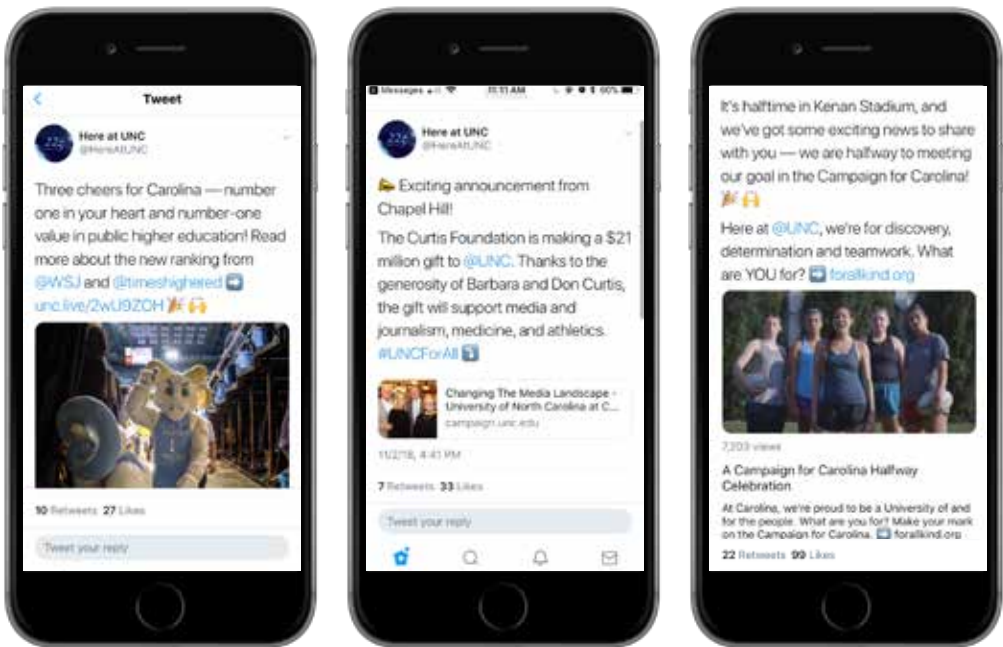
- Real-time coverage of Advancement events, fundraising status, etc. as the go-to source for updates
- Partaking in trending hashtags to be a part of larger conversations that matter to UVA students
- Using community management to interact with other UVA accounts and followers for credibility and customer service
- Complementing and elevating Facebook content by repackaging and expanding upon for a well-rounded social narrative
- Retweets from other UVA entities (adding commentary when necessary) highlighting contributions made by donors
- Adjusting scheduled content according to larger conversations and timely posts that relate to UVA
- Using Twitter polls to survey your followers about their favorite UVA Advancement-sponsored traditions, landmarks, class gift options, programs, etc., for friendly competition and sense of involvement
- Making detailed, timely announcements that can be repackaged or condensed in an all-encompassing Facebook post
- Curating user-generated content featuring donor funded initiatives and programs from followers and influencers (i.e. individuals with the power of influence and affecting audience opinion and behavior given their status/authority, social following, position, or relationship to the audience) for a visually engaging and interactive feed

TWITTER PLAYBOOK

NEWS & CONVERSATION

BEST-IN-CLASS EXAMPLE

UNC's giving account on Twitter employs video, images, and article shares to showcase university rankings and achievements, campaign progress, and impressive donation news to engage audiences and encourage Advancement awareness and contributions. Use of emojis and tagging other accounts help optimize content.



TWITTER PLAYBOOK

MEASUREMENT GUIDE



INSTAGRAM PLAYBOOK

VISUAL REPRESENTATION

THE BASICS

Instagram is the most visual and fastest growing social platform. It is where people go for inspiration as well as creation. Tagging relevant accounts on Instagram feed images and in Stories allows for greater visibility, reach, and chance of regram/interaction from those featured. This platform should be your biggest brand building moment in regards to brand image most specifically as it is such a visual platform and a place for quality more than quantity.

BEST PRACTICES

- Ideal profile picture size: 110 x 110 pixels
- Image upload size: 1080 x 1080 pixels
- Ideal caption length: 100-125 characters to avoid cut off
- Ideal in feed video length: 30 seconds-one minute
- Instagram Story slide and IGTV video dimensions: 1080 x 1920 pixels
- Ideal Instagram Story video length: 10 seconds
- IGTV video length: 15 seconds - 10 minutes
- Avoid long Instagram Stories and ones with too much text.
- Branded/owned hashtags should be in caption.
- Additional hashtags should be in first comment on post - the ideal amount is 6-7.
- Avoid filters on posts of Grounds, food, people and products.
- When using filters, use sparingly.



INSTAGRAM PLAYBOOK

VISUAL REPRESENTATION

WHAT'S IN

- Interactive Instagram Stories
- Compelling Instagram Lives and IGTV
- Interactive captions with a sincere call to action
- Aspirational but authentic content
- Responsive accounts
- Exclusive behind-the-scenes content

WHAT'S OUT

- Images with text or photoshopped posts
- Overly-filtered images
- Excessively long captions
- Engagement-bait captions
- Feed takeovers (multiple images building larger image)
- Text-heavy graphic images

HOW THIS APPLIES TO UVA ADVANCEMENT COMMUNICATORS

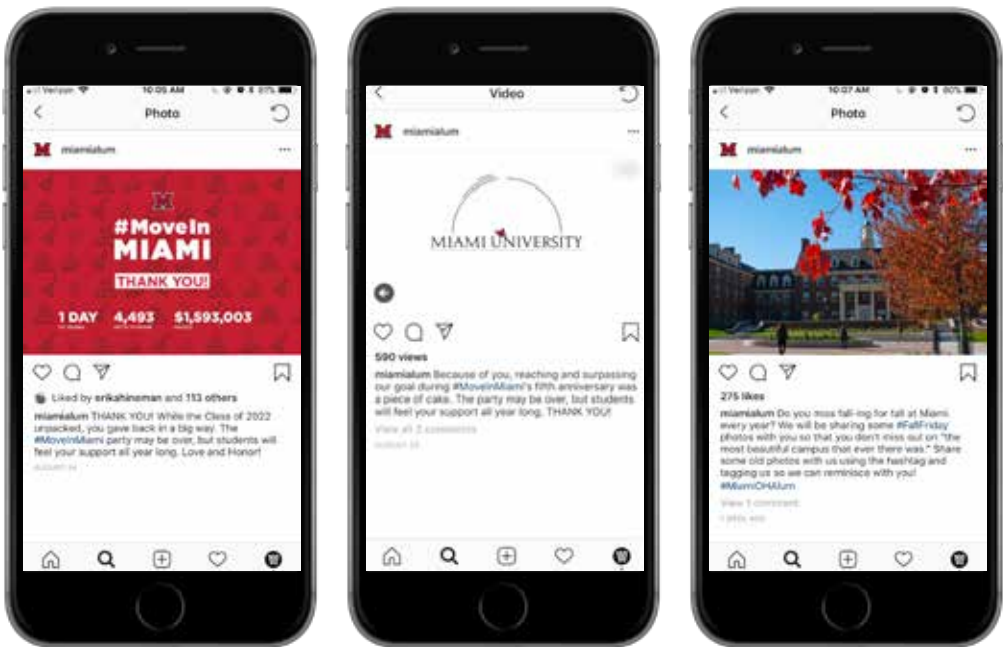
- Aspirational images and videos from the most visually engaging Advancement-related events featuring people
- Images showcasing Grounds, especially portions maintained and funded by private support
- High quality user-generated content featuring Grounds and events
- Takeovers and behind the scenes Instagram Stories and IG Lives for UVA Advancement events and with Advancement influencers such as faculty, alumni, etc.
- Comprehensive coverage of exclusive and/or notable events via IGTV
- Timely vs. evergreen content in feed to fit with the mood state of followers and time of semester/year in mind including current events, holidays, weather, academic schedule through an athletics lens
- Engaging alumni and donors through user generated content opportunities and campaign updates and progress
- Using branded graphics sparingly to highlight the most impressive accomplishments and updates

INSTAGRAM PLAYBOOK

VISUAL REPRESENTATION

BEST-IN-CLASS EXAMPLE

Miami University uses their alumni Instagram account to not only uplift campaign and giving day progress and accomplishments through graphics and videos but also showcase their campus and engage alumni through user generated content and aspirational images. This balance helps uplift the account as a whole.

