SOCIAL MEDIA GUIDE

THE AMERICAN UNIVERSITY 50 *of* PARIS YEARS

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The American University of Paris uses social media as a place for prospective students, current students, alumni and the AUP community to interact, ask questions and discuss topics relevant to the University.

PLATFORMS

AUP currently has an official presence on Facebook, Twitter, Instagram, Linkedin, YouTube, Pinterest and Tumblr as well as hundreds of unofficial accounts run by students, staff and faculty, past and present.

If you are considering opening an account on behalf of an academic department, administrative office, student club or organization, this list will help you decide which platform will work best for your needs and purpose.

FACEBOOK: The most popular, and widely used social networking website, which allows registered users to create profiles, pages and groups, upload photos and video, and send messages. For brands, this is the most important platform to cultivate a community ***(/AUP.Main)***

TWITTER: An online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets" to a list of followers. This is great for sending out news “blasts” ***(@AUPTweets)***

INSTAGRAM: An online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos with their cell phone cameras, apply digital filters to them, and share them on a variety of social networking services. ***(/aupinstagram)***

LINKEDIN: A social networking website for people in professional occupations and is mainly used for professional networking. Network members are called “connections”. ***(TheAmericanUniversityofParis)***

PINTEREST: A pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos. ***(AUPins)***

YOUTUBE: The largest video sharing site, which lets anyone upload short videos for private or public viewing. AUP has its own channel: AUPvideos. We are then able to embed these videos into the website, as well as our social media channels. ***(AUPvideos)***

TUMBLR: A microblogging platform and social networking website, allowing users to post multimedia and other content to a short-form blog. ***(theaup-official)***

STRATEGY

Every social media account that bears AUP's name represents the brand. If you are planning to open a new AUP social media account, you must be committed to creating a clear strategy with both short-term and long-term goals.

These steps will help you with that process:

- Identify your audience and the purpose of the account. What are your concrete goals?

- Drill down on the personality of your account. Write in a consistent and well-planned voice: Have a clear idea of what your posts will sound like in order to make it easy for new team members to understand quickly.

- For all written content, please bear in mind the advice stated below as well as the AUP Editorial Guide: http://bit.ly/15FAJ5a

- When creating profile pictures, cover photos, graphics, please refer to the AUP Visual Idenitity Guide (COMING SOON) & Logo Design Guide: http://bit.ly/1H6gQW7

- Content planning is extremely important. Begin by brainstorming topics that are relevant to your specific audience, i.e, a sub-set of the AUP community. What kind of content will you post? How will you plan ahead for future content?

- Plan to develop a content calendar containing 20 ideas for posts per month and make sure that these contain an equal distribution of aforementioned key topic areas. The ability to post consistently is important to social media success.

- Make sure that team roles are clearly defined. Who will take care of these platforms and when?

ACCOUNT MANAGEMENT

CREATING A NEW ACCOUNT

- Before creating a social media account on any platform on behalf of AUP, kindly inform the Online Communications Manager about your intentions, as we need to keep track of all online content representing AUP.

- When creating or managing a social media account for AUP, ensure access credentials are shared by at least two people in case one team member is unreachable or no longer at the University.

- Clearly identify the account or page's relationship to AUP and link back to the appropriate aup.edu webpage to reinforce the connection.

- The title of the page should begin with "The American University of Paris", e.g, "The American University of Paris – Alumni".

- Make sure that the account is very clearly branded and in keeping with the visual identity of AUP (See the AUP Visual Identity Guide/AUP Style Guide).

BEST PRACTICES

PRACTICALITIES

• Make sure that you always know which team members/student assistants are responsible for posting at any given time.

• Studies show that posts have the highest engagement rate when posted between 4-6pm.

• Don't try to cram in too much information. Keep statuses fairly short – 50 words maximum per Facebook post, 140 characters per Tweet is the maximum allowed.

