

# ASUCD Social Media Guidelines Overview

## For ASUCD Units, Committees, Other Bodies

### Our Social Media Strategy

- 1) We listen to our students and community.
- 2) We engage with intention.
- 3) We strive to increase ASUCD brand awareness.
- 4) We work to enhance student life, digitally and virtually.

### Social Media Policy

An ASUCD campus group that wants to either start a new social media account or maintain an existing one relating to ASUCD must make a written email request to the Creative Media Marketing Director at [marketing@creativemedia.ucdavis.edu](mailto:marketing@creativemedia.ucdavis.edu).

ASUCD Creative Media must have some type of access to the account (ownership, page admin, passwords/usernames) in case of inactive accounts, double accounts, and any other potential problems that may arise in the future.

### Features of Social Media Channels



#### Facebook

- Story
- Posts
- Events



#### Twitter

- Tweets
- Retweets



#### Instagram

- Story
- Posts



#### LinkedIn

- Posts
- Articles

## Ready to Start a Channel? Here's what to remember.

- 1) Use your ASUCD unit/commission/committee email to create an account.
- 2) Know your goals, and who your audience is.
- 3) Use Social Media analytics to track growth and engagement.
- 4) Convert your account to a business profile.
- 5) Use high quality pictures.
- 6) Have a call to action.
- 7) Stay true to your organization's brand and voice.
- 8) Adhere to the ASUCD brand guidelines for consistency.
- 9) Listen to your followers and give them what they want to see.
- 10) Make time for and invest in your social media channels.

## Copyright

Being inspired by other organizations or companies is alright, but refrain from directly copying their copy, campaign, and content. Use stock photos/royalty-free content when applicable. Please refer to the [Social Media Guidelines Handbook](#) for more details.

## Questions?

Please review the full [ASUCD Social Media Guidelines Handbook](#) for more information on the above topics, or reach out to the Creative Media Marketing Director for more information at [marketing@creativemedia.ucdavis.edu](mailto:marketing@creativemedia.ucdavis.edu).

