

Social Media Plan for the University of Nebraska-Lincoln Character Council

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Overview

Introduction: The University of Nebraska-Lincoln (UNL) Character Council is a student organization within the Center for Civic Engagement created by Vice Chancellor of Student Affairs Dr. Juan Franco. Character Council exists to recognize others for their acts of integrity and promote the building blocks of integrity—Citizenship, Commitment, Caring, Dependability, Open-mindedness and Respect. Character Council’s primary audience is college students at UNL. It hopes to encourage students to maintain personal, academic and professional integrity.

Why Use Social Media: Character Council only has 12 members and a limited budget. Social media is efficient and cost-effective and allows Character Council to strategically plan and schedule content during weekly meetings. Social media is the easiest way to collect and share stories of acts of integrity through “UNL Shout Outs” and promote High Five Friday and Franco’s List, Character Council’s semiannual event that formally recognizes students selected from a nomination pool. In addition, social media allow Character Council to reach a large audience in the target demographic (college students) in platforms they are spending time on. College students who are involved at UNL will use Character Council social media as a resource for information on events occurring at UNL and in the community.

Goals:

1. Increase awareness of Character Council’s activities on the University of Nebraska-Lincoln campus.
2. Establish Character Council’s brand as an organization dedicated to recognizing the activities and accomplishments of other recognized student organizations (RSOs) and of individual UNL students, faculty and other staff.
3. Increase audience engagement with Character Council on social media.

Facebook

Use the Facebook page “UNL Shout Outs” to share posts from other organizations at UNL and in the community, post photos and promote upcoming events.

- **Objective:**

1. Obtain 550 more page likes by January 2017 (currently 1301 likes)
2. Increase post engagement by 20% by January 2017

- **Audience:**

Primary Audience: College students ages 18-25 who are actively engaged and involved in the University of Nebraska-Lincoln community

Secondary Audience: Students at UNL ages 18-25 who attend UNL but are not actively involved in the UNL community

- **How to obtain audience/drive traffic to channel:**

1. Recognition of other organizations’ efforts and sharing photos has resulted in the highest engagement and reach of any content posted on the UNL Shout Outs page (see page 11). Follow/like other organizations and support their efforts by:
 - a. Sharing posts.
 - b. Liking other organizations’ pages and posts.
 - c. Commenting on posts.
2. Advertise Facebook page on promotional materials.
 - a. Posters for Franco’s List
 - b. Character Grams
3. Have Character Council members invite friends/students at UNL to like the page
4. Encourage attendees of Character Conversation meetings and Franco’s List to like Facebook page
5. Attach link to Facebook page on emails sent to people who sign the Husker Pledge, nominate someone for Franco’s List or are a Franco’s List award recipient
6. Feature link to Facebook page on Twitter page
7. Feature link to Facebook page on Instagram page

- **Frequency:**

All posts will be created and scheduled during Character Council meetings. Hootsuite will be used to schedule posts.

Monday through Friday: Two posts per day, excepting periods of time when most students are on vacation (spring break, winter break and summer).

1. First post at 1 p.m. (“What 16 Studies Say About The Best Times To Post On Social Media”)
2. Second post at 3 p.m. (“What 16 Studies Say About The Best Times To Post On Social Media”)

3. Exceptions to planning and scheduling posts will be made in instances when there is news, information or a shout out that needs to be shared immediately.

