

## Internal Social Media Workflow and Strategy

1. Goals
  - a. One impact story every 6-8 weeks
  - b. Increase conversions
    - i. Metrics to be determined
  - c. 10 new followers across platforms to track continual growth
    - i. Timeframe to be determined
  - d. Track influencer engagement – explore opportunities presented through Meltwater platform
2. Strategy
  - a. Support of and alignment with Strategic Plan and College Mission - McPherson College social media entities will use the goals of the strategic plan and the college mission as lenses to develop content. Office of Marketing and Communication can help outline how individual accounts can effectively develop content under these parameters.
    - i. Content should highlight:
      1. Entrepreneurial faculty and academic programs
      2. The MC community
      3. Growth
      4. Our values and our value
    - ii. Engage the influencers within our network to help us share our story and develop our halo of influence is a top priority
    - iii. Engage our constituency
    - iv. Promote Bulldog Pride
    - v. Lift up efforts that support our pillars of our mission
  - b. Social media guidelines and best practices – McPherson College and affiliated entities will use existing data as it pertains to their targeted audiences to guide usage
    - i. Appropriate platform, voice, frequency and timing, engagement, media type, etc.
  - c. Sharing of information
    - i. Social media is often the perfect vehicle for sharing info. Other times, other or additional methods may be more appropriate or could increase visibility
      1. Office of Marketing and Communication can help make this determination and aid in sharing/developing media pieces that coordinate (i.e. photo, video, live video, graphics, press release, campus Communicator, Review story etc.)
        - a. Effort should be made to communicate with office for maximum impressions and engagement
    - ii. Leadership/designees from each area will have open lines of communication for collaboration
3. Structure
  - a. Marketing and Communication Department
    - i. Oversees, administrates institutional social media entities including, but not limited to: new and existing platforms, accounts, profiles, groups, etc. on Facebook, Instagram, Twitter, Snapchat, Youtube, WhatsApp, Tumblr, Pinterest, Google+, etc.
      1. Development of all social media entities including appropriate account designation, naming conventions, imagery, passwords, etc.
        - a. Maintaining accurate listing of account login info
      2. Connecting and removing contributors to/from existing accounts
      3. Designation of managing contributors
      4. Routine audit of existing accounts and platforms checking for effectiveness, appropriateness, and use.
        - a. Enacting appropriate measures in response to findings
      5. Demonstration of proper usage and recommendations for effectiveness

6. Access to appropriate graphics to maintain branding
7. Suggestions for building audience
8. Paid advertising guidance
- ii. Coordinates and supports affiliated departmental and individual unit social media accounts/profiles
  1. Leadership for each area should be established to act as point of contact for area with Office of Marketing and Communication
- iii. Develops biannual reports focused on engagement and growth (Spring/Summer and Fall/Interterm)
- iv. Performs annual audits of all affiliated social media entities
  1. Checks for frequency of use, content, audience, imagery, branding
- b. Athletic Department (designee)
  - i. Performs same duties as Marketing and Communication Department for all MC athletics social media entities
    1. Coordination with Marketing and Communication Department to evaluate and maintain strong brand standards, messaging, and goals.
      - a. Routine check ins/ meetings to establish and evaluate these parameters
    2. Maintains and provides up to date account info (including login information and running list of contributors) to the Marketing and Communication Department

#### 4. Process

- a. Marketing and Communication Department – entire department works together to develop marketing plan for stories, events, news. I.E. press release, web release, imagery including graphics, photos, video and live video, social media sharing, printed materials, e-material, etc. Works together to determine how halo can be applicable.
  - i. Director of Public Relations
    1. Writes and develops story content with emphasis on impact stories across campus
    2. Maintains event calendar and develops campaigns based on content, determines appropriate reach for stories
    3. Point of contact for all media
    4. Curates external content for sharing
    5. Administrator for MC social media including MC Twitter, MC Facebook (MC, AR and Athletics)
    6. Helps nurture and grow our halo of influence
    7. Co-directs monthly/frequent social media training sessions with other MC departments
  - ii. Director of Marketing
    1. Develops strategy and plan for paid social media advertising
    2. Maintains and develops website
      - a. mcpherson.edu
    3. Administrator for all MC social media
    4. Manager and main contributor to MC Youtube, Flickr
    5. Prepares reports of traffic generated between social media to website
  - iii. Promotions and New Media Manager
    1. Administrator for all MC social media
    2. Develops general social media plan incorporating campaigns
    3. Manager and main contributor to MC social media
      - a. MC facebook, Twitter, Instagram.
      - b. Pinterest, Snapchat, and LinkedIn have been developed but are not utilized at this time