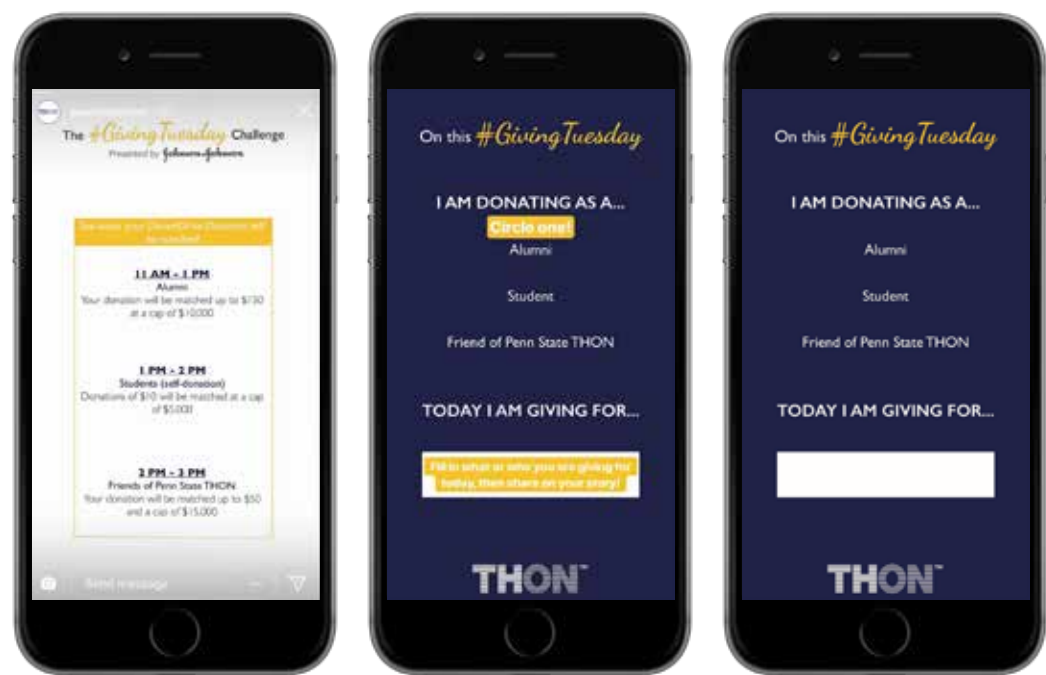


INSTAGRAM PLAYBOOK

VISUAL REPRESENTATION

BEST-IN-CLASS EXAMPLE

Penn State's THON takes advantage of Instagram Stories to engage student volunteers and alumni donors. For this year's Giving Tuesday they created a user-generated awareness campaign on IG Story encouraging different donor groups to donate throughout the day and specific times and socially share their own reasons why.



INSTAGRAM PLAYBOOK

VISUAL REPRESENTATION

BUSINESS PROFILES

Be sure to make all UVA Advancement-affiliated Instagram accounts business profiles to get access to Instagram insights and the ability to have links in Stories once you hit 10k followers.

1. Set up/identify a Facebook page to be associated with your account.
2. Go to your Instagram profile and tap the three lines icon followed by the gear icon.
3. Choose "Switch to Business Profile."
4. Select the associated Facebook Page you're linking the account to.
5. Make sure your profile is Public.
6. Review your contact information, make any necessary changes, and click Done.

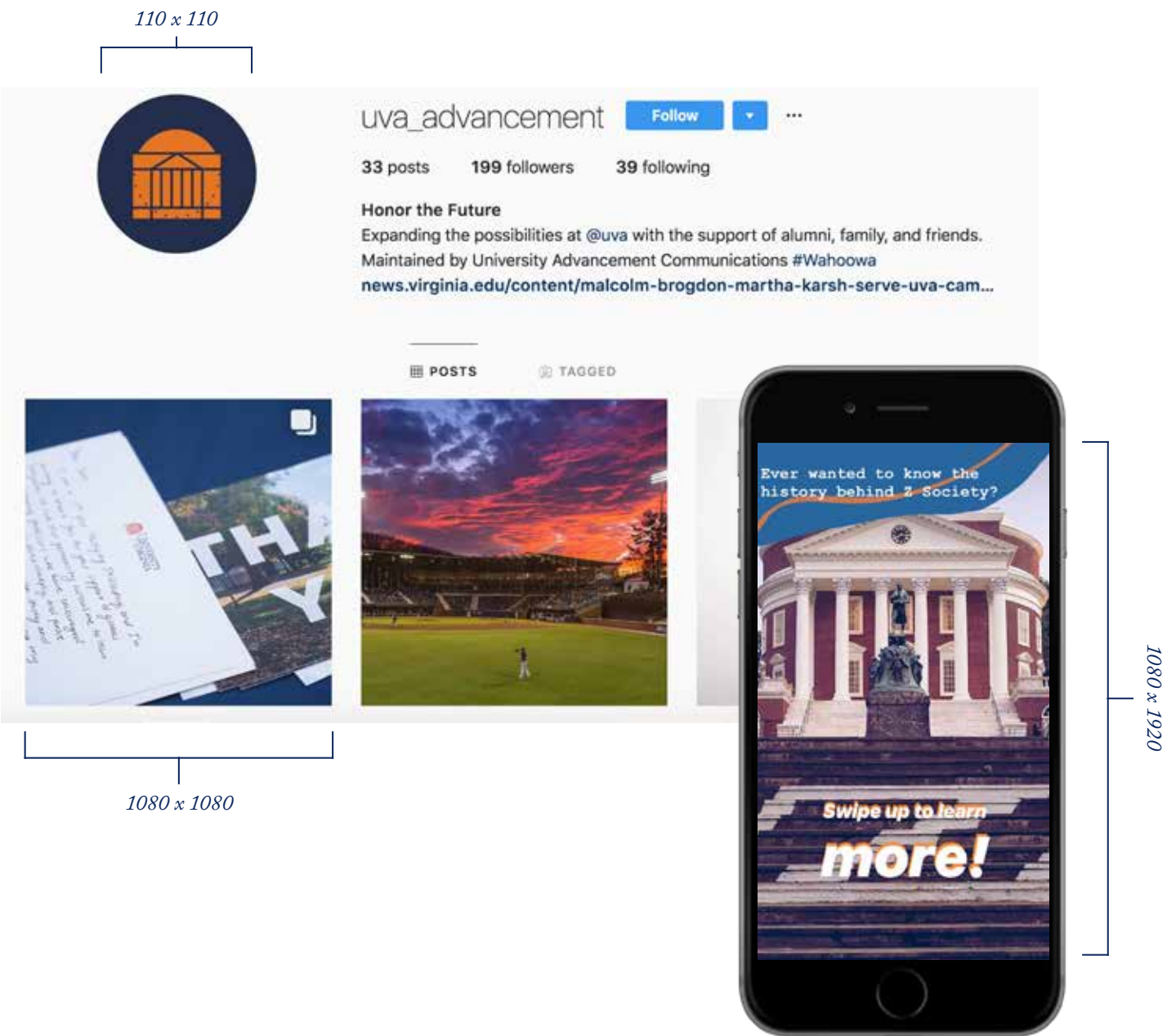
REQUESTING VERIFIED BADGE

Instagram now allows accounts to request verified badges so long as they are a public figure, celebrity, or brand and meet certain requirements (authentic, unique, complete, notable). If you choose to request badges for any Advancement accounts here are the steps:

1. Make sure you're logged into the Instagram account you're requesting a verified badge for.
2. Go to your profile and tap the three bars icon.
3. Tap Settings gear icon.
4. Choose Request Verification.
5. Enter your full name and provide the required form of identification.

