

INTRODUCTION

- Reminder that this presentation will be posted online under Club Resources

ROLES WITHIN SAMRU

- You have three roles at SAMRU: student, SAMRU member, and SAMRU Volunteer
- A lot of people don't know that all credit students are also SAMRU members which gives you access to the Student Benefits plans and all our services/programming
- You're also SAMRU volunteers which means you're representing the organization when you interact with people in-person and online
- This is why it's so important for you to be thoughtful, professional, consistent, principled, accountable, and relevant when you use social media

MRU GUIDELINES

- Be aware of institutional policies: You need to abide by all applicable institutional policies such as those covering Acceptable Use Policy for Mount Royal Computer Resources, Code of Ethics, Conflict of Interest, Copyright legislation, Freedom of Information and Protection of Privacy (FOIPP) legislation, and the Code of Student Conduct.
- Legal considerations: Your comments, posts and links must not contain defamatory, obscene or illegal material. Comments must abide by Canadian law such as libel, slander, copyright and FOIPP. If you are posting images and photos, ensure you have the proper permissions.
- Protect your identity: Transparency is a necessary trait of social networking, but do not share personal documents or information such as your home telephone number, address or employee/student ID. Not properly protecting yourself and your identity on-line is risky.
- Maintain confidentiality: Never post confidential or proprietary information about Mount Royal, its staff, its students or its alumni. Don't post anything you wouldn't be comfortable seeing on the cover of your local newspaper.

SAMRU POLICIES

- Adhere to our code of ethics, values, and beliefs: These are all available on our website. I'll provide the direct links in this presentation in the notes
- Don't post material that is either inappropriate or harmful towards SAMRU, its employees, its partners, its members, and its audiences and followers. This is a non-exhaustive list but some examples include content that is defamatory, pornographic, harassing, etc
- You may be privy to information that is not yet public as a SAMRU volunteer/club exec so make sure you're not posting material that is considered confidential, not public
- Don't post any personal information without written consent to do so. For example, if you interview someone for a piece of content, make sure you have express permission to use their name
- Be aware that SAMRU will monitor content and information made available by clubs (and its members) through social media. Big brother is watching and their name is ALY!

SAMRU PROCEDURES

- Make sure you've received all necessary approvals – AKA Margo! Nothing is to be displayed on boards or online until you've received permission to do so from Margo. She will ensure all the guidelines are being met and that your promotional materials have all the necessary information. Anything posted on boards that hasn't been stamped, will be removed.
- Use a disclaimer for personal posts on your own channels. Content posted after-hours that involves work or subjects associated with SAMRU should include a disclaimer: "Postings on this channel are my own and may not represent SAMRU's positions, strategies, or opinions."
- You also need to provide a disclaimer when giving interviews to the media or press. Any interviews given must include a disclosure indicating that opinions given are from a student or club member's perspective, and these views are not necessarily representative of SAMRU
- Don't forget, THE INTERNET IS FOREVER so really think before you post

PRINT RESOURCES

POSTER GUIDELINES

- Posters are a great way for clubs to promote their events to students on campus. It was identified in the Student Satisfaction and Awareness Survey as one of students' preferred ways to receive information. There are a few things to remember when using posters for your marketing:
 - Ensure the dimensions of your poster is 11 x 17
 - Make sure to include any pertinent information including your club name, location/date/time, cost (if any)
 - You also need to display the "A SAMRU Club" logo which is available under Club Resources on our website
 - For events with alcohol, YOU MUST INCLUDE: "18+", "Don't drink and drive", and "Valid Government ID required"
- The SAMRU brand logo is never to be displayed on your marketing materials unless expressly told to do so. It is determined on a case-by-case basis and will usually occur when SAMRU is hosting an event with Club sponsorship

DISPLAY GUIDELINES

- There are lots of places on campus for you to display your posters including right inside Wyckham House.
- You're able to submit up to 8 posters for the Communications team to display throughout Wyckham House for any given event
- There are also public boards around campus where you can display your posters and designated clubs boards. The clubs boards are located outside the Security office by West Gate and there's another by the Wellness centre.
- Mount Royal will remove any posters that are hung on painted walls. Make sure you don't put anything up on a painted wall. Use masking tape for other surfaces

DIGITAL RESOURCES

PAGES VS GROUPS

- Important things to think about before acting on a social strategy:
 - Who do you want your audience to be? This will help you determine what kind of content to post that is valuable to that group. It will also help you set the tone for your communication with this audience
 - What's your goal with your social platforms? Are you hoping to engage with more people or do you just want people to be aware of your brand/group?
 - Which platforms are going to help you achieve your goals best? Facebook, Instagram, Twitter, Snapchat will all help you achieve something different so which platforms should you put your energy into?
- Facebook is one of those platforms that people *expect* you to be on so that's where we'll start. Based on how you answered the questions above, you can make a decision on whether a Facebook group or page is best
- Make your own Club Facebook Page or Group – both require a personal profile page to create a page or group (but your personal information is not accessible to those who join your page or group)
- When to choose a page:
 - Audience can like AND follow (liking is passive, following means they want to see your content in their feed)
 - You have a website or physical space to share with your followers, including business hours
 - You can create ads through a business page. A functionality not available through groups
 - A page allows you access to insights about your followers and your social performance (compare campaigns, identify your demographics etc)
 - Inbox specifically for your business and it doesn't get intermixed with your personal notifications
 - Facebook pages show up in Google searches
- When to choose a group:
 - When your main goal is to create a community and encourage discussion among members – it's more personal
 - You can invite all the members of a group to your event created through that group page (events created on a business page or your personal profile can only have your friends invited)
 - Common calendar where followers can share external events that might interest the group

