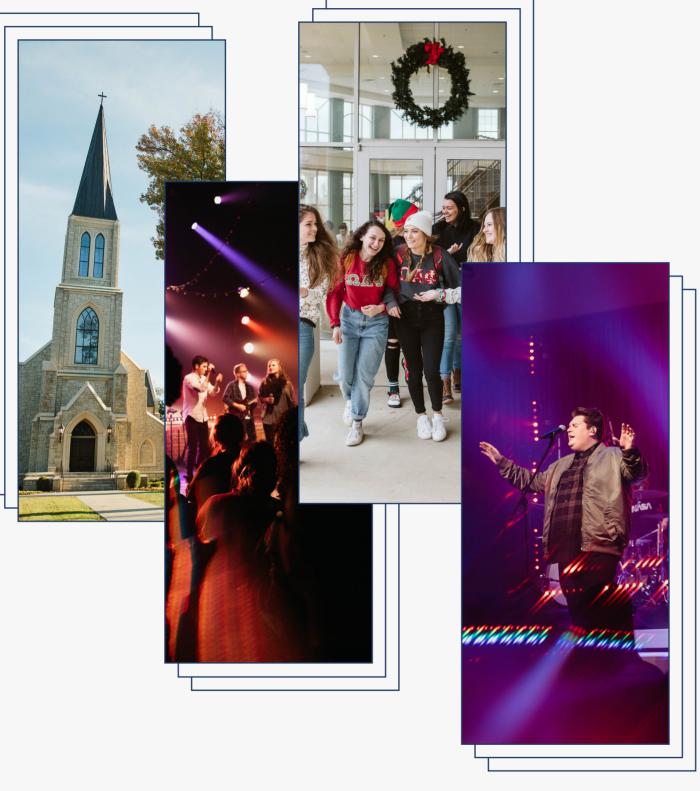


LEE UNIVERSITY

SOCIAL MEDIA PLAYBOOK







INTRODUCTION

Social media is one of the greatest tools we can utilize at Lee University to share what God is doing on campus with the rest of the world. We view this tool as an important part of our overall communication strategy, and want you to be successful on your social media channels as well.

Lee University is here to be your guide, and this playbook will help equip your team to implement social media in your department. We will place emphasis on curating phenomenal content with a devotion to listening and engaging your audience.

Please do not feel overwhelmed as you read the playbook, every element is part of a best-case scenario. Start with what can be done, and done well, to engage your audience. Do not start with everything if your team cannot keep up with consistent posting and engagement. Over time, you will see what your audience responds to and you can narrow your focus to best reach them. Together we can make huge strides in the realm of social media for Lee University as a whole, connect with people who we consider family, and share the love of Jesus with the world.

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Here are the passion points and messaging phrases that align with Lee University, and should be viewed as guiding language to posting on social media.

Brand Positioning Statement

Lee University provides a lifelong family centered on Christ.

Cause / Objective

The why behind Lee University

Lee University wants to ignite your passion, give you the steps to reach your goals, and walk alongside you on the journey.

Personality

The characteristics or qualities that form your identity

Lee University is a welcoming, energized, passionate family that strives for excellence and to see beauty in all.

Value

Lee University delivers better value through:

- Excellence
- Support
- Family

Key Messages

Taglines, phrases, or words you should use verbatim:

- Ignite your passion
- Igniting transformational faith
- Let the Lee family ignite your passion
- The most energized campus in America
- America's most energizing Christian university
- Expect something great
- See the value
- Largest Church of God university in the world

This is just a starter list that you can continue adding to for your specific department / audience / goals

Communication Points

Help lead people to:

- Come to Lee University
- Send their student to Lee University
- Sign up for Lee Day
- Participate in Summer Honors
- Participate in other camps or preview programs
- Enroll in online classes
- Enroll in Graduate program
- Schedule a visit
- Donate
- See the value of a Lee University education

Think through additional tangible ways people can get involved!

Audiences

The following audiences have been identified by Lee University as the current and prospective demographics we want to reach. You may find that your department identifies immediately with a couple of these audiences, but there may be others that don't line up with what you offer and your goals. This is perfectly normal! Focus on the audiences that you do need to reach and consider pursuing content that reaches the other audiences in the future. You will find everyone in the audiences below represented on all social channels, with focus needed on Instagram (primary), Facebook, Twitter, and YouTube.

Small Town: 17-18 year olds living in small town America looking to attend a smaller school. They want a feeling of family and need the security of a smaller school. They are often terrified to leave home and have not traveled much. Some of these people may come from homeschool or small Christian school backgrounds.

Not Sure About College: 17-20 year olds who do not consider themselves scholars and struggled through high school. They are probably the first in their families to attend college. They may even be frightened, not ready to leave home, and not sure if they can do the college thing. They are looking for support and a simple process.

