

## FROSTBURG STATE UNIVERSITY SOCIAL MEDIA MARKETING PLAN

Using social media is like attending a party. People join social media communities to meet up, share ideas and talk to each other. To build a successful social media site you have to think of yourself as a good host at this party: listen to your guests, learn from their ideas, offer feedback and resources as needed and try to be entertaining! **It's about having a conversation.** To make this work, communication is key! Hence ... the official FSU social media marketing plan!

### Getting started:

- **First of all, decide which social media community you want to use to promote your department, program or division.**
  - Scout out the best “location” for your party. Find out which social media site your students, staff members, faculty and other constituents whom you are trying to reach already use. [Facebook](#), one of the heavy hitters in social media, is a good bet, but you may want to also check out others, like [YouTube](#) and [Twitter](#).
  - Check out which social media sites other colleges or similar groups are using to be successful and see if they fit your communication goals.
  - Is there a social media site you're already comfortable using for personal correspondence that you could plug into for official FSU communications purposes?
  - If you're still not sure, FSU's Communications and Media Relations division can provide some direction: email [efrostburgcomm@frostburg.edu](mailto:efrostburgcomm@frostburg.edu).
  
- **Decide who will be responsible for updating your social media community.**
  - All official FSU social media communities must be created by an FSU faculty or staff member. Keep in mind that some social media sites will allow you to add additional administrators to help keep your community updated with content; it is a good idea to have several administrators who share the responsibility for updating content for your site, so that if the employee who first created the site leaves, the remaining site administrators can continue maintaining the social media community long after his/her departure. If you are primarily relying on a student worker, graduate assistant or student intern to update your social media site, add them as an additional administrator, so that they can be removed when their time in your office is complete.
  - Is there someone already handling general communications for your department, program or division who might be able to add social media to the mix?
  - Do you have a student intern, work study or graduate assistant who is available to handle this responsibility?

- **Determine a name for your social media community that's consistent with how it is already known at FSU.**
  - Make sure that “Frostburg State University,” “FSU” or “Frostburg State” is listed prior to your department, program or division in the full name of your social media site.
  - Use the official name that is already listed on your FSU web page, so everything is consistent. For example, if your FSU web page currently lists your program as “FSU Basketweaving,” make sure your social media site is identified as, “FSU Basketweaving” not “Basketweaving at Frostburg.” Keep it consistent with the name people already recognize for your program.
  
- **Select an iconic image to help people visually identify your program, department or division.**
  - To throw a good party, you want to look your best and have nice decorations. For social media communications purposes, this means selecting an image that will look good from every angle and that conveys what your program is about.
  - You want to select an image that will look good in miniature: think about the size of a Twitter Profile pic, or how a thumbnail of a Facebook Page looks when the administrator posts something on the Wall.
  - Please keep in mind that FSU departments, programs and divisions are not allowed to create their own logos for marketing purposes. If you need help deciding what image to use, email Communications and Media Relations at [efrostburgcomm@frostburg.edu](mailto:efrostburgcomm@frostburg.edu).
  
- **Come up with a communications plan that will enable you to update your social media community on a regular basis.** Like a good host, you can't throw a party and then abandon your guests after you've gotten everything up and running. Social media requires time and attention. Regular updates, posts and content are key to your social media community's success. Come up with a plan for how you'll communicate through your social media community **before** you launch it. Check out an official FSU social media community created by FSU's Communications and Media Relations, like the [FSU Facebook Page](#), for ideas and examples of what to do. We also highly recommend these articles to give you some ideas and guidelines:

[“The Ten Plagues of Social Media”](#)  
[“\(Creative\) Power To The People”](#)  
[Vitruve's “Facebook Best Practices Series”](#)

- You are responsible for following all campus and USM System policies regarding privacy, personnel, records, etc., including the Family Educational Rights and Privacy Act ([FERPA](#)) and [HIPAA](#), as well as [NCAA regulations](#).

- Be sure to read FSU's [social media guidelines](#) and share them with your colleagues as is appropriate when thinking about and creating a communications plan.

**Cross-promote your social media community and help it grow by listing it in other publicity efforts.**

- If you're committed to updating your social community regularly and want it to grow, you should list it everywhere you would list your program or division's FSU website—your brochures, posters, business cards and other printed information. Be sure to include a link to your social media community wherever you list your contact info on your University web page. You may also want to consider listing it as part of your email signature. If you're trying to publicize a Facebook Page, [be sure you've given it a username](#), so you've got a short and sweet easy-to-list URL to include in your overall communications efforts.
- Register your social media community on the eFrostburg Community directory [here](#).
- If you're launching a Facebook Page for your program or division, visit the [official FSU Facebook Page](#) and add all the FSU Facebook Pages listed there under "Favorite Pages" to your new Facebook Page's "Favorite Pages."