INSTAGRAM PLAYBOOK

MEASUREMENT GUIDE



LINKEDIN PLAYBOOK

ALUMNI & PROFESSIONAL NETWORK

THE BASICS

LinkedIn is the most professional of the social platforms with the most intentional use. It's not a place where people come to passively scroll so much as get updated from and share updates with the people and companies they care about (both those they have current or past connections to and prospective connections).

BEST PRACTICES

- Ideal logo size: 300 x 300
- Ideal banner size: 1536 x 768
- Ideal length: 125 characters
- Ideal image size: 1200 x 627 pixels
- Ideal headline length: 28-46 characters
- Avoid excessive use of hashtags, unless branded/owned.
- Avoid question marks, exclamation points have higher engagement.
- "You" statements or data are more likely to engage audiences.



LINKEDIN PLAYBOOK

ALUMNI & PROFESSIONAL NETWORK

WHAT'S IN

- Posts about impressive achievements
- Media coverage or relevant news
- Relevant opportunities, career tips and tricks
- Relevant career opportunities
- Engaging with other profiles
- Video for story-telling

WHAT'S OUT

- Overly promotional/salesy language
- Robotic-feeling copy
- Too high of a posting cadence

HOW THIS APPLIES TO UVA ADVANCEMENT COMMUNICATORS

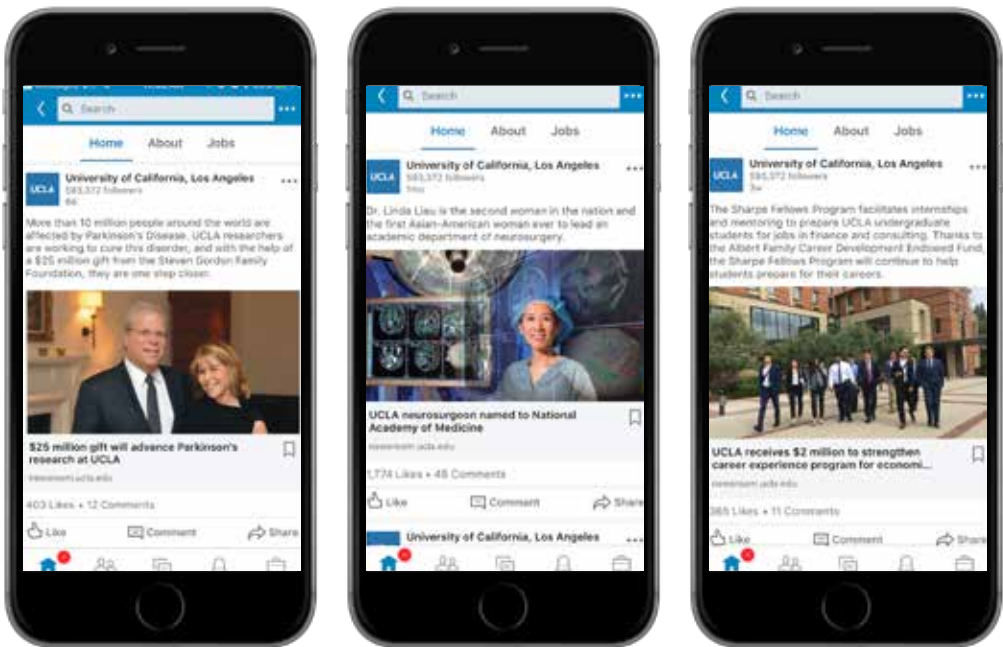
- Posts about most impressive and eye catching updates and achievements about the University, its faculty, staff, students, and alumni
- Links that alumni and graduate students would be most tempted to share with pride
- Highlights of the most impressive donations and impact stories with use of video and articles, appealing to the emotions and encouraging others to give when applicable
- Showcasing Advancement-driven initiatives and improvements to programs

LINKEDIN PLAYBOOK

ALUMNI & PROFESSIONAL NETWORK

BEST-IN-CLASS EXAMPLE

UCLA's LinkedIn posts strong images paired with impressive Advancement-related university updates that build both pride and awareness among current students, alumni, parents and donors to elevate the Advancement and specific campaign narratives.



PAID SOCIAL BEST PRACTICES

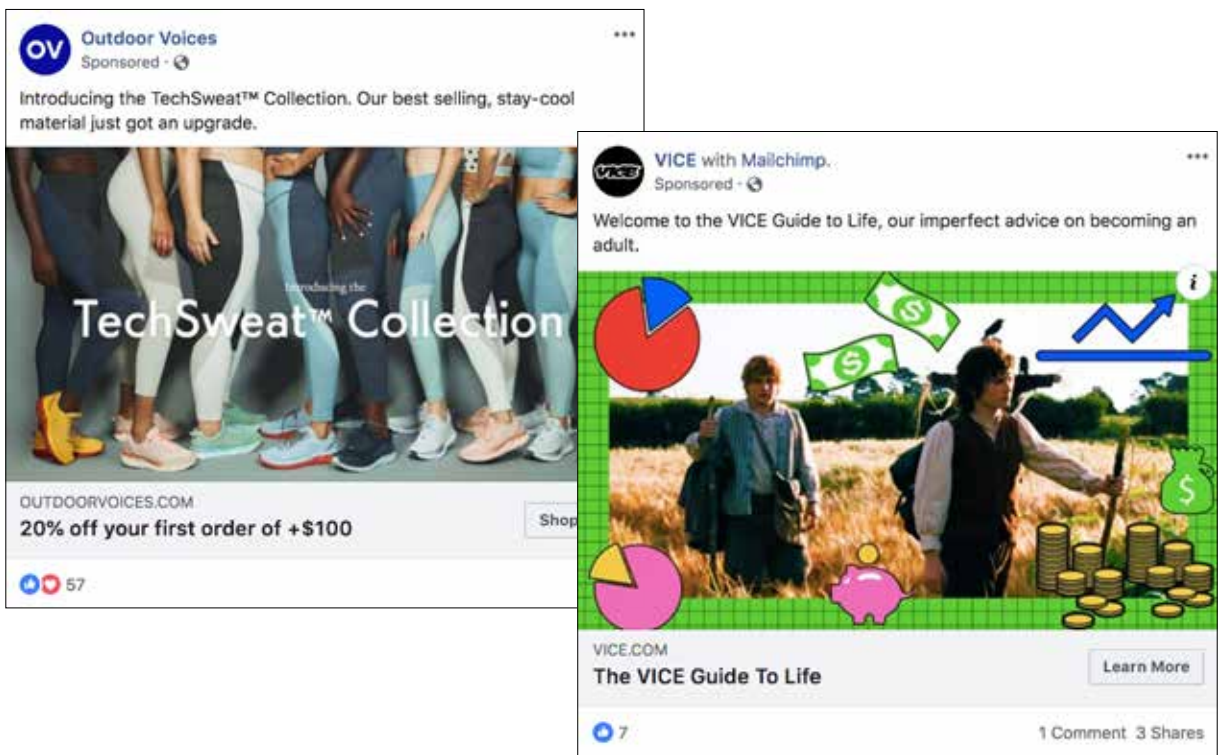
Paid social can be an incredibly lucrative way of having a more guaranteed impact on social, reaching larger and/or more targeted audiences by putting spend behind social posts. It's also an effective means of running acquisition campaigns to build awareness and grow followers.

THINGS TO CONSIDER

- **For what to post where:** Look at what sort of posts are performing well organically on each platform.
- **For who to target:** Consider on what platforms each audience (described in the next section) are most active.

DARK POSTED VERSUS BOOSTED

- Dark posts or ads that do not show up on an account's page are great for targeting specific audiences based on a variety of demographics including age, gender, location, interests, etc.
- Boosted posts that are organic posts in your feed with money behind them for greater reach are good for already high performing posts and content you want to generally spread awareness about.