Looking for Meaning: 17-22 year olds who want to serve. They want a degree, but more than that they want meaningful opportunities. They believe in a higher calling for their lives and they want a college that cares about this. The most important aspect for them is having a faith-based college experience.

Lee Proud: Typically, 17-23 year olds (graduate student ages vary) who are current Lee students. They are influencers of applicants and potential students who have yet to apply, and they are involved in many aspects of college life. They are the ones in all the clubs, athletics, campus leadership, etc. They are the school "mascots."

Parents: Usually between 40 and 60 years old, parents want to know that their children, prospective or current students, are well taken care of, given every opportunity possible, and are highly valued. They find assurance through information, good value for their dollar, and seeing their student happy.

Onlookers: The greater Cleveland and Tennessee community. They may have heard of Lee, but are not familiar with all of the programs offered at Lee and the great education it provides. They believe Lee is a "music" school. These people would love to see how Lee students are serving or learning from those in the community.

Rich Heritage: Lee alumni in their late 20's to late 50's who are proud of their Lee experience. They are interested in news and updates, and ways to get involved (like speaking in classes, mentoring students, providing internship placements, etc.)

Non-Traditional Student: Typically, in their mid 30's

looking to complete a degree later in life. They are online students that spend a lot of time on the computer. They are concerned with being able to have a hands-on approach and have quick access to faculty even though they are remote. They want to feel a part of the Lee community and to have a Christ-centered experience.

Faculty / Staff: These people vary in age and involvement in the Lee University community. They are often former students who loved their experience at Lee or they heard great things about the Lee family and wanted to work there. The faculty / staff are often an enthused audience that make the Lee experience better for current students, while also inspiring prospective students to want to partake in what the school offers.

Location Target: You will find Lee students from most states and many countries, but the majority come from southern and midwest states, including: Tennessee, Georgia, Ohio, Alabama, Kentucky, Florida, South Carolina, North Carolina, Texas, Virginia, Michigan, Illinois, and Indiana. With an emphasis on proximity, we place a primary focus on current and potential students within 50 miles of the Greater Chattanooga area, and then move beyond the 50 mile radius to reach a broader audience.

Denomination Target: As the largest COG liberal arts higher education in the world, Church of God congregations are a huge audience. Beyond the COG demographic, we want to reach people who identify as Christian and Pentecostal.

TONE

Tone serves as a lens for content posting. These specific tones are carefully chosen and meant to help create aligned language, thoughts, and feelings that lead people to action. These are things you need to be careful to convey not merely with what you say, but how it's said.

Christlike With a Christ-centered campus, faith must be an essential element you convey. Worship and chapel services are a central component of the strengthening of faith on campus, this expression of faith must be displayed. Be intentional to celebrate faith outside of large gatherings, including events like student Bible study groups, the work of student Resident Chaplains in each hall, mission trips, and more! You are caring, compassionate, and welcoming, while also offering a transformational experience. The idea of "welcome" stems from the biblical concept of hospitality, which invites any and all in, while maintaining an absolute truth, giving objective morality based on the teaching of Jesus Christ.

Supportive Lee thrives on a culture of family with a well organized support system to help students succeed. Show faculty spending time with students inside and outside of the classroom, like when they host dinners at their home. Show students getting involved for a greater cause through clubs and other groups in the Lee community. Highlight the athletic teams working together to reach goals and to overcome obstacles. Also, the academic support system is extensive and has been established to help any student succeed, no matter their background.

Excellence Lee strives for excellence, so it's important to keep that spirit in mind when you implement content on social media. Along with valuing grammar and content presentation, celebrate your students' successes! Share content about current students doing things like presenting research and competing in different disciplines and arenas. Share the global experiences of students and faculty, including that each student is required to do a cross-culture trip in order to graduate. Highlight the fact

that since you are a smaller school, it gives each student a better chance to participate in a myriad of extraordinary experiences. Be sure to uphold excellence in all you do, the details matter. Show the fun that students have, the enthusiastic worship, brilliant musicians, club activities, and dynamic campus life.

VOICE

Your **voice** is your style, your point of view, your personality. Be careful to make sure it's in fact **your** voice! Voice serves as the anchor for content posting, to help create an aligned tone and language, leading people to action.

Avoid some of these common mistakes:



Your content has no voice

Sounds staunch, corporate, or robotic. Be true to your north star.



Copying another brand's voice

Not authentic. Be genuine.



Spelling and grammar take a backseat

Looks/sounds uneducated. Reread content before scheduling or posting.

(1) ≠ (1)



Creates noise which is your enemy. Be consistent.

Too much jargon

Hard to understand. Be clear and concise.