CONTENT

• Incorporate as much visual and multimedia content as possible to engage the community.

• Never post a link on its own, always accompany it with a status.

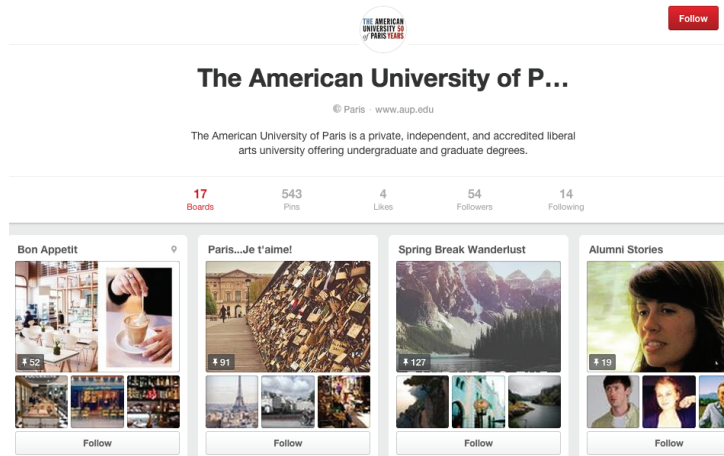
• Link back to aup.edu whenever relevant to drive traffic back to the communications hub of AUP.

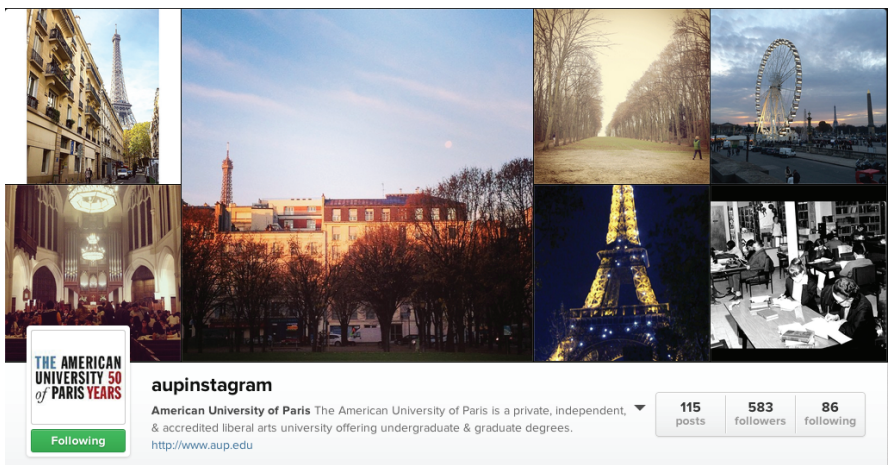
• Participate in conversations. Always reply to comments and messages, unless they are obviously spam. In this case, you can hide the post so that it is only visible to the person who posted it & their friends.

• Add hashtags into your posts regularly on Twitter and Instagram as well as Facebook from time to time, eg #AUP, #AUPevents, #MAGC to boost engagement and interaction.

PROFILE IMAGES

The official AUP logo is reserved for the profile images of the official AUP social media channels. Please consult with the Communications department about alternative images for your account.





ANALYTICS

Are you seeing results?