PAID SOCIAL BEST PRACTICES

FACEBOOK

- Headline length: 25 characters
- Ideal description length: 30 characters
- Upload image size: 1200 x 630 pixels
- Include clear Call To Action (CTA)
- Best for targeting all different audience demographics
- Diverse ad options include: image, video, carousel, slideshow, and messenger ads

TWITTER

- Ideal tweet length: 116 characters
- Ideal headline length: 35 characters
- Image size: 800 x 320 pixels
- Avoid using hashtags or mentions so your audience clicks on the right link
- Twitter Promote automatically promotes your organic tweets to gain followers
- Twitter ad campaigns allows you to build specific and targeted Twitter ads as well as boost existing ones
- Create different campaigns for mobile versus desktop

INSTAGRAM

- Ideal caption length: 100-125 characters
- Image size: 1080 x 1080 pixels
- Ideal video resolution: 72 pixels or more
- Ideal video length: 3-30 seconds
- Best space to tap into Gen Z and Millennials
- Optimize video for being played without sound
- Use a CTA button
- Make sure image and video ads are consistent with the style of your organic posts/recognizable from your brand
- Instagram Stories can be a good space for ephemeral and in-the-moment ads for timely events or opportunities

LINKEDIN

- Image size: 1200 x 627 pixels
- Ideal status length: 70 characters
- Ideal headline length: 38-46 characters
- Include strong CTA in headline
- Optimize for mobile
- Targeting based on professional qualifications/status
- Ideal platform for alumni, donors and parents



CROSS-PLATFORM RESOURCES

GEN Z: PROSPECTS & ADVOCATES

**STUDENTS, FAMILY MEMBERS, FANS,
PATIENTS, BENEFICIARIES, AND VISITORS**

WHO THEY ARE

- Born 1995–Present
- Most diverse and multicultural population
- Highly-educated, technologically-savvy, and innovative
- Likely to look for answers and inspiration on the internet

HOW TO CONNECT

- Talk in images: emojis, pictures, videos, gifs
- Communicate more frequently in shorter bursts, “Snackable Media”
- Tailor messaging to a diverse audience
- Assume they have opinions and are vocal, influencing family decisions
- Be humble

WHAT TYPE OF CONTENT THEY LIKE

- Authentic storytelling
- Know their language and use it when appropriate
- Help them become experts
- Collaborate with them and help them collaborate with others
- Talk to them about value
- Talk about social causes and sustainability

GEN Z AT A GLANCE

Who they follow:

Their friends and peers, celebrities and public personalities, sports teams and athletes, brands, publications, “passion points” accounts i.e places, people, and things that matter to them.

What they’re looking for:

Interesting, exclusive, entertaining content presented in an easily digestible and visual way that speaks to them, their interests, and their mood states and makes them feel connected to the accounts they follow.

When they’re online:

First thing in the morning, in between classes/practices/work breaks, during homework, before bed (in other words, frequently throughout the day).

GEN Z: PROSPECTS & ADVOCATES

STUDENTS, FAMILY MEMBERS, FANS,
PATIENTS, BENEFICIARIES, AND VISITORS



HOW OFTEN THEY CHECK

Several times a day

INTEREST LEVEL

This audience is most active on Instagram

BEHAVIOR

- They not only consume but also create content both in feed and Stories on the platform

ENGAGEMENT

- Very interactive with the accounts they follow and accounts they want to follow them
- Many use this as their main communication tool in regards to social platforms
- They want to see authentic and real-time content from the accounts they follow in addition to aspirational imagery
- Liking, commenting on, and saving posts
- DMing posts to friends



HOW OFTEN THEY CHECK

Many times a day

INTEREST LEVEL

High, 35.7% of internet users 18-24 years old use Twitter³

BEHAVIOR

- Checking up on news and trending topics
- Following their favorite celebrities and public entities

ENGAGEMENT

- Retweeting and interacting with other accounts (personal relations and bigger, public accounts/personalities)
- Tweeting their opinions and thoughts, both in relation to other conversations in Twitter and just one-offs according to the happenings in their day

GEN Z: PROSPECTS & ADVOCATES

STUDENTS, FAMILY MEMBERS, FANS,
PATIENTS, BENEFICIARIES, AND VISITORS



HOW OFTEN THEY CHECK

Daily

INTEREST LEVEL

Less of a priority platform for them, 18-24-year-olds being the lowest penetration rate of all users 12 or older⁴

BEHAVIOR

- Scrolling through their Timeline, watching videos, and sharing relevant content

ENGAGEMENT

- Liking and commenting on videos and memes that are viral
- Interacting with posts by their immediate social connections
- Much of the other content is lost on them/in the algorithm
- DMing posts to friends



HOW OFTEN THEY CHECK

Weekly/bi-weekly (recent grads)

INTEREST LEVEL

Low/on a need basis; they're just beginning to use the platform

BEHAVIOR

- Updating their personal profiles
- Looking for job and internship opportunities

ENGAGEMENT

- This is the platform they are least familiar with and check more on a need-basis than as a part of their regular social activity
- DMing potential connections
- Applying to jobs

3. Corey McNair, "US Digital Users: The eMarketer Forecast for 2017" (eMarketer, 2017), 9.

4. McNair, "US Digital Users: The eMarketer Forecast for 2017," 9.

GEN Z: PROSPECTS & ADVOCATES

STUDENTS, FAMILY MEMBERS, FANS,
PATIENTS, BENEFICIARIES, AND VISITORS

MAIN TAKEAWAYS

- Gen Z holds the greatest social media presence of all age demographics, projected to account for 40% of users by 2020.⁵
- Gen Z is incredibly tech and social savvy—they are experts in these platforms and therefore for them to really engage with content it must be incredibly relatable, aspirational, and/or exclusive.
- They associate both with specific accounts, teams, institutions, brands, etc., and just exceptional content, so building brand loyalty and awareness alongside quality content is the best way to engage this audience.
- The best platform to tap into this audience on is Instagram, followed closely by Twitter.
- Gen Z is also the age cohort most likely to partake in social activism for change on social media so content that aligns with both brand image and audience opinion can have a powerful effect.
- Current and prospective athletes will be most engaged with more technical and strategic content whereas the student body will lean more into excitement building and brag-worthy posts as well as content that grants them “inside” access.

5. Josh Perlstein, “Engaging Generation Z: Marketing to a New Brand of Consumer,” (Ad Week, 2017), <https://www.adweek.com/digital/josh-perlsteinresponse-media-guest-post-generation-z/>.

MILLENNIALS: PROSPECTS, ADVOCATES & DONORS

ALUMNI, FANS, FAMILY MEMBERS, FRIENDS, AND COMMUNITY
MEMBERS

WHO THEY ARE

- Born 1981-1994
- Prioritize meaningful work and creativity
- Prefer immediate feedback
- Social savvy with intentional actions per platform and high activity

HOW TO CONNECT

- Post aspirational but attainable content
- Keep them engaged through attention-grabbing copy and assets
- Be mindful as to why they should and would engage with your content
- Be confident

WHAT TYPE OF CONTENT THEY LIKE

- Engaging and serviceable content
- They can see through promotional content
- They’re interested in learning more
- They use social media as a mix of networking, consuming, and creating

MILLENNIALS AT A GLANCE

Who they follow:

Their personal connections, publications, brands, and personalities they like.

What they’re looking for:

Interesting, informational, and authentic content that is both personally relevant and locally, nationally, globally important.

When they’re online:

In the morning, during commute, lunch break, after work, before bed. They check everything with frequency, but are not as active as Gen Z.