- LEE UNIVERSITY SOCIAL MEDIA

Lee University is a dynamic family that empowers students to achieve academic excellence through personal connection. How do you sum up all of this without limiting the scope, relationships, or creativity in social media content creation and engagement?

Without a guide in the process, it would be chaotic and disjointed. Lee University is here to be your guide! This playbook will help you identify the problem your audience is facing, the problem that you have an answer to. Once you know what you audience needs, you can align messaging, voice, and social platforms usage to reach your people. We want you to feel empowered to take charge and get your message out to the world.

Social Media Goals

- Grow your audience
- Expand brand awareness
- Add and retain students!

Game Plan

You are one team with three roles: Content Strategy, Creation, and Engagement. These roles work together so that what is resonating with people is taken into consideration when strategizing and creating. If you have a small team, you may play multiple roles, which is okay! Do the best you can with the resources at your disposal.

Content Strategy focuses on messaging to make sure that you are aligned with keywords, phrases, tone, and voice throughout all communication.

Creation needs to be intentional. It cannot be over emphasized that compelling content generates engagement. Think of the content you create as a conversational bridge between you and a potential family, make it compelling, original, and worth stopping for.

Engagement on the other hand is relational, receptive, and responsive. This means responding to every comment or post, liking and sharing, thanking people for following, noticing something interesting about their bio, a post, or a blog. In the case of undesirable or unfavorable posts, respond positively without affirming anything negative or inaccurate so you can maintain relationships. You can also hide or delete certain posts if they are damaging and need to be dealt with privately or even ignored.

Remember, we have two ears and one mouth — so listen twice as much as you speak.

WEEKLY GUIDE

For general posting on Lee University Channels:



3 / week, 10 - 20 stories / week

Utilize the same stories on Facebook and Instagram!



4 - 6 / week, 10 - 20 stories / week

Tweets can be duplicated to reach this suggested quota!

ANOMALIES AND SOCIAL MEDIA EXCEPTIONS

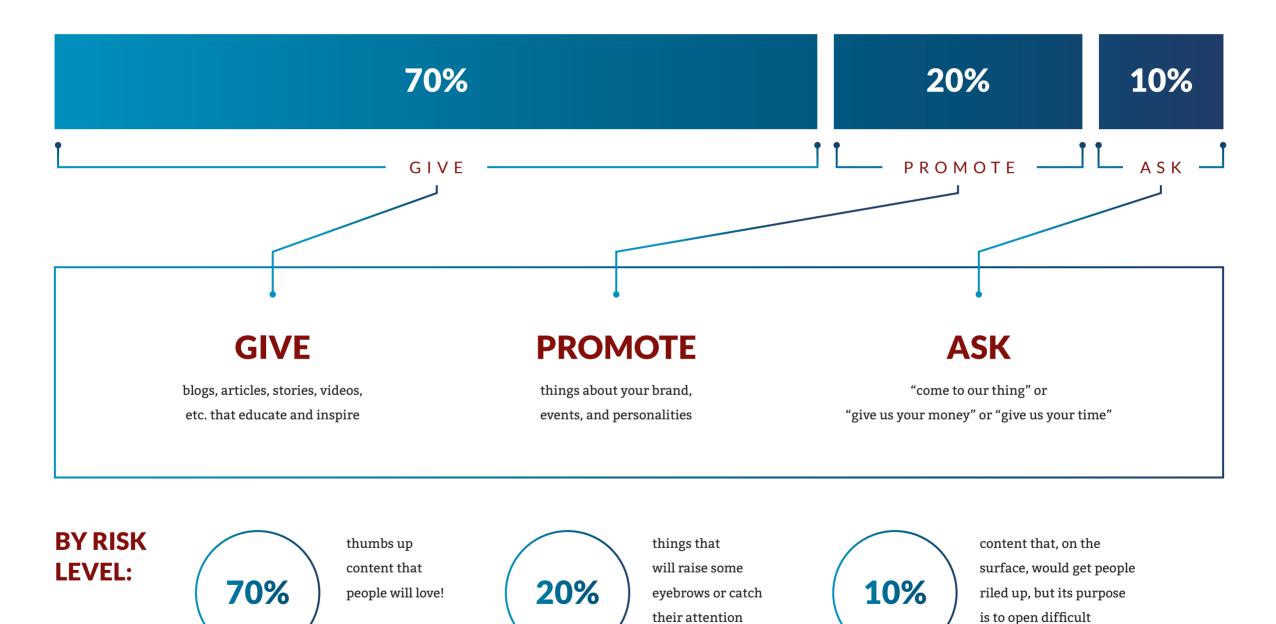
- **Q:** What about during events or other special campaigns?
- All bets are off leading up to and during potentially high brand awareness opportunities. Post rates can (and should) increase dramatically.
- **Q:** What about posting for each department on their internal channels?
- A: Depending on your audience and messaging objectives, you should follow these guidelines as a baseline for posting. Though we don't recommend posting more than the suggested guidelines on a regular basis, posting less while you figure out your channels is perfectly fine!



