



EASTERN OREGON
UNIVERSITY

The University that **WORKS WITH YOU**

Social Media Tip Sheet

“Streams” Strategy

- Common goal: outreach
- Interconnect all streams and draw to larger audience
- Link all social media pages together
- Identify primary POC and expectations for each stream
- Ensure accuracy of information
- Ensure consistency of EOU brand messaging
- Seek edits and approvals as needed

Best Practices

1. Have a plan

- a. Ask yourself “how will social media benefit the overall marketing goals of my department/unit?” There may be additional avenues to explore.
- b. Contact University Advancement to see where you may be able to “plug in” to existing social media streams and automatically gain the attention of hundreds of followers!
- c. If you decide to create a stand-alone social media presence for your department/unit, identify who will be responsible for posting updates, monitoring comments and responding to questions. Keeping your content fresh will be an ongoing process.

2. Know EOU’s Policies

- a. When creating and or participating in the production of institutional social media content, all faculty, staff and students should be aware this information is a direct reflection on the university community and is therefore subject to EOU policies.

- b. Review the [EOU Standards Guide](#) before creating your page, paying close attention to the sections on appropriate logo, tagline and color use. If a question arises that isn't addressed in the guide, contact University Advancement (see contacts below).

Key Points

1. Determine marketing goals
2. List current marketing outlets
3. Determine target audience or ideal client
4. Decide on the message
5. Determine channels for reaching your audience
6. Set a 90-day plan
7. Develop an editorial calendar
8. Build a maintenance schedule
9. Assign responsibilities
10. Evaluate after 90 days

University Advancement POC's

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