MILLENNIALS: PROSPECTS, ADVOCATES & DONORS

ALUMNI, FANS, FAMILY MEMBERS, FRIENDS, AND COMMUNITY MEMBERS



HOW OFTEN THEY CHECK

Daily

INTEREST LEVEL

Having grown up with the platform, they use it more so out of habit

BEHAVIOR

- Highest saturation of any age cohort, with more use among Millennials older than 25 (85.7% compared to 79%)⁶
- They are also more active posting images and statuses on the platform than Gen Z

ENGAGEMENT

- Scrolling through and interacting with videos, articles and posts in their Timeline
- More likely to share a post directly to their own page or that of a friend’s rather than just commenting or tagging a friend below



HOW OFTEN THEY CHECK

Daily

INTEREST LEVEL

High, they use this platform to for both personal updates and inspiration

BEHAVIOR

- Use it less voyeuristically than Gen Z
- Looking for inspiration in other accounts and curating their own
- They want to see high-quality, aspirational images from the accounts they follow and authentic/sincere content from their personal connections on the platform

ENGAGEMENT

- Creating personal content and interacting with own followers and accounts they follow
- Following aspirational accounts
- Checking timeline and Stories

MILLENNIALS: PROSPECTS, ADVOCATES & DONORS

ALUMNI, FANS, FAMILY MEMBERS, FRIENDS, AND COMMUNITY MEMBERS



HOW OFTEN THEY CHECK

Daily

INTEREST LEVEL

Highest of any age cohort given their circumstances

BEHAVIOR

- Millennials are incredibly active on LinkedIn because they have a control of the platform and its capabilities
- In the most formative and transitional time in their careers

ENGAGEMENT

- Network with current and prospective connections
- Seek out job opportunities as well as employees
- Share and consume industry news, and update their own profiles



HOW OFTEN THEY CHECK

Daily

INTEREST LEVEL

High for both news gathering and opinion giving purposes

BEHAVIOR

- Similar to Gen Z, Millennials use Twitter to stay informed in all aspects of the media
- They check for what’s trending and to get a timely take on the latest news/happenings

ENGAGEMENT

- They partake in different sorts of conversations on the platform (ranging from serious to playful)
- Interact with content that relates to and interests them
- Retweet adding commentary to culturally and socially relevant and personally important topics and events

6. McNair, "US Digital Users: The eMarketer Forecast for 2017," 9.

MILLENNIALS: PROSPECTS, ADVOCATES & DONORS

ALUMNI, FANS, FAMILY MEMBERS, FRIENDS, AND COMMUNITY MEMBERS

MAIN TAKEAWAYS

- Millennials are fairly intentional in their actions on social but still in a habit of exploring and discovering new accounts.
- They lean into both entertaining and serviceable content so long as it relates to them and their interests.
- They can be engaged with on all of the platforms with fairly even results.
- They’re usually still very connected to their university and its sports teams and will likely share both accomplishments/news with pride and “hype-up” content to engage their former peers and provoke their rivals.

GEN X: PROSPECTS, INFLUENCERS, ADVOCATES & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS

WHO THEY ARE

- Born 1965–1980
- Care about work-life balance
- Resourceful and practical
- Look to peers for inspiration and credible recommendations
- Growing social presence

HOW TO CONNECT

- Be intentional and persuasive in your language
- Present the most important and interesting information first
- Tailor messaging to your direct audience
- Be credible

WHAT TYPE OF CONTENT THEY LIKE

- Informational and/or inspiring content
- Sincerity
- Posts they can share with family and friends
- Posts that make them feel good

GEN X AT A GLANCE

Who they follow:
Their personal connections (friends, family, colleagues, past colleagues) and the brands/teams/publications they respect and are loyal to.

What they’re looking for:
Serviceable and relevant content that they either directly sought out or “didn’t realize they needed” in addition to credible information that would benefit their children and businesses.

When they’re online:
Sometimes in the morning, mainly after work and they largely use their social accounts for authentic social interaction with people they know and networking with prospective beneficial connections.

GEN X: PROSPECTS, INFLUENCERS, ADVOCATES & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS



HOW OFTEN THEY CHECK

Daily

INTEREST LEVEL

One of the most active age cohorts on Facebook (64.7% declaring it their preferred social platform compared to 33% of Millennials)⁷

BEHAVIOR

- Lean more into the personal social network aspect of it than the other generations
- Also engage with branded and owned content from other accounts

ENGAGEMENT

- Eager to like, comment, and share just as a reaction to the content they see
- Their version of sharable leans more towards informational, inspirational, and sincere than the popular meme and video culture of younger generations



HOW OFTEN THEY CHECK

Almost daily/surrounding big events

INTEREST LEVEL

Ranges from completely unfamiliar to very involved

BEHAVIOR

- The variability of this audience’s involvement with Twitter is largely due to their tech-savvy nature and personal interests (e.g., parents of recruits and coaches are likely to be more active on Twitter than a general donor or alum)
- Executive level professionals and thought leaders are most likely to be on the platform

ENGAGEMENT

- Following news coverage and informational/timely posts
- They’ll seek out and interact with real-time coverage and high level recaps

GEN X: PROSPECTS, INFLUENCERS, ADVOCATES & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS



HOW OFTEN THEY CHECK

Semi-daily

INTEREST LEVEL

Easy means to stay connected on a professional level and up to date on industry news

BEHAVIOR

- They vary in their involvement and familiarity with the platform based on what sort of careers they’re in and where they are in those careers (the stay-at-home mom versus the CEO mom).

ENGAGEMENT

- Use it as a “social network” with their more professional connections
- Like and comment on colleagues’ posts and career updates
- Share industry news



HOW OFTEN THEY CHECK

Weekly

INTEREST LEVEL

Still exploring and learning the platform

BEHAVIOR

- Not all of Gen X is on Instagram
- Those who are use it to update their followers on their own lives and stay updated on that of others

ENGAGEMENT

- More inclined to organically interact with friend or family than company or brand
- However, most likely to purchase from a brand they follow than other generations, at 67% compared to 60% for Millennials and only 50% for Baby Boomers⁸

7. “The Social Generations: Millennials Asks, Gen X Buys, & Baby Boomers Observe,” (Sprout Social, 2017), <https://sproutsocial.com/insights/data/q1-2017/>.

8. “The Social Generations: Millennials Asks, Gen X Buys, & Baby Boomers Observe,” (Sprout Social, 2017), <https://sproutsocial.com/insights/data/q1-2017/>.

GEN X: PROSPECTS, INFLUENCERS, ADVOCATES & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS

MAIN TAKEAWAYS

- The best place to focus for engaging with Gen X is on Facebook and the key is to speak to this audience in a sincere and informational way more than in a pithy way.
- They will share content that is informational, exciting, and inspirational in the traditional sense and so content should be packaged in an easy-to-consume and comprehensible manner.
- While they may not be as social/tech-savvy as the other age cohorts, they are still active on social and more likely to interact with targeted content without apprehension or suspicion.
- Those that are still passionate about their alma mater and its affiliated sports teams are highly engaging with interactive content surrounding game highlights and accomplishments.
- More likely to donate to nonprofits and follow them on social, since most are in a financially stable position in their lives and starting families, making them more apt to want to give back/provoke their rivals.

BABY BOOMERS: INFLUENCERS, ADVOCATES, & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS

WHO THEY ARE

- Born 1946–1964
- Newer to technology
- Interested in learning more about what they see on social
- Have more free time to use the platforms they're familiar with

HOW TO CONNECT

- Prioritize Facebook and LinkedIn over other platforms
- Optimize content for desktop
- Post earlier in the day/evening
- Make content sincere and informational

WHAT TYPE OF CONTENT THEY LIKE

- Content that's easy to read/view
- Slower paced, informational videos
- Posts they can share with family and friends
- Political content

BABY BOOMERS AT A GLANCE

Who they follow:
Their personal connections (friends, family, colleagues, and past colleagues) and local pages and accounts.

What they're looking for:
Informational and wholesome content relating to topics they're already educated on/interested in that they can share with family and friends; can be humorous or entertaining.

When they're online:
They spend significantly less time on social networking sites other than Facebook (averaging only one to two hours per week), but 15.5% spend 11+ hours per week on Facebook.⁹

9. "Should You Market to Baby Boomers on Social Media," (DMN3), <https://www.dmn3.com/dmn3-blog/should-you-market-to-baby-boomers-on-social-media/>.