3+ / week

20 - 24 / week

CONTENT STRATEGY



What channels would be most valuable to your audience?

DO: Start with what can be done - and done well to engage your audience

DON'T: Start with everything, if your team cannot keep up **DO:** "Claim your real estate" as a brand in the national market

DON'T: Let channels sit entirely dormant, even if you are not currently building them

What channels should you use?

Primary: Facebook, Instagram, Twitter, YouTube **Worth Possibly Exploring:** Pinterest, TikTok, LinkedIn

What handle should you use?

It is vital that we maintain brand consistency across all platforms to better help our audiences identify an official Lee University account. Here are the required handles:

Facebook: @LeeUniversity_____ (ex: @LeeUniversityAdmissions)

Instagram: @LeeUniversity____ (ex: @LeeUniversityFlames) Twitter: @LeeU_____ (ex: @LeeUAlumni)

YouTube: @LeeUniversity_____ (ex: LeeUniversitySingers)

If the required handle is not available, please connect with Lee University Media Services team to brainstorm the best handle to choose.

What channels should your specific department use?

Each organization is unique, making the setup of social media channels unique. Based on team capacity and each situation, you need to carefully evaluate which channels you can leverage effectively and which channels your specific audience is on.

How many channels should your school use?

With an organization of this size and breadth of messaging, it is vital that you are empowered within your specific department to reach the audience(s) important to you, while also maintaining a powerful brand voice for the school as a whole. Use questions to funnel your decision on how to implement the recommended strategy; for example, How much capacity does your team have? Which channels are your audience already on? Which channels impact search engine optimization the most?

Audience dictates channels

For each social media channel, audiences respond differently. This is important to understand when choosing which social media channels will best serve your audience. It is also normal to have different audiences you are trying to reach (i.e. current students, prospective students, current parents, prospective parents, etc.). Ask yourself these questions: Who is your target? How old are they? What characteristics should be identified?

Content is determined by audience

Identifying your audience is the first step to identifying your content. What you communicate will be based on who you are talking to. Within your school, this is important to understand. Are you focusing on the broad audience? Are you targeting a specific segment of your audience? **Engage:** Like, comment, and thank people for following or sharing to show your audience that you are paying attention to them. Comment and tag their name on each post, even if their post did not involve a question. This increases conversation. Show your audience that you see them, hear them, and that they have a place with you.

Customer Service: Do not ignore messages. Social media is a platform to leverage a welcoming experience, just like you offer in your department. Respond within 12-24 hours to leave the best impression possible. Someone who had a negative experience may end up being one of your biggest advocates when you quickly and compassionately remedy the situation.

Consistency: Use consistent branding across channels (colors, logos, taglines, bios, links) that are provided by Lee University.

Length: Less is often more. You are fighting many other voices for attention and don't have a second to waste. Clear language is essential! Let your "fluff" and your "extra" come through with personality pieces - - stories, inspiration, testimony, and family component.

Unique Hashtags: Strategically use unique hashtags in a consistent manner to track your reach and engagement, even when someone doesn't tag you. This is particularly useful for events or campaigns. Don't use too many, and don't use them all the time. (Facebook / Twitter = no more

than 2, Instagram = up to 30 added to the first comment on your post)

Visuals: High quality photo and video are necessary for engagement. Share images of your school in action, events, classes, community involvement, etc. Be consistent with the level of quality you start with. Go back to the Tone and Voice section to visually represent these things consistently.

Test: In the initial phases of implementation, do not be scared to test your posts. Try to think about creative ideas on how you can talk to your audience. This includes voice, visuals, links, videos, etc.

Times: Make sure you are posting at strategic times based on the day of the week, not just randomly. Utilize analytics to learn your demographics!

Location + Tagging: Include the location check-in and tagging of anyone you can on all posts.

Lead Your Audience: If you are leading people to action, make sure you are providing a link or steps on how you want them to take action.

Stories: Call for stories or posts from students, parents, alumni, and community members in your different main target audiences previously identified. Gamification may help with this!

Spam: You can (and should) delete spam posts and hide posts that are not helpful for your larger audience. Use your judgment to determine whether a particular unnecessary post is spam vs. unhelpful. Also be sure to consider the source of third party content you're sharing before you share it. Block inappropriate followers.

PR: No news will be assumed to be bad news if any questions could be lingering. Don't be afraid of it. Stay positive! Kindly and confidently state your positive position anytime your reputation could be in question.