○ **Topics/themes:**

1. Shared posts (or shout outs) will feature newsworthy information about acts of integrity occurring around campus and organic supporting copy that is appropriate for the situation. The copy can be encouraging, reflective and/or congratulatory. Examples of posts to share include:
 - a. Articles about philanthropy events hosted by fraternities and sororities
 - b. Protests or rallies for activist groups (such as Black Lives Matter)
 - c. Panels and other discussions on topics such as racism, academic integrity, gender, sexual orientation, sexual assault, etc.
 - d. Articles on students being recognized for their acts of integrity or their accomplishments
 - e. Charity/volunteerism occurring at UNL and in the Lincoln community
 - f. Accomplishments from students (ex. research developments, competition wins)
 - g. Accomplishments from faculty members
 - h. Events on campus
2. High Five Friday announcements
3. Cross-posted content from Instagram
4. Promotional posts for Franco's List.
5. Posts requesting followers to message UNL Shout Outs if there is something they want to "shout out."
6. Reaction posts to current events or holidays. Posts that elicit a reaction include:
 - a. Holidays that are centered on recognition, remembrance, giving or being thankful such as Veteran's Day, Martin Luther King Jr. Day, Memorial Day and Thanksgiving.
 - b. Tragic events, either locally, nationally or globally (see page 14 for the protocol in this situation)
7. Character Council created shout outs
 - a. Ideas from members Character Council
 - b. Suggestions from the UNL community

○ **Author:**

1. Members of the social media committee will be responsible for creating, posting and sharing content
2. All members of the Character Council are expected to be active in the UNL community and therefore are required to contribute ideas for

posts and/or shout outs. Ideas will be shared via the private Character Council group on Facebook.

3. Members of the Franco's List committee will be responsible for writing posts for Franco's List promotions and submitting drafted posts to the social media committee.

○ **Monitoring:**

Members of the social media committee will be responsible for monitoring and responding to comments, direct messages and other inquiries. The member responsible for monitoring will change every week.

1. The member monitoring the page will turn on notifications for the UNL Shout Outs page on their mobile device and respond as soon as possible
2. If there is a shout out request, the shout out is to be posted as soon as possible
3. The page will be checked at least once daily Monday through Friday for comments, replies, likes and other activity
4. All direct messages must be responded to within 24 hours

○ **Evaluation:**

1. Facebook Insights will be used to evaluate reach, engagement and likes
2. The social media committee and the president or vice president will evaluate activity on the first meeting of the month. The group will discuss the following topics:
 - a. The most and least successful Facebook posts from the previous month
 - b. What changes and adjustments need to be made
 - c. How to implement changes

Twitter

Use account @UNLShout_Outs to create status updates, facilitate engagement and crowdsource content for shout outs.

- **Objectives:**

1. Obtain 250 more followers by January 2017 (currently 589 followers)
2. Increase tweet impressions by 50 percent by January 2017

- **Audiences:**

Primary Audience: College students ages 18-25 who are actively engaged and involved in the University of Nebraska-Lincoln community.

Secondary Audience: Students at UNL ages 18-25 who attend UNL but are not actively involved in the UNL community.

- **How to obtain audience/drive traffic to channel:**

1. Follow other organizations and support their efforts by:
 - a. Retweeting
 - b. Favoriting tweets.
 - c. Replying to tweets.
 - d. Mentioning in tweets
2. Advertise @UNL_ShoutOuts on promotional materials.
 - a. Posters for Franco's List
 - b. Character Grams
3. Encourage attendees of Character Conversation meetings and Franco's List to follow on Twitter.
4. Attach Twitter handle on emails sent to people who sign the Husker Pledge, nominate someone for Franco's List or are a Franco's List award recipient.
5. Feature link to Twitter page on Facebook page.
6. Feature link to Twitter page on Instagram page.

- **Frequency:**

Eleven tweets will be created and scheduled during Character Council meetings. Two tweets will be scheduled for each weekday, excepting Fridays and periods of time when most students are on vacation (spring break, winter break and summer).

Hootsuite will be used to schedule tweets. At least one tweet a day should be an unscheduled retweet or reply.