BABY BOOMERS: INFLUENCERS, ADVOCATES, & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS



HOW OFTEN THEY CHECK

Multiple times a week

INTEREST LEVEL

They use it more regularly than any other platform

BEHAVIOR

- They use this platform to passively consume content
- They enjoy videos that are slower paced and informative

ENGAGEMENT

- Passively scroll through content
- Read articles and watching videos to learn more
- Sharing content with friends and family to entertain rather than educate



HOW OFTEN THEY CHECK

Weekly

INTEREST LEVEL

High for corporate partners and donors. 31.2% of LinkedIn users are 55 or older¹⁰

BEHAVIOR

- Baby Boomers still very invested in their professional careers use this as a networking and informational platform for industry insights and news

ENGAGEMENT

- Posting professional updates and industry articles when relevant
- Connecting with former, current, and potential colleagues



HOW OFTEN THEY CHECK

Sparingly, if at all

INTEREST LEVEL

Very little, the constant stream of information overwhelms them, but dependent on their life/career stage

BEHAVIOR

- They stay updated on specific news, publications, and brands they care about
- Some use it more professionally to post and interact

ENGAGEMENT

- Following updates for major events that matter specifically to this audience (especially politics)
- Retweeting, occasionally adding commentary



HOW OFTEN THEY CHECK

Sparingly, if at all

INTEREST LEVEL

It's the platform they're least familiar with and therefore prefer least

BEHAVIOR

- More likely to follow than to share/post
- Follow their family and friends to stay up to date

ENGAGEMENT

- Comment on posts from accounts of personal connections
- Like almost all posts in their feeds from the accounts they follow

10. "How Baby Boomers Use Social Media," (Daily Infographic), <https://www.dailyinfographic.com/how-baby-boomers-use-social-media>.

BABY BOOMERS: INFLUENCERS, ADVOCATES, & DONORS

PARENTS, FACULTY, STAFF, CORPORATE PARTNERS, FAMILY MEMBERS, FANS, PATRONS, COMMUNITY MEMBERS, INFLUENCERS, AND ADMINISTRATORS

MAIN TAKEAWAYS

- They represent 43% of total giving, therefore being the most “generous” group.
- Spend an average of one hour and 48 minutes on social media daily.¹¹
- Baby Boomers are most active on Facebook and still unfamiliar with or not as interested in the other platforms.
- They are 19% more likely to share content compared to any other generation.¹²
- They prefer desktop social and online use as opposed to mobile, especially for visual/seeing purposes.
- Baby Boomers often research further online based off of social media posts and are more likely to follow a link.
- They share because content is relevant and meaningful to them, rather than to educate their followers.
- Female Baby Boomers are more likely to share content than males.
- They take action based on what they see on social media, usually resulting in searching for more information.

11. “Social Media Matters for Baby Boomers,” (Forbes), <https://www.forbes.com/sites/forbestechcouncil/2018/03/06/social-media-matters-for-baby-boomers/>.

12. “The Generation Most Likely to Share Content On Facebook? Baby Boomers,” (Digital Trends, 2016), <https://www.digitaltrends.com/social-media/facebooksharing-content/>.

MONITORING & LISTENING BEST PRACTICES

Social media is a powerful way to engage students, alumni, community members, and the media. It is also a tool that provides consumers unprecedented access to share their thoughts and opinions about brands, products, and experiences. This section provides general guidance on how best to monitor and manage customer conversations and content performance.

SOCIAL MONITORING & LISTENING

Monitoring and listening are essential components of managing social media. These actions allow you to tap into what your audience is saying about your brand and how they are interacting with it. It’s also an invaluable tool to gain insight into what consumers are talking about in general.

MONITORING

Monitoring is the ongoing tracking of engagement of your owned social channels. Monitoring owned content is not an optional activity; it is required. It’s fundamental for having social success, adding value to consumers, and helping the University’s reputation stay positive. For each channel, this means:

- **Facebook Page:** Likes/reactions, comments, shares, clicks, page and photo tags
- **Twitter Handle:** Favorites, retweets, @mentions, clicks, and replies to your posts
- **Instagram Handle:** Likes, comments, @mentions, and photo tags

MONITORING & LISTENING BEST PRACTICES

MONITORING

FACEBOOK

- Go to Facebook Business and choose Insights.
- Here you can view up to 28 days worth of data in the Overview section.
- Under Likes and Followers you can view up to a quarter of audience growth (and loss) and where those followers are coming from.
 - Likes are people who have liked your page.
 - Followers are people who choose to see your page in their news feed.
- Reach will show you your overall reach and engagement for up to a quarter.
- Posts allows you to see paid and organic reach and engagement for each specific post as well as key posting times for your account.
 - This is the best place to track highest and lowest performing posts at a glance.

TWITTER

- Click your profile icon in the top right and choose Analytics from the drop-down.
- The overview page will show you change in number of tweets, impressions, profile visits, mentions, and followers over the past 28 days as well as a high level monthly breakdown including top tweets, mentions, and influential followers.
- Click on View All Tweet Activity in the monthly breakdown to delve more granularly into the activity surrounding your tweets for vary time periods.
 - You can track engagements, impressions, and engagement rate to identify your top and bottom performing tweets.
 - Engagement rate is the most valuable tracking source here for reporting purposes.

MONITORING & LISTENING BEST PRACTICES

MONITORING

INSTAGRAM

- Go to your profile and click the Insights button (column graph symbol).
- Under Activity, you can view the following important analytics from the past week:
 - Profile Visits
 - Website Clicks
 - Reach
 - Impressions
- Under Content, you can see your Feed Posts and Stories from that week:
 - If you click into “See All” you can see posts from as far back as 2 years and sort them by Impressions, Engagement, etc., to benchmark best performing posts according to different criteria.
- Under Stories, you'll be able to see how many views each story got and therefore calculate Completion rate by dividing the ending slide views by the beginning slide views to see how many people are watching your entire Story.

MONITORING & LISTENING BEST PRACTICES

MONITORING

RECOMMENDED ANALYTICS REPORTING

Gather stats on a monthly cadence to track strengths, weaknesses, and trends and adjust strategy accordingly to optimize your accounts

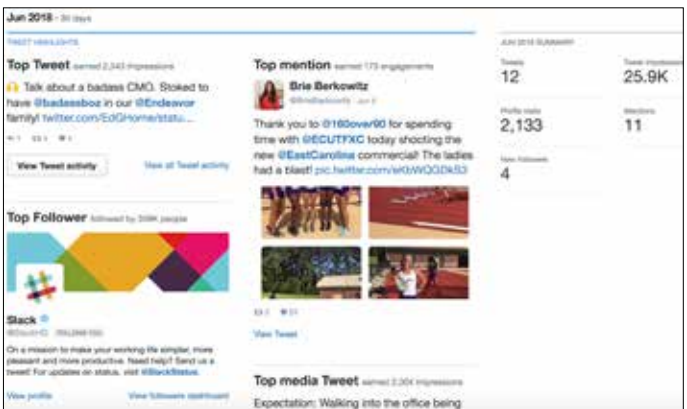
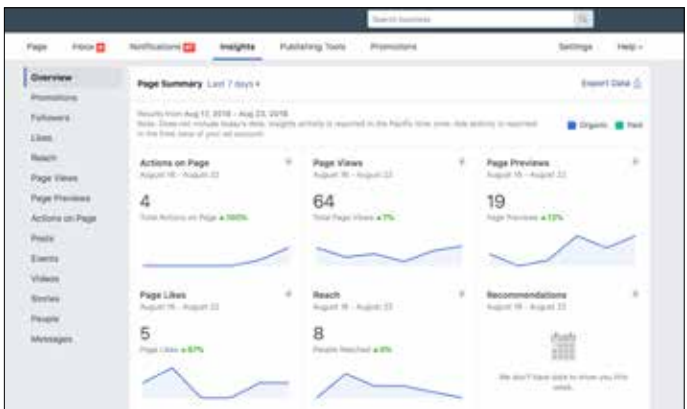
WHAT TO INCLUDE FOR EACH PLATFORM

- Follower growth
- Overall reach/impressions
- Best performing posts based on engagement
- Worst performing posts based on engagement
- Trends and takeaways

HOW TO CALCULATE ENGAGEMENT RATE

- Add the number of likes/reactions and comments on a post
- Divide by the number of followers you have

*Average engagement rate can be a good way to establish benchmarks for accounts to maintain high engagement and track trends



MONITORING & LISTENING BEST PRACTICES

LISTENING

Listening is the search for social media conversations outside of your owned pages or handles. Locating conversations about your brand and understanding other consumer behaviors through listening can be invaluable, whether your location is active on social channels or even more so if they're not. It's also a great opportunity to be aware of and take part in conversations happening around your university for engaging and interactive social moments.