Unique Links: Do not overuse or use links often. Links on Facebook in particular will diminish your organic reach, and therefore engagement. Links do not work on Instagram, you will need to say "link in bio" and set up a linktree account for your Instagram to hold multiple links. When you do use links, try to use unique, trackable links for effective tracking and more readily definable ROI.

Facebook Tips

- Engagement: This has always been crucial, but with the new algorithms, it is vital that your posts foster engagement if you want them to be seen by people without boosting every post. You can increase engagement by asking a question in your caption, offering a thought provoking statement, and going beyond just liking a comment or review to foster a conversation.
- Profile + Cover Photo: The profile picture should always be your logo, if you don't have a specific logo, choose a photo that is easily recognizable since it will be small (make sure it's high quality!). The cover photo needs to be something that represents your department (or current campaign), minimal text, no logo, and high quality. Also, make sure to add a description to the both the profile and cover photo that links to your website so people have a clear CTA when they click on it.
- About: Keep your "About" tab filled in and full of information! On the home page, make sure that you have a CTA set up so people know where to go (website, phone number, etc.)
- **Photos:** Incorporate real photos of people and faces into your posts, and make sure they are high quality and formatted for Facebook (1:1 or 4:5). Base your photo subjects on your current audience and on the audience

you hope to reach. Avoid collage photos, multiple photos in one post (exception: event photo album), or oddly sized photos.

- Video: Facebook loves video content, especially, Facebook Live (you can actually go over the suggested weekly posting quota if you utilize Facebook Live!). For a produced video, try to keep it less than two minutes, but for Facebook Live, the longer the video, the higher the engagement rates. Also, you do not need to announce that you will be doing a Facebook Live on the same day as the video, it will take up one of your posts for the week unnecessarily. First impressions matter, so make sure to pick an appealing cover photo.
- Feature Video + Playlists + Albums: As you add videos, keep your "feature video" current and relevant, and continue creating "playlists." People are more likely to linger on your page if there is a playlist to keep them engaged. Make sure photo albums are organized well and represent you professionally.
- **Caption:** Facebook is a "browsing" platform, so create posts that are concise and can attract your audience's eye in browsing mode. Tag people and brands whenever you can to increase reach. As a rule, do not create posts long enough that people have to click "See More" to read all of it unless it is exceptionally interesting. Avoid

using these words in your caption: share, comment, like. Limit the use of links and text only captions to a strategic posts a couple of times per month, if possible. Links and text only posts (people love visuals) do not perform well organically. It is okay, however, to put the link in the caption after you've loaded a photo or video. Lastly, never share a post to your page, load it up organically for best performance.

• **Events:** Add all of your events to the "Event" tab to keep followers involved. Events can even be boosted directly from this page.



- Content: Curating your own content, utilize encouraging quotes, stories, polls, and phrases to emphasize your brand goals. Twitter has a lot of noise, which can be hard to break though, but it is possible with more engaging posts and engagement from the brand. You can also post the same tweet a couple of times in the same week / month. Avoid automatic sharing of content from Instagram/Facebook to Twitter. Even if you plan to use the same content, posting natively to Twitter is best.
- Photos + Video + Graphics: Twitter is not an image driven platform, but if you want to use them make sure they are sized correctly and purposeful. Video or GIF (1:1) / Photo (2:1) / Graphic (2:1)
- **Conversations:** Quote and retweet more often to include endorsement and encourage conversation. A great place to start is by keeping an eye out for posts from Lee University and other department twitter feeds, and then branch out to worldwide leaders and organizations that you respect. Follow your Influencers who hold a strategic voice on Twitter, and you have the opportunity to utilize the reach of influencers all around the US and Internationally (this goes for students in your department that hold a lot of klout on social).

• **Characters:** Less is often more. Be diligent to stick to only the characters that are needed to get your point across. If you can say it well with fewer words, than you know you have a good grasp of your messaging.

O Instagram Tips

- **Profile:** Connect your Instagram with your Facebook page, and make it an Instagram Business profile. Use your logo or an easily recognizable high quality image for your profile picture. Keep your bio up to date, concise, and purposeful. Add a link, and if you have multiple links you will use, utilize Linktr.ee to add them all.
- **Content:** Engaging photos of people and faces perform the best on Instagram. So do whenever you can incorporate people at an event, in the classroom, community service, etc! This could also be a great area for testimonies of people who have been changed by your department. Make sure that your posts are visually appealing, high quality, and uncluttered. View your Instagram feed as a gallery to project a unified and high quality visual. Adopt consistent filters and editing practices that fit your tone. You could even consider using a pattern for your posts to help drive the type of content you need to create (plus, it looks great aesthetically!). Use an app like Unum to plan ahead for posting aesthetically pleasing photos. Lastly, avoid reposting, either request the original photo or download it and post organically so your grid stays on track.
- **Graphics:** Let your captions tell the story of your photo. Graphics with quotes / copy need to be limited

and purposeful. Instagram is not a words platform, it is driven by photo and beautiful visuals. It's hard for people to focus on a lot of words, so keep it simple and focused. Use the caption to say what you need to say.