Monday through Thursday:

1. First post at 12 p.m. ("What 16 Studies Say About The Best Times To Post On Social Media")
2. Second post at 3 p.m. ("What 16 Studies Say About The Best Times To Post On Social Media")
3. Retweet between 5 and 7 p.m. ("What 16 Studies Say About The Best Times To Post On Social Media")

Friday:

1. First post at 11:30 a.m. (one hour before High Five Friday)
2. Second post at 12:30 p.m. (start of High Five Friday)
3. Third post at 1:15 p.m. (end of High Five Friday)

- **Topics/themes:**

1. High Five Friday announcements with #HFF and #UNL.
2. Shout Outs created by Character Council with #UNLShoutOut.
3. Links to Facebook posts
4. Cross-posted content from Instagram
5. Promotional tweets for Franco's List
6. Reminder posts requesting followers to tweet @UNL_ShoutOuts and #UNLShoutOut if there is something they want to "shout out."
7. Words and quotes of encouragement.
8. Retweeted content or replies to content which contains the following topics:
 - a. Appropriate tweets containing #HFF and #UNL or #UNLShoutOut and @UNL_ShoutOuts.
 - b. Announcements from other organizations about topics such as:
 - i. Charity efforts, including philanthropy.
 - ii. Opportunities to volunteer
 - iii. Panels and other discussions on topics such as racism, academic integrity, gender, sexual orientation, sexual assault, etc.
 - iv. Student and faculty accomplishments
 - v. Events on campus

- **Author:**

1. Members of the social media committee will be responsible for creating and posting tweets, retweeting, favoriting and replying to other content.
2. Members of the High Five Friday committee are expected to work in conjunction with the social media committee to create and schedule tweets relating to High Five Friday.
3. Members of the Franco's List committee will be responsible for writing tweets for Franco's List promotions and submitting drafted tweets to the social media committee for approval.
4. All members of Character Council are encouraged to inform the members of the social media committee if they have an idea for Twitter content. Suggestions to be shared through the private Character Council Facebook page.

- **Monitoring:**

Members of the social media committee will be responsible for monitoring and responding to tweets, direct messages and other inquires. The member responsible for monitoring Twitter will change every week.

1. The member monitoring the page will turn on notifications for the @UNLShout_Out page on their mobile device and respond as quickly as possible to tweets and comments.
 - a. The member will also monitor the hashtags #HFF and #UNL (used in conjunction) on Fridays
 - b. The member will be responsible for reading and retweeting all appropriate tweets containing #UNLShoutOut
2. The page will be checked at least once daily Monday through Friday for comments, replies, likes and other activity.
3. All direct messages will be responded to within 24 hours.

○ **Evaluation:**

1. Twitter Analytics will be used to monitor impressions, profile visits, mentions and followers.
2. The social media committee and the president or vice president will evaluate activity on the first meeting of the month. The group will discuss the following topics:
 - a. The most successful and least successful tweets from the previous month.
 - b. What changes and adjustments need to be made
 - c. How to implement changes

Instagram

Use Instagram account @showyourred to post photos of Character Council activities and establish a relationship with followers by familiarizing audience with the members of Character Council.

- **Objective:**
 1. Have 100 followers by January 2017 (currently 19)
 2. Have an average of 15 likes per photo (current top post has six likes)

- **Audience:**

College students ages 18-25 who are actively engaged and involved in the University of Nebraska-Lincoln community.

- **How to obtain audience/drive traffic to channel:**
 1. Cross-post photos on Twitter
 2. Cross-post photos on Facebook
 3. Advertise Instagram account on promotional materials
 - a. Franco's List posters
 - b. Character Grams
 4. Follow and favorite other organizations' content
 5. Attach link to Facebook page on emails sent to people who sign the Husker Pledge, nominate someone for Franco's List or are a Franco's List award recipient.
 6. Use #UNL in description of photos

- **Frequency:**

On average, two photos will be posted on Instagram each week.

 1. The first post will be scheduled via Hootsuite for Mondays at 8 a.m. ("What 16 Studies Say About The Best Times To Post On Social Media")
 2. The second post will take place on Fridays in the afternoon after High Five Friday (around 3 p.m.). Because a photo will be taken at High Five Friday, this post will not be scheduled.
 3. Photos will be posted on other days and times in the case of a special event (Franco's List, Character Conversations, etc.)