- Some group insights are available including growth details, engagement details, and you can even identify group influencers

SAMRU CLUBS FB GROUP

- Another great resource at your disposal is the existing SAMRU Clubs Facebook Group
- It's a communication tool:
 - For SAMRU to Clubs
 - And for Club to Club interactions
 - We'd like to share this hashtag with you for you to start using #SAMRUClubsQA. We're hoping to create a forum for clubs to be able to swap advice and ask questions of each other. *GO TO LAPTOP TO DEMONSTRATE HASHTAG USE*
 - We also want you guys to be able to promote your events to other clubs to encourage attendance so it's also a space for you to post your PRE-APPROVED event posters
 - These have the same rules as the printed poster guidelines
 - Facebook dimensions are CONSTANTLY changing but the current dimensions for Landscape posts are 1200 x 627 pixels, 851 x 315 for cover photos and 784 x 295 for event pics. A quick google search for facebook dimensions including the year will prove successful
 - Events Calendar
 - If you share your Page or Group events in the discussion thread they will appear on the group calendar
 - You can also create an event right through the group if your club doesn't have its own page or group
 - You must create the event through the SAMRU group to be able to invite all its members though

WYCKHAM HOUSE DIGITAL SIGNS

- You can submit one digital sign per semester to Margo to have displayed on our digital screens in Wyckham
- Same rules as the print poster guidelines
- The dimensions for these is 1080 x 1920 pixels (reverse for landscape)

BEST PRACTICES

- This is not an exhaustive list but here are a few best practices we've employed in the SAMRU comms office:
- Be responsive
 - Within the hour is best but within 24 hours is necessary
- Engage with your audience, don't spam
 - Blasting promo after promo isn't a social strategy
 - Aim to create meaningful content that your audience will appreciate (this will also humanize you online)
- Don't over- or under-post
 - Facebook: 3-5 times per week (no more than once per day)
 - Twitter: 3-5 per day
 - Instagram: 1-2 posts per day (but only if it's high quality photographic content; save less curated content for your stories)
- Quality over quantity/Add value, not noise
 - If you don't have something valuable to say, don't say anything at all
 - Sharing other people's content is a great way to keep your followers engaged when your own content is limited
 - Aim to be consistent so your followers know when to expect fresh content from you
- Avoid text-based posts
 - Include an image, video, link, or gif to make your posts more engaging
 - Ask questions, use polls, etc.
- Use hashtags and mentions for broader reach
 - SAMRU-specific (#SAMRUClubs)
 - General (#MondayMotivation, #TipTuesday, #WednesdayWisdom, #TBT, #FactFriday, etc)
- Find out the optimal time to post on social to gain the best engagement
 - Will be different for everyone and will require some experimentation
 - Generally:
 - FB: Wednesday and Thursday from noon to 2 pm (weekdays from 10 am to 3 pm is a safe bet), Saturday is the least engaging day
 - Insta: safest times are 9 am to 6 pm Tuesday to Friday, Sunday is the least engaging day
 - Twitter: Weekdays from 10 am to noon. Sundays is least engaging day
- Take a personal approach

- Social media is about creating connections. You'll have a hard time connecting with your audience if you're being too formal.
- However, professionalism online may be required depending on the nature of your club or the nature of the event you're hosting (example: TDOR)
- Assign someone (or a few people) to monitor your social media page or group
 - Encourage your club members to amplify your content and messaging on their personal channels
- Deal with negative comments and feedback
 - Empathize and apologize if necessary
 - Always respond, and quickly (otherwise people will assume the worst)
 - Take it out of the spotlight if it's a complex issue
- Include a call to action in your posts

EXAMPLES

- We identified engagement as our target metric so we'll be comparing these examples based on likes, comments, shares, and post clicks.

STRESS LESS – example of taking a personal approach

- Pic of Jon: 1,595 people reached, 30 engagements, 107 post clicks
- Graphic: 521 people reached, 3 engagements, 14 post clicks

GENDER BENDER – example of creating value

- Jon: 2587 reached, 23 engagements, 115 post clicks
- Graphic: 552 reach, 0 engagements, 4 post clicks

GOOD FOOD BOX – example of non-text based posts

- Kevin gif: 1507 reach, 25 engagements, 20 post clicks
- Website link: 522 reach, 1 engagement, 6 post clicks

SEASON OF CARING – example of optimal posting (series of posts collected on the website, helped people recognize the campaign easily, associated the profiles with donorship)

- Profiles: 789 reach, 34 engagements, 47 post clicks
- Mitten photo: 1,418 reach, 0 engagements, 2 post clicks

THANK YOU

- Contact info available for anyone if they have questions about social media (specific to your club or broadly)
- You can also send feedback about this training to that email with things you wish you saw in this training and things you don't think were needed (keeping in mind that everyone's proficiency with social media is different)