

Social Media

best practices & effective use

HSU's Social Strategy

what is the end goal?

ENGAGEMENT

- Create a social experience
- Create an upbeat/energetic mood
- Build and foster relationships
- Remind students, alumni, faculty, staff why HSU is so special
- Create a space where the HSU community tells and re tells stories



Social @ HSU



[Humboldt.edu/social](https://www.humboldt.edu/social)

- HSU social streams
- Campus social media directory
- Campus social media guide
- Campus user group

Best Practices (10 tips)

there is NO one size fits all



#1 Have a goal

social without a strategy has no value.

-what's your purpose?

-what can you offer?

-what do you consider
success?



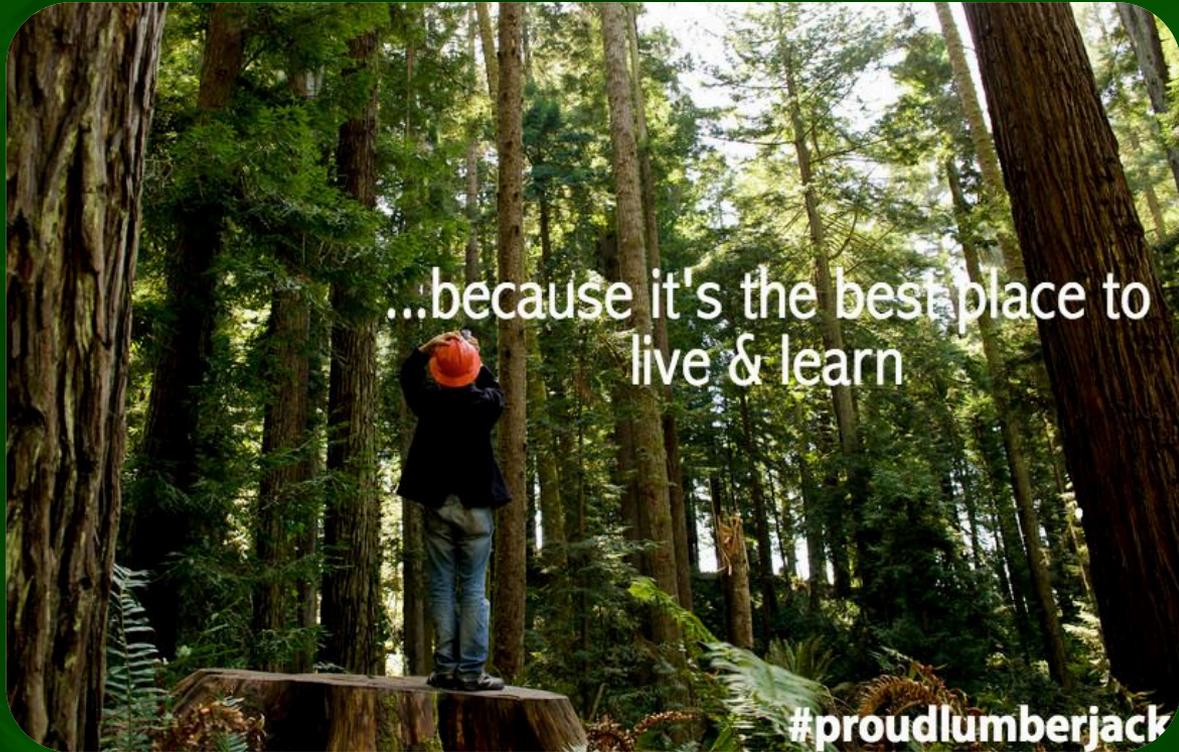
#2 Be consistent

train your audience when to expect to hear from you

-stick to one voice

-be human

-don't disappoint



...because it's the best place to
live & learn

#proudlumberjack

#3 Know your audience

pretend you're talking to your best friend

-target your content to (1) audience at a time

-have a conversation

-keep your message simple, but personable



#4 Engage

get your audience to “invest” in you

-ask your audience to
do something

-have a call to action
every time

-give and take system



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#5 Be active

invest in your platform or hit “delete”

- commit to content you can handle
- stale content is the worst content
- do what makes sense for you and do it well



#6 Keep it short

capture before they scroll

-150 words or less

-big, vibrant photos

-shorten the URL



#7 Pay attention, listen.

negative or positive-show you're listening

-respond in a timely manner

-don't avoid conflict

-stay out of conversations

unless they're directed
towards you

California State University
"Kiss Our Axe!!!" Humboldt State University's marching band showed Chancellor White the Lumberjack way during his visit last week - with "Kiss Our Axe" t-shirts, hard hats and axes and all!