- Photo + Video: Size all photo / video to 4:5 or 1:1. Try
 to use only square or vertical posts. Don't forget about
 your gallery when posting, make sure that your images
 aren't cropped unintentionally and that you choose a
 cover for your video that is consistent with your chosen
 pattern or style. You cannot post a video longer than
 one minute in length.
- Link: Best rule to follow, if it's not clickable, it's not necessary. Avoid websites on graphics, in captions, and on stories (less is more!). If you reference a website or link, make sure you put the link in your profile and point your audience there in your post. Once you reach 10k followers, you are allowed to do a swipe up in stories, which is incredibly effective.
- Hashtags: You should only use one hashtag in your caption, and only if it's necessary like at an event or during a campaign (i.e. #LeeDay). Using hashtags like #livebyfaith, #motivation, #happymonday, etc. are generic hashtags that should never be used in your caption or they muddy the effectiveness of the caption. Instead, utilize all relevant hashtags in a comment

under your caption to expose yourself to a broader audience (make sure to post them immediately after posting your photo). Hashtags can change per post, but there should be five to 30 you use consistently and engage with others who use them. (Pro tip: create a note to copy and paste when posting. Have five lines, each beginning with a period, followed by relevant hashtags.)

Channels: Instagram Stories & YouTube

O Instagram Stories Tips

- **Content:** Instagram Stories are great to test out with short videos and quick snapshots of behind the scenes, unscripted, everyday moments. Have fun with emojis, gifs, polls, filters, etc. to show your unique personality.
- Share: Share stories that other people tag your brand in, and take it a step further by sharing posts of people you respect and want to connect with. Make sure to tag them and minimize the tag so it's not visible to the viewer.
- Photo + Graphic + Video: Create a version of whatever you want to post that fits the story size (16:9). The majority of the time these can be raw and unscripted, but try to use consistent editing (VSCO, Lightroom App, or filters within the Instagram app). You can also utilize the Unfold App to help with consistency and styling.
- Highlights: Utilize highlights to save your favorite moments to your page past 24 hours. You should load up aesthetically pleasing cover photos for highlights as well. Keep in mind that highlight cover photos are small and hard to see, so they need to be easy to recognize.
- Engage: Engage with all the comments that people make on your stories by hearting, then comment when possible. Connect with your current and potential students, parents, faculty / staff, and community by following their pages and engaging with their stories.

• Instagram Live + IGTV: When you go live on Facebook, have another phone set up to experiment going live on Instagram at the same time. When you have something to post that is longer than one minute, experiment with posting to IGTV.



- Content: YouTube is a discovery channel, where users will search and continue watching relative videos.
 Be consistent with how you caption your videos and playlists so that you can easily be found in searches (be as detailed as possible). Seek out testimonies to share, how to's, weekly devotionals, etc. People love real stories that make what you do tangible.
- Facebook Live: The easiest way to create consistent content with minimal production effort is to utilize your Facebook Live videos. Save every Facebook Live before posting it, then load it up to YouTube in it's own playlist.

Guidelines for Lee University Departments + Groups:

Lee University views multimedia, social networking sites, blogs, and other online public forums as positive opportunities to interact with the community, including current & potential students, parents, and alumni. Social media can describe any information that is posted to a personal or work-related internet channel. Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing, and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and sharing are among the different types of social media. Facebook, Instagram, Twitter, Youtube, LinkedIn, Pinterest, etc. are examples of some available channels.

- Use common sense and do not create or post content that could potentially stir up dissensions or provoke controversy in a manner that could call into question or hinder the reputation of Lee University with our current & potential students, parents, alumni, local community, staff, faculty, and donors.
- Make sure that you are careful to confirm when you are posting as Lee University and when you are posting personally. Do not mix the two up! (It is quite easy to mistakenly do this, especially from a mobile device.)
- 3. Refrain from selling goods or services related to a personal business or interest using a Lee University social media channel or using your Lee University email. Be sure to keep your intentions in building relationships and communicating with people completely above board & full of integrity, just like our school.
- Consistently consider how you can promote & encourage our school, students, and alumni.
- All Lee University team members should direct any media requests to Jeff Salyer, Director Media Services team.
- If you see positive or negative comments in the social sphere about the Lee University community, please notify your direct survivisor. If help is needed beyond that, please contact Jeff Salyer, Director of Media Services.

What about when you post on your personal channels?