DEVELOPING KEYWORD QUERIES

Finding the most effective conversations in social media is less about knowing what people are talking about, but rather figuring out exactly how they are saying it. Your search queries are only as good as the keywords you are using to search; the results that come from you query will only include those words or phrases.

For general, ongoing listening, put together lists of keywords that have to do with your School, Unit, or Department as well as any local passion points or events.

In the event of news, crisis, or virally spread content, where queries need to be put together on demand, monitor your owned pages for clues on keywords relating to that content in comments and immediate interactions as well as shares from community members.

FOR EXAMPLE

Let's say UVA is looking to make improvements to the Rotunda with fundraising dollars, and have a sense of what people say about it.

Using search tools, the Advancement team can be proactive about remaining aware of and involved in social conversations surrounding Grounds and the Rotunda and respond/react accordingly.

MONITORING & LISTENING BEST PRACTICES

LISTENING

USING NATIVE TOOLS

Searching Facebook

- The Facebook search function is far less advanced than that of Twitter. The major difference is that it does not read and index status updates, comments, and other pieces of content as deeply.

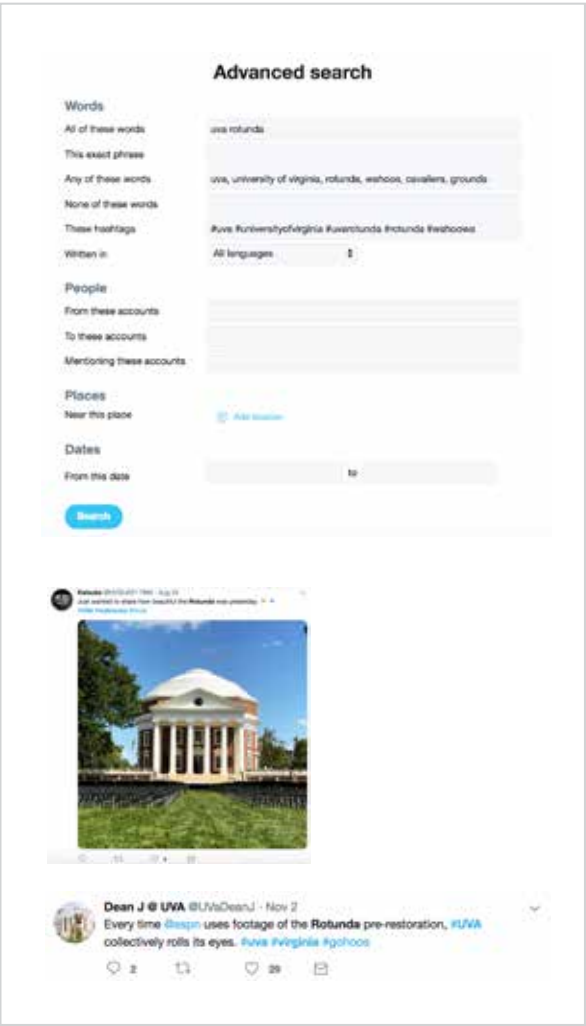
Twitter's Advanced Search

- Twitter's Advanced Search gives you more options to dig deeper and locate the exact conversations you are trying to find.

Monitoring Instagram

Instagram's monitoring tools are well established, but the capacity to listen is still limited.

- The notification center organizes all engagements related to your handle and posts into one tab, making it easy to monitor your daily activity.
- The explore tab allows you to search users, hashtags, and places.



MONITORING & LISTENING BEST PRACTICES

LISTENING

SOME THOUGHT STARTERS AND THINGS TO CONSIDER

- How limiting or broad do you want your keywords searched?
- Which people are the conversations coming from or who is included?
- Where is the conversation happening?
- What type of sentiment is the conversation that you are looking for?

Sometimes finding a conversation is only the beginning of what you are looking for. You may need to learn more about the person or people that are making the comments. Investigate the user's profile, bio, and tweets for more information. If you're stuck there, try and run web searches to see if you can find their profiles on others social channels.

COMMUNITY MANAGEMENT

Community management is an important part of running successful and accessible social media accounts. This not only involves responding to comments (both positive and negative) in a personable, but professional and timely manner, but also engaging with current and potential followers to build brand loyalty.

TIPS ON SPARKING CONVERSATION

Monitoring is the ongoing tracking of engagement of your owned social channels. Monitoring owned content is not an optional activity; it is required. It's fundamental for having social success, adding value to consumers, and helping your university's reputation stay positive. For each channel, this means:

- Choose topics your audience is vocal and/or opinionated about.
- Post timely content (both in team news and pop culture sense).
- @mention people and accounts you reference in posts.
- Reply when people @mention you or share your posts.
- Create an emotional trigger.
- Be consistent.
- Avoid blatantly asking questions (especially on Facebook).
- Answer the questions people ask.
- Post content that encourages comment or discussion.
- If necessary adjust tone; reduce frequency; be cognizant of what emotions people may be going through.
- Acknowledge big issues; don't be shy.

RECOMMENDED RESPONSE TIME:

ASAP, but ideally no more than 48 hours (excluding weekends and holidays)

- 12 hours for Twitter
- 24 hours for Facebook and Instagram

COMMUNITY MANAGEMENT

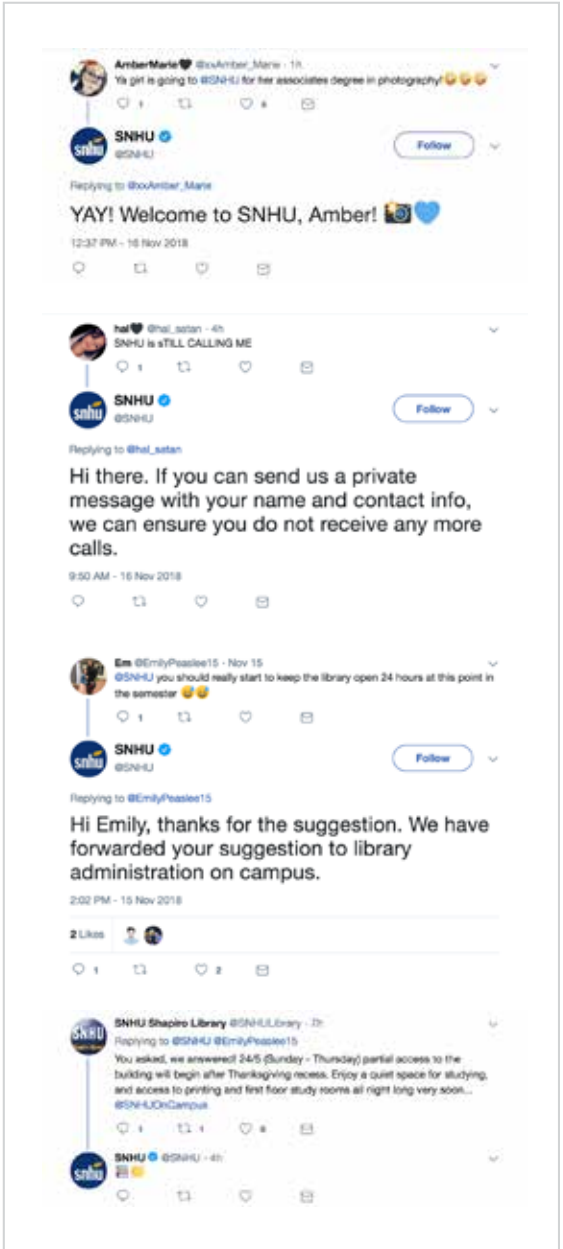
TIPS ON RESPONDING TO COMMENTS

- Be timely.
- Stick to a consistent brand voice.
- Find a balance of when to respond and when to let the conversation lead itself.
- Know when to respond in comments (info that benefits everyone) versus take the conversation to private messages (when it's more detailed/personal).
- Feel free to comment back directing the user to DM.
- Never be rude or offensive; be professional at all times.
- Avoid hiding comments.
- Only appropriate when comment is highly offensive.