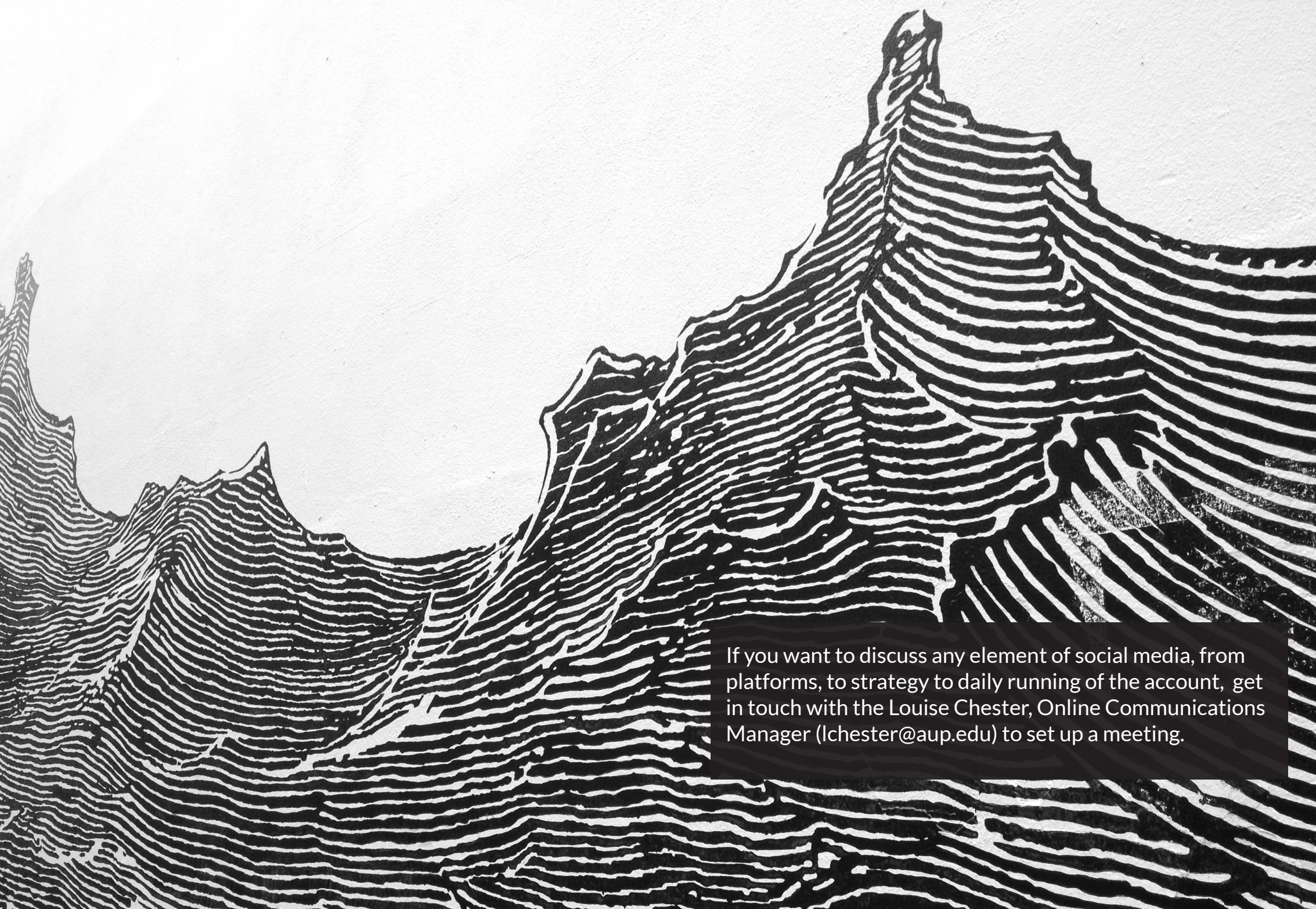
No social media presence is complete without analytics. This is important to determine if your goals are being met or not. You can figure out where your weak spots are or what you should do more of.

The following in-built tools will help you to figure out everything that you need to know about engagement on your page…who, what, where, when and how.

- Facebook Page Insights
- Twitter Activity Dashboard
- Pinterest Analytics for Businesses
- Foursquare: Viewing Analytics

Finally, what happens if the account becomes inactive?

An inactive page is harmful to AUP's online presence. Kindly re-start activity or delete the account.



If you want to discuss any element of social media, from platforms, to strategy to daily running of the account, get in touch with the Louise Chester, Online Communications Manager (lchester@aup.edu) to set up a meeting.