- **Topics/themes:**
 1. Photos from High Five Friday.
 2. Photos from Franco's List
 3. Photos of members from Character Council at events or Character Conversations
 4. Showcases/examples of the building blocks of integrity through a quote or a picture.

- **Author:**

1. The social media committee will brainstorm and develop content for the Monday post.
2. A member of the High Five Friday committee will be responsible for taking and posting a photo of each High Five Friday.
3. The social media committee will designate a member to take and post a picture for special events.

- **Monitoring:**

One member of the social media committee will be designated for monitoring Instagram throughout the semester.

1. The monitor will check account for direct messages and posts for comments on Mondays, Wednesdays and Fridays.
2. The monitor will be responsible for replying to comments.

- **Evaluation:**

1. No evaluation tool or software will be used; the manager of the Instagram account will be responsible for recording likes, comments and followers.
2. The social media committee and the president or vice president will evaluate activity on the first meeting of the month. The group will discuss the following topics:
 - a. The photo with the most likes/comments.
 - b. Reevaluate the content being posted and identify areas that need improvement.
 - c. Brainstorm and adjust tactics to reach goals.

What to Follow

Below are examples of what to follow on Facebook, Twitter and Instagram:

- The University of Nebraska-Lincoln and all affiliated social media accounts (UNL, UNL news, Husker athletics, chancellors, deans, etc.)
- Accounts specific to colleges or departments at UNL (College of Journalism and Mass Communications, physics department, etc.).
- Fraternities and sororities
- Recognized student organizations (UNL Smiles, UNL International Service, Scarlet Guard, the Resident Hall Association, councils within resident halls, etc.)
- Local charities and nonprofits (Put a Sock in It, Lincoln Literacy, Volunteer Income Tax Assistant Program, etc.)
- Social activist groups (It's On Us, Black Lives Matter, etc.)
- ASUN/Student Government and student representatives at UNL.

Post Examples

Facebook:

Aim to post/share content with the following attributes:

- Photos
- Links
- Mentions
- Hashtags



These examples are of the most effective Facebook posts for Character Council from last year. Both of these posts were instances where Character Council shared posts from other pages. The post on the left tagged an organization and the post on the right used hashtags to increase reach.

Twitter:

Use a photo whenever possible and hashtags where appropriate.

High Five Friday example:

“We’ll be in front of the union at 12:30 for #HFF! Hope to see you then!”

Retweet Example:



Shout Out example:

Shout out to everyone who participated in the @StBaldricks fundraiser! #UNLShoutOut

Instagram:

High Five Friday example picture:



Monday example post:

<p>The mind that opens to a new idea never returns to its original size</p> <p>Albert Einstein</p> <p><small>QuoteAddicts</small></p>	<p>When we strive to be #openminded we learn more about others and better understand the world around us. #integrity.</p> <p>Photo credit: http://quoteaddicts.com/620502</p>
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Emergency/Crisis Plan

One member of the social media committee will be responsible for implementing the emergency plan.

Tragic Event: Should a tragic event take place at locally, nationally or internationally, all scheduled content is to be cancelled immediately. The social media committee representative will be responsible for deciding whether or not all social media should be cancelled, and the representative will inform other members of their decision through the Character Council private Facebook page. All members of Character Council and the social media committee are encouraged to contact the representative with opinions, questions and concerns.

Once content is cancelled, the social media committee will evaluate the situation with the president and vice president and discuss how to react and/or proceed with social media at the next Character Council meeting.

Account Hack: The designated representative will change the password(s), log out of all devices, and inform members of the social media of the new password(s) at the next Character Council meeting.

Inappropriate Post: In the case of an inappropriate post, the post will be deleted immediately. Character Council President Jerica Burgess will be responsible for writing and posting a letter of clarification and/or apology as soon as possible.

Works Cited

"What 16 Studies Say About The Best Times To Post On Social Media." *CoSchedule Blog*.
CoSchedule, 13 Apr. 2016. Web. 03 July 2016.