PREVENTING NEGATIVE COMMENTS

Staying ahead of the curve can help you avoid crisis situations. Consider these tips for helping prevent negative comments:

- Develop content that helps clear up misunderstandings about your specific team.
- Be open and honest with your audience on social channels, even if you are providing information that negatively impacts them.



COMMUNITY MANAGEMENT

DETERMINING WHEN TO RESPOND

- You should only respond to negative comments where you can provide value to the conversation or help clear up misconceptions that may exist, otherwise the situation could turn much worse. If you have a need to reply, you should remember to always be timely, truthful, and try to take it offline.
- If someone doesn't directly ask you a question, CONSIDER if you should respond before you do. You do not need to respond to every item that is posted on your page. Things to consider before responding:
 - Does this post/information/feedback have the potential to go viral, or does this situation have the possibility of receiving media attention?
 - How much other engagement has it generated?
 - How impactful is a response to the brand's reputation?
- Tip - Consider this when posting on social channels:
 - Read 3 times
 - Type 3 times
 - Post 1 time

If you determine that you do need to reply to a negative comment, responding quickly can often diffuse the situation. Even if you need to get more information, letting the person know you've heard them can make a huge difference.

Avoid hiding negative comments; it can aggravate the user and escalate the issue. Be sure to add your own social voice, but remember, keep it short and simple, don't admit fault or wrongdoing, and **try to take it offline**.

COMMUNITY MANAGEMENT

UVA COMMENT POLICY

We encourage open discussion about the topics we post but we do reserve the right to moderate discussion on University of Virginia social media accounts and to remove posts that contain:

- Profane or obscene content
- Off-topic content
- Content that promotes, fosters, or perpetuates discrimination against protected classes;
- Sexual harassment content
- Conduct or encouragement of illegal activity
- Spam or comments that include links to external online sites
- Solicitations of commerce or advertisements including promotion or endorsement
- Promotions of particular services, products, or political candidates or organizations
- Content that violates the terms of use or community guidelines of the social media platform
- Information that may tend to compromise the safety or security of the public or public systems

Continued or egregious violations of this policy may prompt the University to further restrict an individual's commenting on University social media platforms. In certain situations, the poster, as well as the content, may be reported to authorities, depending on the nature of the content.

Posts that refer to specific individuals or offices within the UVA community as part of the complaint, concern, or compliment will be handled on a case-by-case basis.

Users who have concerns about specific conduct can contact **Rob Seal at socialmedia@virginia.edu** to report them.

COMMUNITY MANAGEMENT

HOW TO BLOCK PROFANITY

FACEBOOK

1. Click Settings at the top of your Page.
2. From General, click Page Moderation.
3. Type the words you want to block, separated by commas. You'll need to add both the singular and plural forms of the word you want to block.
4. Click Save Changes.

You can block different degrees of profanity from appearing on your Page. We determine what to block by using the most commonly reported words and phrases marked offensive by the community. To turn on the profanity filter:

1. Click Settings at the top of your Page.
2. From General, click Profanity Filter.
3. Select Medium or Strong.
4. Click Save Changes.

INSTAGRAM

5. Go to your profile and tap the three lined icon in the top right-hand corner.
6. Tap settings.
7. Tap Comment Controls.
8. Tap next to Hide Offensive Comments to turn it on.

If you have the offensive comment filter turned on, you can also turn on a keyword filter to hide comments that contain specific words, phrases, numbers or emoji that you'd like to avoid.:

1. Follow the above instructions and make sure Hide Offensive Comments is on.
2. Tap next to Enable Keyword Filters to turn it on.

Enter specific words, phrases, numbers or emoji in the text box to filter out comments. Keep in mind that default and custom keyword filtering aren't currently available in all languages.

BRIDGING THE GAP BETWEEN ONLINE & OFFLINE

EDUCATING & ENGAGING OPERATORS IN SOCIAL MEDIA

Social media is not a stand-alone entity. Rather, it's part of a 360-degree approach to communicating with and serving our audience. Everything that we do online must be an extension of the Honor the Future brand. And, while we should be thinking this way every day, there are several key opportunities throughout the year to which you should pay particular attention. Use ideas from these events to add social elements to your other planned activities, as well.

Please also ensure that you are following the UVA Advancement Calendar for additional content and initiatives throughout the year.

ONGOING

- Educate and engage your audience.
- Raise awareness of your social channels.
- Engage with other relevant accounts (University-owned, University-related, visiting musical artists, competitor Universities, local Charlottesville establishments and franchises, etc.).
- Build the Honor the Future brand image and voice per social channel with innovative and engaging content.
- Promote live sporting events and timely mood states.
- Take part in National Days, holidays, trending hashtags and conversations.
- Show behind-the-scenes and real time coverage of relevant events as well as post-event recaps.

BRIDGING THE GAP BETWEEN ONLINE & OFFLINE

SUMMER

- **June:** Build awareness and educate on upcoming programs and construction funded by private support.
- **June-July:** Engage audiences with donor/recipient impact stories and showcase academic and research prowess.
- **June-July:** Execute fan/follower acquisition campaign.
- **July:** Highlight alumni features and faculty/staff to educate prospective students and parents.

FALL

- **Aug:** Highlight back to school.
- **Aug-Sept:** Buildup back to school events/excitement.
- **Sept:** Bolster school spirit by highlighting events on Grounds and University achievements.
- **Oct:** Kick off 2019 campaign launch; rebrand social channels.
- **Oct:** Appeal to alumni and current students surrounding homecoming and featuring live coverage of events.

WINTER

- **Nov:** Appeal to alumni, fans, and potential donors, leveraging football season and timely updates.
- **Nov-Dec:** Leverage the holidays and “giving spirit” to encourage donations.
- **Dec-Jan:** Highlight bowl game, holidays, and other timely events.
- **Jan:** Maintain momentum by posting progress and updates on campaign achievements and fundraising.
- **Jan:** Launch micro-donation campaign.

SPRING

- **Feb-May:** Maintain live event coverage as well as progress and impact stories.
- **March:** Speak to March Madness in Advancement language to make copy more relatable and tap fans.
- **April:** Appeal to prospective students and their parents by educating them about donor-funded efforts across Grounds.
- **May:** Highlight graduation events encouraging soon-to-be grads to donate and playing into nostalgia of alumni.

BRIDGING THE GAP BETWEEN ONLINE & OFFLINE

MOOD STATES

Mood states are a way to categorize major moments as well as general mental, emotional, and physical circumstances of your audience throughout the year. It not only helps with gathering and creating content, but also packaging it in a creative way—keeping in mind your intended audience and what they’re already consuming on social. By taking part in larger trends and events, you can tap into a more personal sphere of your audience and make your social presence feel humanized and current. Here are some thought-starters for producing and packaging content during the different times of year outside of your standard Advancement-related events, keeping in mind this will vary per respective School, Unit, Department, etc.

SUMMER

- Summer weather
- College tours
- Vacation
- Back-to-School
- Move-In Days

FALL

- Homecoming
- Football season
- Midterms
- Leaves changing
- Halloween
- Thanksgiving recess

WINTER

- Cold weather/snow days
- Examinations
- Holidays/winter recess
- New Year/Resolutions
- Back-to-School

SPRING

- Warm-up weather/rain showers
- March Madness
- College Decision (prospective students)
- Spring recess
- Finals Weekend
- Graduation

