

2019-2020 Cedarville University

Department of Communication Playbook

Everything you need to know about
maintaining the department's social
media presence

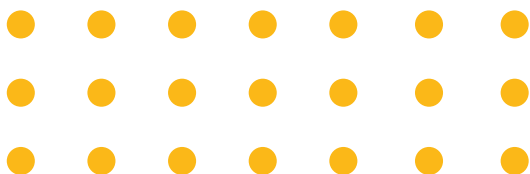




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Introduction

In order to actively, consistently, and appropriately engage with our audience on each social media platform, guidelines must be set in place to ensure that we convey the heartbeat of the Department of Communication in a way that aligns with the department’s goals. This is where this playbook comes in.

The Purpose

The purpose of this playbook is to provide the professors and students of the Communication Department the standards and guidelines for managing our social media pages.

Department Voice

The department’s voice is all about how we come across on social media. Do we sound formal or informal? Do we sound friendly or standoffish? As a department, the list below exemplifies the personality we want to personify whenever we engage on social media.

- | | |
|---|---|
|  Friendly |  Cold |
|  Professional |  Arrogant |
|  Community Focused |  Disrespectful |

The Big Idea: Engaging, fun, but also professional and respectful

Department Tone

The tone that we use on social media is dictated by the platform we are using. While on LinkedIn we need to use more of a formal and professional tone, on Instagram we can be casual and lighthearted. Facebook doesn't have to be as formal as LinkedIn but shouldn't be quite as laid back as Instagram. Whatever the platform, however, we always need to be respectful and reflect the Department of Communication's values.

Audience

- Current Students
- Prospective Students
- Professors
- Alumni

Department Values

The department's mission statement is as follows:

The Department of Communication is a community that is growing, rewarding, and transforming students for the Word of God and the Testimony of Jesus Christ.

- Community
- Good communication
- Creating a rewarding experience
- Transforming students through the Word of God

Social Media Goals

All the content we create and post must reflect the department's values and fall under these categories:

- Building Community
- Engaging with prospective students, current students, and alumni
- Promoting department activities



Listening Exercise

Before jumping into any social media strategy, you have to first evaluate the current strategy to see what is working and what needs to be improved. In other words, you have to know your audience. Which platform has the most interaction via likes, shares, and comments? How many people are interacting with each post? Are there new people interacting with the content or is it the same repeating people? These questions help you understand what your audience connects with.

How often should I do it?

To get the best results, repeat this exercise at the beginning of each semester. This will help inform the content you create for the next couple of months.

How to do it

There are three stages to complete for this listening exercise.

Reverberation: Analyzes the average number of likes and shares each type of post received

Activation: Analyzes the number of different people that interacted with each type of post and on the platform overall

Engagement: Analyzes the number of comments for each platform and whether or not they are positive or negative

Steps

1. Choose which social media platforms to analyze such as Facebook, Instagram, Twitter, etc.
2. Choose a time frame of posts to analyze. (E.g. 1-2 months)
3. Categorize the type of posts on each platform.
4. Reverberation: Calculate the average number of likes and shares each category of posts received.
5. Activation: Calculate the number of different people that interacted with each category of posts and on the platform overall. Make sure not to count someone twice.
6. Engagement: Calculate the number of comments for each platform. Answer these questions:
 - How long are the comments?
 - Is it the same people commenting?
 - Which type of posts receive comments?
 - Are the comments positive or negative?

Application

Use the data you gathered to inform your use of the department's social media. Ask yourself these questions:

- What are we doing that is increasing interaction?
- How can we create more content that relates to what the audience likes?
- What content isn't receiving the interaction we expected? How can we change that?



Roles & Expectations

You have conducted the listening exercise, you know what kind of content to post to best engage with the audience, but now you need to have a team that can maintain your findings.

Who should be involved?

- Department Head: Professor Green
- 1 professor from another department
- At least 3 students representing each major

How it works

This team meets monthly to brainstorm ideas, divide up work, and create the monthly content calendar. Each month, every major within the department is delegated 2 posts. There will also always be at least one upperclassmen on the team to train the new volunteers each year.

