ADD YOUR SOCIAL ACCOUNTS TO OUR NEW SOCIAL DIRECTORY

We’re creating a University-wide social media directory, and we need your help to aggregate all of our accounts from across the University.

Please fill out this form: [http://go.wvu.edu/add-social-accounts](http://go.wvu.edu/add-social-accounts) to send us accounts you think should be included in our updated directory, which will look similar to this. Please create separate submissions if you have more than one account per platform.

We can’t promise that we’ll add every account from within your college, department or unit, but we will take them into consideration. The new directory will be available prior to the start of the fall semester along with a new website dedicated to information on social media at WVU for faculty, staff and students. More on that next month, though!

OTHER UPDATES

@WVUstudents changes
We’re making a few updates to our @WVUstudents Twitter account to help keep it relevant to our prospective student audience. First: we’re now taking online submissions for the account at [go.wvu.edu/1GqitZk](http://go.wvu.edu/1GqitZk). Feel free to share that link on your Twitter accounts to help us find students, and email Tony (Anthony.Dobies@mail.wvu.edu) if you have other student suggestions. In addition, we’re going to be a bit more creative about who takes over the account. Next month, we’re actually going to let incoming freshmen run the account as they experience leaving home, moving in and heading to class for the first time, among other life-changing events.

The Ultimate WV Road Trip
We’ve started to roll out the “Mountaineers Go First” brand campaign throughout the state this summer, and to go along with that, we’ve started a summer social media campaign called “The Ultimate WV Road Trip” on Facebook, Instagram and Twitter to showcase some of the state’s coolest
places. You’ll see posts throughout July and August from various spots across the state. Please help us by sharing and retweeting.

“Let’s go” around the world
Another summer social media campaign we’re running centers around our new “Let’s go” flags you may have seen around. We gave away around 60 of these flags to students and alumni who were traveling around the world to cool places. We’re now starting to see the flags show up on social media. We still have a few flags left, so if you know of any student or professor traveling abroad this fall who is savvy with social media, email Tony (Anthony.Dobies@mail.wvu.edu).

Our first Snapchat geofilter is live!
Snapchat approved our first geofilter last month; these filters are only available in certain areas, and this one is for people using the app within our campus boundaries. We hope to launch a few more geofilters for the start of the fall semester and football season.

The WVU Art Museum is opening
The new WVU Art Museum will be opening its doors at its new location for the first time in late August. The Museum is on Facebook and Instagram and will be more active in the coming weeks as it begins to promote different events around its opening. Please keep an eye out for posts and share any that your audiences would like.

Orientation results!
Thank you to everyone who used #WVU19 and #GoFirst during Orientation last month. We had more than 2,250 posts using either hashtag on Instagram and Twitter. A reminder as we head to the fall, #WVU19 is our official hashtag for the incoming freshman class and one that we will heavily promote in August and throughout Welcome Week. You’ll also continue to see #GoFirst, as we will begin to roll out even more with our “Mountaineers Go First” brand campaign in the fall semester.

Idea: Get to know @WVUEberly’s majors
If you’re looking to reach prospective students, here’s a good idea from one of our very own social media accounts that might spark your next campaign. The Eberly College has recently started to tweet information about its majors like this. The graphic gives some detail about the major and the tweet includes a link for more information. David Ryan manages Eberly’s Twitter account and said: “It’s just about making sure we have something different out there, achieving the same goal—making potential students aware of the incredible diversity of majors we have without publishing a long list.”
LINKS TO LOOK AT

Ideas
Social leadership shouldn’t stop at the top … Why it’s important for your dean or chair to have a social presence: http://go.wvu.edu/1LG7FwU

Are you making these common mistakes on social media? http://go.wvu.edu/1LG7VvE

Research shows noon to 1 p.m. is the best time to tweet http://go.wvu.edu/1LG842p

Snapchat is becoming a serious reporting tool, too: http://go.wvu.edu/1C4YZgp

Millennials won’t donate? Not true according to this report http://go.wvu.edu/1LG8fL3

Facebook video doesn’t compete with YouTube yet, but it might soon http://go.wvu.edu/1LG8LbX

Thinking of video on social? Go for something that works silently http://go.wvu.edu/1LG8WnE

Updates
You may start to see more instant articles on Facebook soon http://go.wvu.edu/1LG9o5j

Twitter update removes 140-character limit for direct messages http://go.wvu.edu/1LG9hu and autoplaying video http://go.wvu.edu/1LG9wll

Instagram continues to rival Twitter with new search/explore tools http://go.wvu.edu/1LG9ERG

Embed live video using Meerkat http://go.wvu.edu/1LG9GJx and watch replays of live video on Periscope http://go.wvu.edu/1LG9l3X

Another Facebook timeline algorithm change focuses more on time spent on stories http://go.wvu.edu/1LG9Lg9

Would you like to add someone to the WVU social media email list? Let us know at social@mail.wvu.edu.

Do you have an update for next month’s Social Media Update? Let us know at social@mail.wvu.edu.