4. Executes paid advertisement plan
  5. Point of contact between Marketing and Communication Department and other MC departments (including athletics, auto restoration, student life, advancement, admissions, academics, etc) for social media
  6. Supervisor of Bulldog Crew and digital media intern
  7. Creator of new accounts
  8. Partner with Student Life department for student group related social media
  9. Partner with Enrollment/Admissions for planning and execution
  10. Prepares biannual reports and audits
  11. Co-directs monthly/frequent social media training sessions with other MC departments
- b. Athletics
- i. Athletic Director
    1. Appoints athletics content contributors and admin/s
    2. Acts as/helps develop a network of influencers within area
      - a. Director of Athletic Communication or designee
        - i. Admin/s and main contributor/s for MC Athletics social media
          1. Facebook, Twitter, Instagram
        - ii. Point/s of contact with Marketing and Communication Dept for maintaining accurate account information amongst the various teams and programs
        - iii. Works with Marketing and Communication Department to share stories and narratives that effect MC broadly beyond just athletics
        - iv. Main point/s of contact with coaches and teams
- c. Auto Restoration
- i. VP for Auto Restoration
    1. Admin and main contributor for AR Facebook, Instagram, Twitter
    2. Acts as/helps develop a network of influencers within area
    3. Appoints AR content contributor/s
    4. Main point of contact with Marketing and Communication Dept
    5. Reviews student-run Shed Finds Youtube and Instagram content with Marketing and Communication Dept
- d. Student Life
- i. Associate Dean of Students/VP of Student Life and Dean of Students
    1. Appoints Student Life content contributors
    2. Acts as/helps develop a network of influencers within area
      - a. Student life designees (i.e. director of student life, career services)
        - i. Manager/s and main contributor/s to student life Facebook page
        - ii. Coordinator/s with advisors of MC related student group social media
          1. SAB, clubs, etc.
        - iii. Maintains login and account info for said groups
        - iv. Main point/s of contact with Marketing and Communication Dept
- e. Advancement
- i. VP for Advancement
    1. Appoints content contributors (i.e. Alumni Director, Advancement Officer)
    2. Acts as/helps develop a network of influencers within area
      - a. Advancement Designees
        - i. Manager/s and main contributor/s to Alumni Facebook page

- ii. Main point/s of contact with Marketing and Communication Dept
  - f. Admissions
    - i. VP for Enrollment
      - 1. Appoints content contributors (i.e. director of admissions, staff)
      - 2. Acts as/helps develop a network of influencers within area
    - ii. Director of Admissions
      - 1. Coordinates with admissions counselors and staff
        - a. Specific plans for social media while on the road, signees, visit days, events, campus visits, etc.
          - i. Posting will be mostly via MC Twitter profile
            - 1. There is an unpublished admissions Facebook page
          - ii. Coordinate with promotions and new media manager on visit days to include comprehensive coverage
- g. Academics
  - i. VP for Academic Affairs
    - 1. Acts as/helps develop a network of influencers within area
    - 2. Helps identify and/or coordinate academic areas or faculty interested in social media with Promotions and New Media Manager
  - ii. Promotions and New Media Manager
    - 1. Helps develop social media plan with academic areas
      - a. Determines if a new or existing account works best for goals
    - 2. Appoints content contributors
      - a. Helps create account or develop strategy with faculty
        - i. Faculty act as managers and main content contributors
- h. President's Office
  - i. President
    - 1. Acts on own behalf or appoints content contributor
    - 2. Seen as leader in halo of influence
    - 3. Helps develop a network of influencers, including coordination with Board of Trustees and other constituents