Roles

- Executive Director
- Advisor
- Social Media Coordinators
- Social Media Intern

Overall expectations

- ~ 10 posts per month (Facebook, Instagram)
- ~4 posts per month (LinkedIn)
- 2 posts per month for each major

Executive Director *(Professor)*

- Oversees all the volunteer coordinators
- Plans monthly meeting
- Assists with the monthly content calendar
- Creates content for 4+ posts/month (Instagram & Facebook)

Advisor *(Professor)*

- Recruits new volunteers
- Reviews posts before publication

Social Media Coordinator *(Student)*

- Assigned to a major
- Creates 2 posts each month for that major
- Manages one particular social media platform to moderate responses, etc.

Social Media Intern (if there is interest) *(Student)*

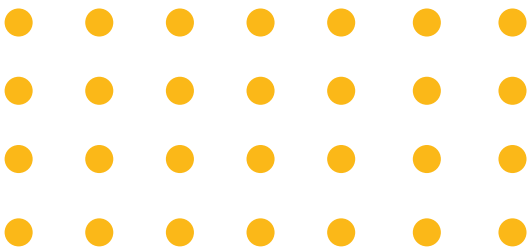
- Creates monthly content calendar
- Attends events by the Department of Communication to take pictures
- Creates graphics
- Assists in helping Executive Director with 4+ posts each month

Professor Expectations:

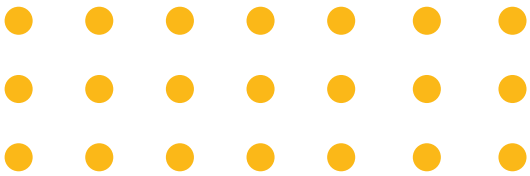
- 4-5 hrs/month
- Plans monthly meetings
- Deliver work by deadline
- Find students interested in volunteering

Student Expectations:

- 3-4 hrs/month
- Attend monthly meetings
- Deliver work by deadline



Social Media Platforms





Instagram

2x/week

When it comes to sharing photos, graphics, and motion graphics, Instagram is the place. Your audience can quickly interact with the content via hearts or comments. It is the most active platform for the department since many professors, current students, and alumni all interact on Instagram.

Types of posts

- Event posts
- Student spotlights
- Community building
- Department values

Event posts: Can be promoting upcoming events or recapping events that have already passed.

Student spotlights: Highlights why a student likes being a part of our community and how it has impacted them.

Community Building: Displays ways that students come together to hang out, have fun, and grow both spiritually and academically.

Department Values: Focuses on the department’s core values and how they are being lived out on campus.

Goals

- Building community
- Engaging with prospective students and current students
- Promoting department activities

Guidelines

- Keep the post 2-3 sentences long max
- Have a more laid back, friendly, and fun tone
- Always post a picture or graphic with the content
- If posting about a student or alumni, tag them in the post

The Key to Responding

It can be hard to always know when and if to respond to the audience’s comments. While this list is not exhaustive, it will give you an idea of what is expected when the department interacts with the audience. In your responses, please use your own discretion.

Always Respond:

- ✓ When someone asks a question

Don’t Respond:

- ✗ To each individual comment
- ✗ To any arguments (unless it is getting out of hand)

If there is ever a comment that uses profanity or directly harasses another individual, the department has the right to remove the comment from the post.

Instagram Example #1
Student Spotlight

cedarvillecomm

Great picture

Student bio

Liked by cedarvillepwid and 55 others

cedarvillecomm Meet Haley Thompson! Haley is a first year broadcasting, digital media, and journalism major in the communication department. Haley describes the department's value of transforming: "Cedarville's Communication department is preparing me for the world with a professional education founded from Biblical perspective. It has, and will continue to, transform my worldview of media and Christ. The department doesn't just focus on learning information, but prepares me with skills for a career after college." #CUCommunicate #studentspotlight #broadcasting #journalism

View all 9 comments

Use of hashtags

Instagram Example #2
Event Post

cedarvillecomm

Multiple pictures

Increased interaction

Liked by cedarvillepwid and 67 others

cedarvillecomm One of the REWARDING opportunities for our BRDMJ students is to practice their skills by assisting in the streaming of campus events such as the Cardboard Canoe Race #CvilleHC #CUCommunicate

Highlighting a major



Facebook

2x/week

Because of its ability to easily share content, Facebook is a great platform to post content about what is going on in the department. It allows people who may not be currently involved with the department to engage with our community.

