

UTILIZING YOUR LEADERS ON SOCIAL

SOCIAL MEDIA STRATEGY WORKSHOP
WEDNESDAY, APRIL 25, 2018 | ERICKSON ALUMNI CENTER

/// ARE THEY A THOUGHT LEADER?

Is your leader an expert in their field? If they are, they could add valuable knowledge to national discussions, and position themselves as a go-to resource that people can turn to for more insight (thus raising your reputation, and WVU's).

/// GET TO KNOW THEM AS A PERSON, NOT JUST A LEADER

Make time to get to know your leadership personality – the more you know them, the better you're going to be able to work together. (President Gee loves bow ties. Clay Marsh loves coffee and telling people to lay off the sugar.)

/// GET TO KNOW THEIR SCHEDULE

Having access — or at least a window into — a schedule can inform when you should post, when you shouldn't. It can also help when you're unsure if you should post about something or not.

/// ESTABLISH COMMUNICATION

If you're not a direct report, or easily available to your leader, make sure you have a good point of contact or way to message with your leadership. This enables quicker turnaround for ideas, and enables you to have a fresh source of information. This can pay off later on the road, as you want to do other communications projects with them.

/// DEFINE GOALS

Why should you, or your leadership, take the time to post or create content from their account? What do you want from this? Is it awareness? Reputation? Thought-leader? This can drive content creation ideas and where you can draw ideas from for everyday posting.

/// AUDIT EXISTING COMMUNICATIONS HABITS

Does your leadership have bad habits? Do they retweet excessively? Are they aware everyone can see what they "Like" on Facebook and Twitter? Go through and identify these issues before you work together. Chances are they may not be sure.

/// ESTABLISH WHO WILL POST, AND WHEN

Will your thought leader be posting this, or will you? Will they post about everyday subjects, or will they weigh in? Do you need approval before you post? Understanding when and who will post will stop there being a mix of "Congratulations to our staff!" posts immediately undercut by posting pictures of family 30 seconds later!



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/// GET TO KNOW THEIR “VOICE” TO BE AUTHENTIC

Read interviews, speeches, anything they’ve produced. Listen back to clips online from graduation ceremonies or other press. Understanding unique turns of phrase or frequent talking points can make posting more authentic, and seamless to the user.

/// FIGURE OUT WHAT YOU’RE GOING TO POST (CONTENT)

Where are you going to get content from? Posting quirky memes only gets you so far, and may be out of sync with the seriousness of other posts. Good content sources can be news stories where your leader adds some thoughts, school/department news, alumni successes, or industry trends. Your leader can be more engaging with faculty, staff and students by sharing these kinds of stories that don’t land with defined audiences elsewhere.

/// FOLLOW RELEVANT ACCOUNTS AND PEER INSTITUTIONS

Get engagement by following peer institutions, industry leaders and other higher-ed folks. Follow important state figures and news personalities. Get your leader visible by following those high profile accounts.

/// DEFINE YOUR PLATFORMS

Twitter? Facebook? Instagram? Refer to WVU’s social guidelines for what kind of audience lives where. Chances are, they don’t need all three. Figure out what works best for your intended audience.

/// NOT EVERYONE NEEDS AN ACCOUNT

If your leader is resistant to the idea, don’t fret. Don’t force something that isn’t there. If you have goals for institutional reputation, awareness, etc, refocus those on other existing accounts you may have!