Remember that you are not anonymous. Everything that you post on the airwaves has the potential of being screenshotted and could potentially hurt you in the future. Refrain from posting information that could negatively impact the good work Lee University is doing. This may include, but is not limited to, personal views of events, messages, programs, or work-related issues with members of the community. Carry yourself in a way that is consistent and whole, do not live a duality, as it is not good for you personally or our school. Consistency is key to integrity. If you post something personally, you should be able to talk about it at the school or in the community and vice versa.

Influencers

It is critical to understand that the voices of your current students, parents of students, alumni, high level influencers, faculty, and staff are more powerful than your Lee University voice. You can help grow their voice by being proactive.

Connect With Influencers: Local (and National) speakers, public servants, pastors, non profits, business owners, authors, counselors, educators, bloggers (with Klout) are all potential advocates and friends of your brand. Take interest in these people and create relationships that bring them from friend to advocate. Even ask them to post on your behalf or to mention you. By capitalizing on the people in your community (not just geographical), you become a staple of your community. By befriending those on a national level, you pave the way for your goal of expanding brand awareness. This may take some incentive, but you can occasionally (but intentionally) "bump" into them by sharing, responding to their posts, asking them questions, etc. If you ask them to post, make it easy for them to do so. Less is more! Don't overwhelm them.

Invite: Invite key people such as student leaders, faculty, staff, and celebrity alumni to engage in specific ways. For example, ask them to like, share, retweet, comment, or post. If you are asking them to post, give them specific copy, including any applicable links, hashtags, quotes, or stats.

You can even give them pre-written posts they could simply copy and paste (keep all sizing / caption limits in mind). Thank: Create ways to show your appreciation to those who are your biggest influencers and advocates (who engages with your page the most?). For example, pick one and offer them a resource or a gift card to their favorite local spot. Thank them in a way that shows that you know them.

Hashtags: Consistently using well chosen hashtags and engaging with trending ones will encourage people to post about their experience on your campus as a part of the Lee family. Beyond campus, it helps create FOMO (fear of missing out) for those that wish they were part of your family.

Contests: Find creative ways you can encourage people to post such as an entry to win things like Lee University swag, a ride in the President's golf cart, a box of cereal of their choosing, or even scholarships! Take "Ask the President" chapel to a whole new level and include a social component to drive interaction. Share the hilarity, the family aspect, and the bonding of that chapel service with an audience exponentially bigger than could fit in the Conn Center. This can be accomplished by having students post leading up to it or as a component of it.

Ads + Boosting

Lee University will take the lead on running all official ads through the main brand channels. As a department, we encourage you to boost posts when it's beneficial / financially feasible with your own departmental budgets. Here are some tips for boosting posts on your Facebook and Instagram.

Facebook

- Step 1 After publishing your post, click "Boost Post".
- Step 2 Choose an objective based on your goals, add a button for a clear call to action (i.e. Learn More, Sign Up, etc.), and enter a web link.
- **Step 3** Create an audience or use one of Facebook's predetermined audiences.
- Step 4 Set a total budget and duration for your boosted post. Make sure to double check that you are spending the amount you want to spend, Facebook is rarely forgiving of budget mistakes.
- Step 5 Lastly, set up a payment method to attach to your account and click "Boost"!
- Tip You can also utilize the Ad Center to see all of your boosted posts, boost a post, and check out analytics.

Instagram

- Step 1 After publishing your post, click "Promote".
- **Step 2** Select a destination to send people (call to action).
- **Step 3** Select a target audience by either creating your own or allowing the app to make one automatically.

- Step 4 Choose a total budget and duration.
- Step 5 Lastly, review your promotion, add payment method, and click "Create Promotion"!
- Tip You can utilize the Promotions button on your profile to view active / inactive boosts, and to view insights.

General Tips

Campaign Objectives: By utilizing the messaging outlined in the Brand Messaging, Voice, and Tone sections, you can identify the objectives and messaging for your boosted post.

Budget: Depending on your department marketing budget, you can spend anywhere from \$20-\$500+ to boost your post and see results.

Audience: Based on the target market for your post, you can pinpoint them with audience targeting when you boost. Keep in mind that the more detailed your audience selection is, the further your budget will go (age, gender, interests, behaviors, location, etc.)

Imagery: Boosted posts that have more than 20% text on them will either not be approved as a boost or they will perform poorly. Keep in mind that people respond more to strong photo / video than heavy text images, so leave the needed text for the caption. IF you need to have text on your image, look out for a header when you go to boost your post that allows you to "Request Manual Review", which sometimes will allow a post with more text.