Types of posts

- Event posts
- Student spotlights
- Department accomplishments
- Department values
- Shared posts

Event posts: Can be promoting upcoming events, or recapping events that have already passed.

Student spotlights: Highlights why a student likes being a part of our community and how it has impacted them.

Department accomplishments: Encompasses awards, recognitions, conferences, etc.

Department Values: Focuses on the department’s core values and how they are being lived out on campus

Shared posts: Sharing posts from outside the department

Goals

- Building community
- Engaging with current students, alumni, and professors
- Promoting department activities

Guidelines

- Keep the post 2-5 sentences long max
- Stay professional but still have a friendly, approachable tone
- Always post a picture or graphic with the content
- If posting about a student or alumni, tag them in the post
- Share posts from other departments or alumni if applicable to the department
- Use content that is posted on Instagram
 - You may have to rewrite the content to sound more professional

The Key to Responding

It can be hard to always know when and if to respond to the audience’s comments. While this list is not exhaustive, it will give you an idea of what is expected when the department interacts with our audience. In your responses, please use your own discretion.

Always Respond:

- ✓ When someone asks a question

Don’t Respond:

- ✗ To each individual comment
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If there is ever a comment that uses profanity or directly harasses another individual, the department has the right to remove the comment from the post.

Facebook Example #1

Community Post



Tagged a person

Picture highlighting community

Good interaction

Facebook Example #2

Shared Post



Shared from the forensics team



LinkedIn

~4x/month

LinkedIn is a very professional website. It would benefit the department to be active on this platform because it aligns with the department's goals and values to connect students to alumni and future employers and provide a rewarding experience.

Types of posts

- Department accomplishments
- Student work
- Student portfolios

Department accomplishments: Encompasses awards, recognitions, conferences, etc.

Student Work: Highlights work a student accomplishes in classes or in work opportunities

Student portfolios: Showcases student portfolios for alumni, potentials employers, and current students to see

Goals

- Be professional
- Display accomplishments
- Engage with current students, potential employees, and alumni

Guidelines

- Post consistently with no fewer than 4x/month
- Keep the post 2-3 sentences long max
- If posting about a student or alumni, tag them in the post
- Stay professional
- Always post a picture or graphic with the content

The Key to Responding

It can be hard to always know when and if to respond to the audience's comments. While this list is not exhaustive, it will give you an idea of what is expected when the department interacts with our audience. In your responses, please use your own discretion.

Always Respond:

- ✓ When someone asks a question
- ✓ To each individual comment to facilitate conversations

When to Interact via Likes/Comments:

- ✓ Companies that are related to the department
- ✓ When students post updates, projects, & accomplishments

Don't Respond:

- ✗ To any arguments (unless it is getting out of hand)

If there is ever a comment that uses profanity or directly harasses another individual, the department has the right to remove the comment from the post.

LinkedIn Example #1

Student Portfolio

These examples are taken from another major's LinkedIn page.



Professional Writing and Information... • 1st
Major in the Communication Department at Cedarville University
2d

Emily Pitts, a senior PWID major, is a “passionate strategist & storytelling enthusiast.” Check out her impressive portfolio and explore the many projects she has worked on.



HOME | Portfolio
emilypittsportfolio.wixsite.com

 3

 Like  Comment  Share

Tagged a student

Link to portfolio

LinkedIn Example #2

Student Accomplishment



Professional Writing and Inform... • 1st
Major in the Communication Department at Cedarville University
2w • Edited

Personas help us understand our user groups—who they are and what makes them real. Check out this persona junior **Kaileigh Willis** created to stand for a prospective professional writing student.

