



**DIVISION OF AGRICULTURE
RESEARCH & EXTENSION**

University of Arkansas System

SOCIAL MEDIA



Guidelines + Etiquette
for Division Social Media Users



DO I HAVE TO USE SOCIAL MEDIA?



The short answer:

No.



Running a social media page is a big commitment.

what is the purpose of
SOCIAL MEDIA?

THE PURPOSE OF SOCIAL MEDIA



Connecting with our communities.

- Sharing
- Learning
- Interacting
- Marketing

Keep these ideas in mind while you are working with UADA Social Media.



what all goes into

SOCIAL MEDIA?

A LOT goes into social media management!

plan out calendar RUN REPORTS

DATA *community management*

SOCIAL MONITORING Analytics

Social Listening RESEARCH
TRENDS

PLAN *strategy development*

CONTENT WRITING

brainstorming Schedule posts

Graphic Design

update regularly page

social media
is always

ON

building a
SOCIAL MEDIA TEAM

TEAM ROLES

- ***lead strategist***

Responsible for keeping the team on track, managing content calendar, and basic maintenance of sites.

- ***content creator***

Responsible for producing content, writing copy, graphic design, etc.

- ***community manager***

Responsible for managing comments, messages, and performing outreach on social media



what goes into

MAKING CONTENT?

QUALITY



use decent photos and video

Your photos and videos don't have to look professional, but they shouldn't look bad either

only share factual info

The Division is an unbiased, research-based organization whose mission is to share information with the public

pay attention to copyright

Make it your own by customizing it with text and photos.

don't endorse non-UADA products or services

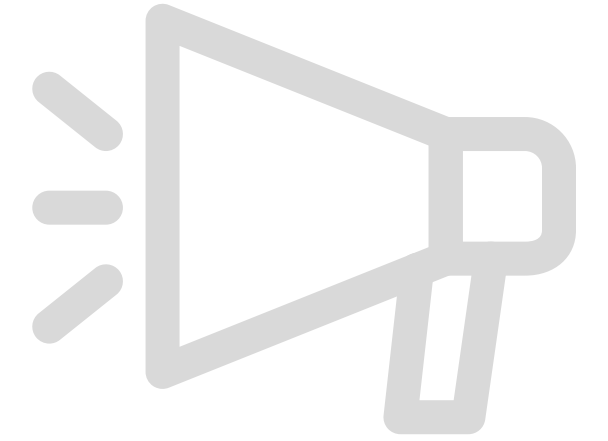
Be sure not to share content from pages that would conflict with the Division's mission

be transparent

If you accidentally post misinformation, make it known so anyone who saw the errors knows it was such

quality over quantity

VOICE



be yourself

But be respectful to others and avoid sensitive and controversial topics like religion or politics

connect with your audience

We have resources for connecting with your audience

be honest

Do not say anything that is dishonest, untrue or misleading.

be consistent

If you are using multiple platforms, carry the same look and feel across them all

brand your page

Make sure to check out our branding resources on the employee site

your voice will come with time and practice

ACCESSIBILITY



consider all members of your audience

Not everyone experiences web content the same way

write accessible copy

Make sure your text is understandable and readable

make photos accessible

Make sure to add alternative text to images

add closed captioning to videos

Make sure to add closed captioning to any videos

don't overuse emojis or CAPS Lock

Screen readers may not read these correctly

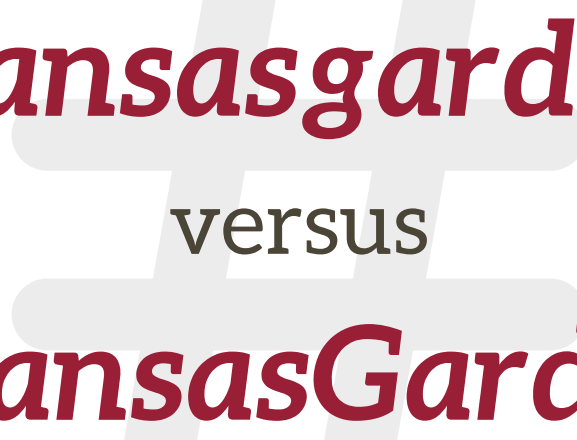
good content is accessible content

what is

ACCESSIBILITY?

MAKING TEXT ACCESSIBLE

- Write in plain language
- Use inclusive language
- Don't overuse emojis
- Avoid using initialisms
- Limit paragraph length
- Use camel case for hashtags



#arkansasgardening
versus
#ArkansasGardening

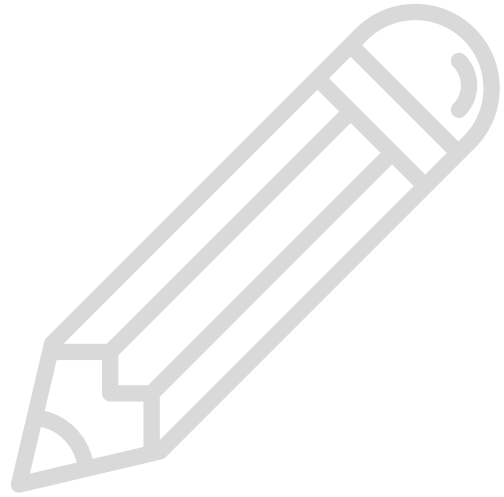
MAKING IMAGES AND VIDEOS ACCESSIBLE

- Add visuals to your posts
- Use alt text to describe what's happening in a photo
- Make your graphics accessible
- Caption your videos
- Describe any processes in a video



tips on social media

WRITING



WRITING TIPS

- *text length*
- *add external links*
- *emojis*
- *use hashtags*
- *don't post flyers*
- *tag other pages*

COMMUNITY

management

UADA ON SOCIAL MEDIA

- *outreach*
- *provide services*
- *share information*
- *raise awareness*
- *educate*
- *help Arkansans*

CREDIBLE PAGES & LINKS



Follow and share content from:

- UADA primary accounts
- Other extension services
- County pages and groups
- Government accounts
- Research-based, unbiased pages

TIPS ON CUSTOMER SERVICE

- *check your sites regularly*
- *respond relatively quickly*
- *be respectful to your followers*
- *acknowledge and respond to negative feedback*
- *be helpful*



ONLINE HARASSMENT

- *document!*
- *notify the platform*
- *report to HR if work-related*
- *assess your safety*
- *consider contacting law enforcement*

AVOIDING A SOCIAL MEDIA CRISIS

- *listen to the conversation online*
- *listen to peoples' negative feedback*
- *react quickly*
- *if you schedule posts, check on them regularly*
- *don't be afraid to apologize*





PERSONAL VS. BUSINESS



- *post personal content wisely*
- *offensive comments can negatively affect the Division*
- *limit the amount of time on personal accounts while at work*



SECURITY ON SOCIAL MEDIA

- *multi-factor authentication*
- *passwords*
- *suspicious links and malware*
- *make sure 2 UADA employees run your page*
- *there is nothing IT can do if you get locked out or hacked*

RESOURCES

uada.edu/social-media