Analytics

If you want to be successful at social media, investing time into analytics should be a priority. Analytics help you determine a measurable return on your investment. Lee University uses SproutSocial because it's intuitive, extremely practical, and it creates reports that are aesthetically pleasing. If you are unable to afford a SproutSocial account, you can utilize the analytic tools already built into platforms like Facebook and Instagram. On Facebook and Instagram, click on "Insights" and follow the prompts. On Instagram, make sure you have connected your account to Facebook and made it a business account!

Analytics of all social accounts should be collected monthly and taken into consideration when planning out your social calendar for the upcoming month. You should be able to determine the direction of content, see how your audience responds, who your audience is, and identify common threads. Also, be sure to note organic versus paid results.

Events

You want to ignite social media conversations before, during, and after events to provide maximum brand exposure. View any event that Lee University or your department hold as an opportunity to reach current and prospective students / parents. People attending should feel like their story is being celebrated. People not attending should feel like they were there, and be drawn to make plans to attend next time. Events are your moment to capitalize on the tangible excitement and seek out the impactful stories that make your department or group shine! Here are some tips to incorporate during events as your team capacity allows:

Event Hashtag: To track the reach of your event on social media, it is critical to use an event hashtag on all posts and encourage your audience to do the same. Use the hashtag before, during, and after the event on all materials, including, print collateral, arm bands, lanyards, signage, announcements, online, etc. A good event hashtag is unique, memorable, short, and clear.

Social Team: Form a team of skilled people who work well together under pressure in a fast-paced environment. Due to capacity, one person may need to cover multiple roles, and you may need to put some roles on the backburner for a future time. Also, depending on the size of the event, Lee University may already be filling some of these roles with their internal team.

Potential roles at an event

- **Executive Producer:** In charge of making sure that the messaging, voice, and overall goals are completed well. They coordinate with every person in their role to make sure a good work flow process is kept and the event is a success.
- **Photographer:** Captures the essence of the event with a minimum final product of "X" edited high-resolution photos per day, depending on the length of the event and goals. If possible, it helps to have one photographer and one photo editor.
- Videographer: Creates video recaps of the main components of the event. Depending on the goals and length of the event, they will produce high quality, edited pieces that are 15 seconds to 1 minute in length to post on social channels. If possible, it helps to have one videographer and one photo editor.
- Graphic Designer: Creates real-time graphics to be shared on social throughout the event to increase engagement (quote shareables, schedules, hand drawn graphics, fun motion graphics, etc.). If you don't have access to a graphic designer, utilize the apps Spark Post and Unfold.
- **Channel Manager:** Creates and posts well-crafted content for each social channel that utilizes the brand voice / messaging and fulfills the goals of the event. Generally, it's best to aim for 1 post per hour for Facebook and Instagram. For Twitter, you can tweet

with no limits as your capacity allows.

- **Engagement:** Engage with both the people engaging with your content and the ones utilizing the hashtags affiliated with the event. Start conversations, provide customer service, lead your audience to action, and builds relationships.
- **Runner:** This role is incredibly helpful to keep the flow of editing and posting in real-time. This person can run SD cards, hard drives, upload and download files, and run errands, maximizing the effectiveness of all of the other personnel.

Photo + Video Tips

Whether you have access to resources (cameras, lighting, etc...), or just an iPhone and a creative student worker, here are some basic tips and tricks you can apply while taking photo or video with any camera!

Photo

- Shoot in front of a light source. If outside, avoid direct sunlight and look for a shaded area. Make sure the subject is facing the source of the light (i.e. under an awning of a building, back towards the building).
- Search for a clean background. You want to avoid anything that will distract from the subject in the foreground. With a central focus, your viewers will stay engaged.
- Angles are important! Don't just point and shoot, but take time to look for the best angle.

Video

- With the same photo tips in mind, video is different because you are now taking about 24 a second, so plan out your shots! Thinking ahead and writing out a shot list will save you in the long run. A shot list doesn't have to be set in stone, but it helps to have a game plan and get your creative juices flowing.
- If possible, you want to lock exposure and white balance. This is easy to do with apps like FilmicPro, but if you use the native camera app on the iPhone it will lock exposure and focus, which is not ideal.
- Movement (or even lack of movement) is important.
 You don't want people to feel sick while watching your video, so try to keep the shot smooth or stand still.
- Be creative, try new ideas, don't put yourself in a box.
 You're telling a story. Think about your audience and the story you want to tell.

Accessories for best iPhone quality photo / video:

- Moment App shooting in RAW for photos
- Moment Lenses Various focal lengths are offered we recommend starting with Wide 18mm, which is most versatile.
- Lightroom App Photography plan costs \$10 a month with an Education Discount. Allows easy photo editing through presets and more robust features.
- FilmicPro A video app with a one time cost of \$20 that allows you to shoot video at a professional level.
- Tripod With a phone, camera mount if necessary.
- DJI Osmo Mobile for smooth shots!