Persona · 1 page



ELLA WHICKER
Current sophomore English major at Cedarville University

DEMOGRAPHIC
Age: 19
Location: Grove City, Ohio
Education: sophomore English major at Cedarville University
Interests: Writing, soccer, music, and art

OVERVIEW

Ella grew up in Ohio with her parents and four younger siblings. Her mom currently works as a speech pathologist at an elementary school, but she homeschooled Ella from Ella's first grade year until her senior year of highschool. Because of the flexibility in Ella's schedule, Ella took plenty of dual enrollment credits through her community college during her highschool career. She also played soccer, sang on the worship team at her church, and wrote articles for the newspaper at her local public school. Currently, Ella is a sophomore at Cedarville University. She is majoring in English because of her love for words, and she works for Cedars and Chuck's. When she is not working or studying, Ella spends time creating content for her Instagram account where she displays and sells her own artwork. Ella wants to find a major that allows her to learn about a variety of subjects apart from just English and literature. Ella wants a major that will instruct her on how to create and publish valuable content.

VALUES

Ella values her family, creativity, and future. Since Ella has four younger siblings, Ella wants a major that will lead to a financially stable occupation so that she can independently pay her own student loans. However, Ella also wants to have a creative occupation where she can express herself through words and design. She wants to have flexibility within her major so that she doesn't necessarily have to stick to one specific position, and she wants a

Description of student work

Picture of work



Updating Guidelines

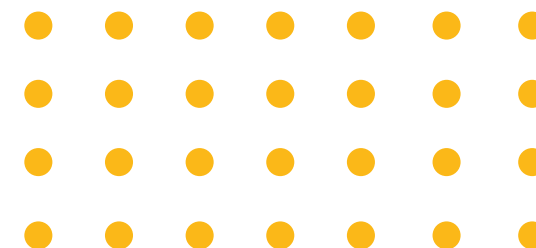
In order for the department’s social media strategy to stay effective, these rules and guidelines must be routinely visited. This will ensure that the Department of Communication’s presence on social media stays current.

How often should this playbook be updated?

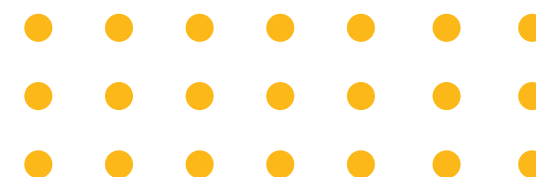
It is recommended that this playbook be updated at least once a year.

How to update it

1. Complete the listening exercise.
2. Evaluate the current strategy from the conclusions you drew during the listening exercise.
3. Develop an updated strategy.
4. Consider the current team and decide if you are able to maintain the new strategy. If not, consider hiring new volunteers.
5. Implement the plan.



Appendix





Listening Exercise Analysis

This is the analysis of the listening exercise conducted on 10/18/2019.