View Post - April 17 at 2:32pm



_ @JoeyRaymundo

18 Apr

GOT INTO **HUMBOLDT STATE UNIVERSITY** PEACE OUT JERSEY
#DREAMSCOMETRUE

Expand



Rhonda Bakr @rhondinaa

20h

I am so glad **Humboldt State** has smaller classes. It makes it easier to learn ☐

Expand

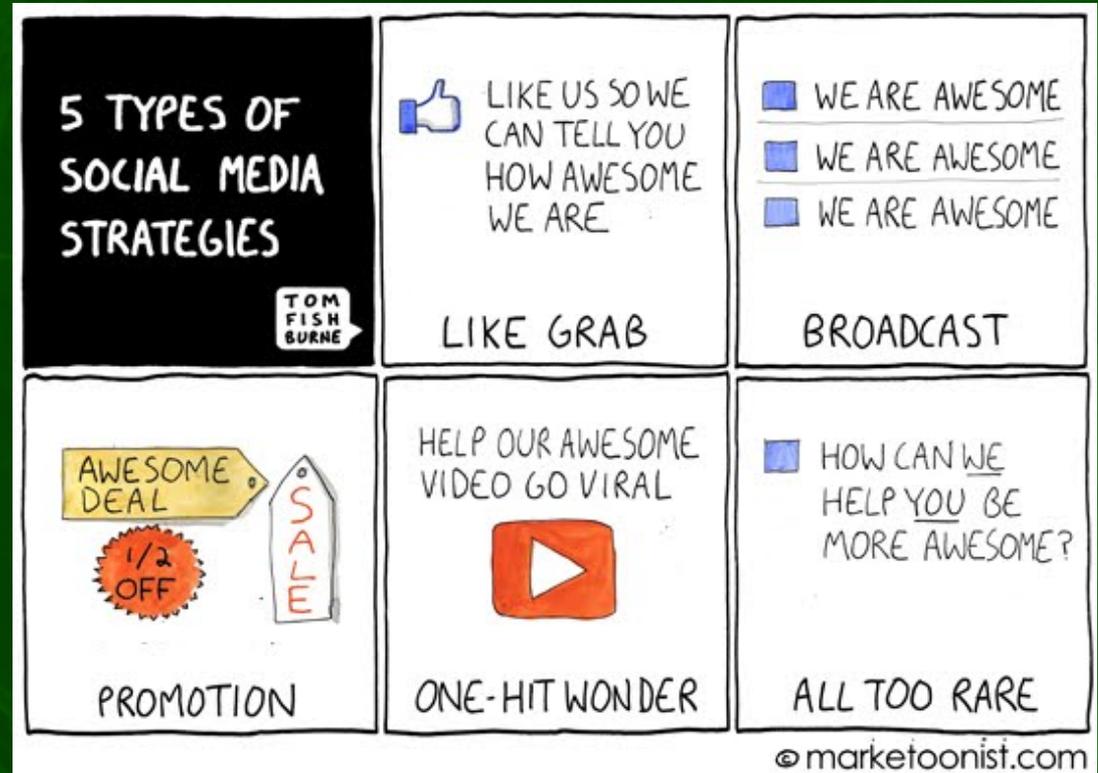
#8 Have a strategy

be prepared and be strategic

-content calendars

-analytics

-constantly assess
engagement



#9 Be social

this is supposed to be fun...

-keep it light

-be flexible

-“like” posts, follow back,
nurture those “brand advocates”
(when it makes sense)



#10 Be OK with change

social moves fast-you can keep up

- new trends
- popular platforms
- ask the students



Let's Brainstorm...



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QUESTIONS/COMMENTS?