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Social media and digital content are powerful tools to amplify our messages. Following these guidelines gives you the best chance at reaching the correct audience.

**EMBRACE SPECIALIZATION.**

CFAM is a college filled with experts, specialists, and scholars in unique fields – not every invitation will interest (or make sense!) to our entire CFAMily. That’s why we have tiers. Tiers are separated by the size of the audience, the impact on our community, and widespread appeal. See the full definition for more information.

CFAM Communications will:

* Spearhead Tier 1 events
* Support your efforts for Tier 2 events by advising you about best practices and sharing posts
* Supply resources like templates, UNO logos, etc., so you can promote Tier 3 events in your area

**SHARING IS CARING.**

There are 30+ social media accounts from areas with CFAM, all with followers. Why? Because they’re interested in you! Use your school/unit’s platforms to share news, upcoming events, and niche happenings – then let us know you’d like us to ­­share the post. “Shares” make it likelier that people will see your post; that’s how things go viral!

**A PICTURE IS WORTH A THOUSAND WORDS.**

…so, use high-quality images! Graphics and photos must be high-resolution, NOT a thumbnail saved off a website (which can make them blurry), and we must have the legal rights to use them. If necessary, we will use a default template.

**~~START~~ *YOUR* PROJECT.**

MarComm maintains a page called “Start Your Project.” Requests submitted there are rerouted to CFAM Communications, because the page is meant for *Communications Specialists* to request help from MarComm! CFAM faculty and staff should always 1) determine into which tier their request is categorized and then 2) contact their director to follow new procedures.

**NO ACCOUNT? NO PROBLEM.**

If you don’t already have a social media account for your school/unit/area, don’t panic. Unless you’ll REGULARLY maintain an account, choose a hashtag to organize posts about your content! Hashtags should be short enough that they can be read without spaces, and specific enough that others aren’t using it for THEIR content. Speak with your director about which hashtags are being used for your area, or if a new one needs to be created.

**HERE'S THE SHORT VERSION.**

Ready to make your post? Ask yourself these questions:

* **What?** What’s the content of your post? Without a good quality image, concrete details, or newsworthy stories, your message may not come across. Make sure you’re spelling things correctly, using legible fonts and clean graphics, and showing users exactly what they’re supposed to get out of it. Attention spans are short; make it easy for your followers.
* **When?** Different platforms have different best times and days for posting but in general, aim for the 10 AM-4 PM window during the week. People will miss it if you wake up at 3:00 AM and make a Sunday night post by the light of your phone. Wait until morning and wait until Monday!
* **Where?** *Twitter* is excellent for up-to-date information, live coverage, short thoughts and opinions, and commenting on other content.   
    
  *Instagram* is perfect for both photos and videos, for celebrating achievements, and for engaging younger audiences.   
    
  *Facebook* is popular for the widest audience and is still the reigning champion for events – creating an official event even lets you remind people that they were interested in attending!
* **Why?** Are you looking to share information, spread good news, or get people to show up to an event? Think about the purpose of your posts and then make them appropriately. We are here to offer assistance and clarification if you get stuck!

**YOU’RE READY TO GO!**

Please let us know if you have any difficulty determining which tier your event/information/post is, if you are unsure how to proceed with making a post, or any other issues you run into. We are here to help you spread the word about all the exciting things happening in the CFAMily, from faculty to staff to students to other members of the community.

**DETAILS, DETAILS.**

Want more specific examples? Check out the posts below, from definitely-real CFAM Instagram accounts @Dr. WhoopsyDaisy and @CFAM\_genius. Let us know if you have any questions!

There are a lot of issues with @Dr. WhoopsyDaisy’s post.

* Inaccuracies and misspellings make the account look less professional and take away authority.
* The hashtags are either too vague or too specific to help anyone find the post.
* There is no concrete information included – even if this user wants people to attend, they can’t.
* It was posted at 3:39 AM, so fewer people saw the post on their feeds.
* The photo is blurry, zoomed in, and cuts off the dean’s head. Black and white photos also don’t tend to do as well as color photos.

Now compare that with @CFAM\_genius!

* There are no inaccuracies or misspellings, so it looks professional.
* There is enough information for readers to know if they are interested and instructions on how to learn more.
* They used the correct CFAM hashtag and avoided littering the post with irrelevant ones.