Chosen platforms

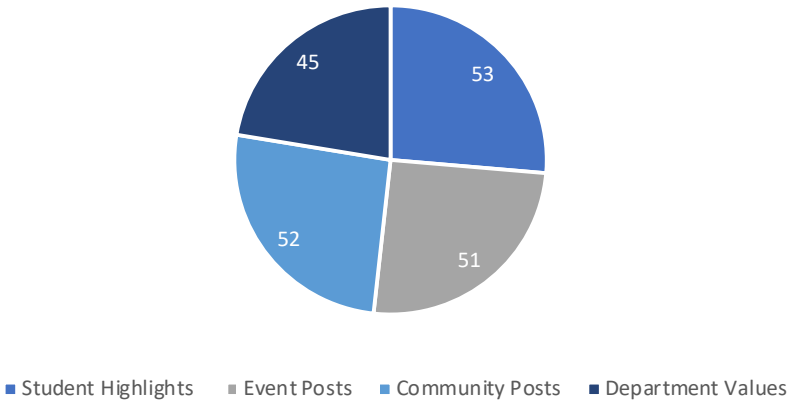
- Instagram
- Facebook

Time frame

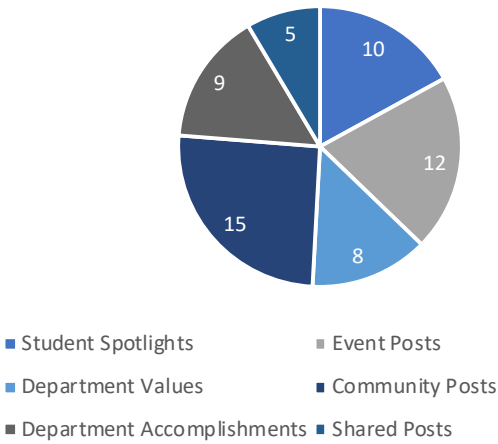
- 1 month

Reverberation

INSTAGRAM AVERAGE LIKES

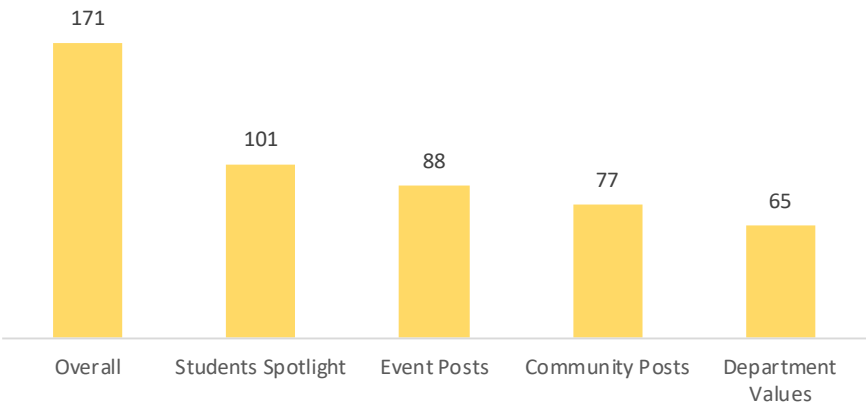


FACEBOOK AVERAGE LIKES

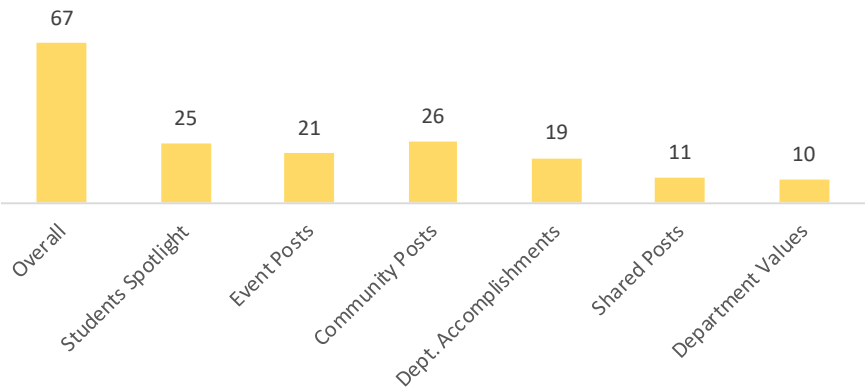


Activation

INSTAGRAM TOTAL OF DIFFERENT INTERACTIONS



FACEBOOK TOTAL OF DIFFERENT INTERACTIONS



Engagement

Instagram:

Number of Comments: 16

Repeat commenting: None

Length of comments: Short to a sentence long

Posts that received comments:

- Community posts
- Student spotlight
- Department values

Facebook:

Number of Comments: 7

Repeat commenting: None

Length of comments: Short to a couple of sentences long

Posts that received comments:

- Student spotlight
- Event posts

Conclusion

On both Instagram and Facebook, the type of post that did the best was student spotlights with community posts not far behind. The Department of Communication's audience likes interacting with posts about students and how students are coming together as a community. In terms of interaction, Instagram had a higher number of interactions when compared to Facebook. There were twice the amount of comments on Instagram than on Facebook.

Therefore, the department should continue to focus its efforts in showcasing the personalities of each student and displaying the unique community on campus. Since Instagram is the preferred platform, being consistently active on it is a must.

Things to work on: Displaying the what the department values without stating it directly. Possibly through community posts?