



university of victoria  
students' society

# Social Media Guidelines

For the University of Victoria Students' Society (UVSS)

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# Introduction

As a vital tool in today's interconnected world, social media plays a significant role in shaping the UVSS' identity, communication, and outreach efforts. This document is designed to provide clarity on how we leverage social media to advance our organization's goals while upholding its values and standards.

Here, we outline how we can ensure consistency across boards while maintaining individuality. It's really important to note that our [social media is a reflection of our brand](#), hence it should follow our branding guidelines appropriately. [Find our Brand Guidelines here.](#)

While our board members may change over time, adding their own personality to the UVSS social media, our content should resonate with and embrace the diversity of students and the various groups within our audience. It's important to consider that with thousands of students entering and exiting UVic every year, their individual needs and interests may vary, reflecting a constantly evolving student body. It's essential that we stay attuned to these changes and adapt to the dynamic nature of social media and technology, ensuring our engagement remains relevant and impactful.

## 1. Our Social Media Platforms and How We Use Them



### 1.1. META: INSTAGRAM/THREADS & FACEBOOK

Instagram and Facebook, both belonging to the Meta family, serve as our primary social media platforms. Their integration enables seamless sharing of content across both platforms with minor adjustments. They offer diverse resources and extensive reach for sharing various forms of content, including images, graphics, and videos through timelines, stories, reels, and threads.

#### **ADVANTAGES:**

1. **Great Reach:** Meta platforms boast extensive user bases, allowing for broad content distribution.
2. **Easy to Boost:** Paid promotion options facilitate increased visibility and engagement.
3. **Carousel Feature:** Instagram and Facebook support multiple images in a single post, enhancing storytelling capabilities.
4. **Linking Out:** Facebook, Threads, and Instagram Stories permit external linking, enabling traffic redirection (Linktree is utilized for Instagram posts).
5. **Robust Metrics:** Comprehensive analytics provide insights into audience engagement, reach, and demographics.
6. **Instant Feedback:** Likes, comments, shares, and direct messages facilitate immediate interaction and feedback from the audience.
7. **Collaborative Opportunities:** Both platforms offer features for collaborative posts, fostering partnerships and cross-promotion.
8. **Content Curation:** Instagram's Story Highlights feature allows for the organization and curation of content, ensuring key posts remain accessible.
9. **Interactive Tools:** Instagram's interactive features, such as question boxes and polls in Stories, enable real-time engagement and feedback from followers.

10. **Video Trends:** Reels emerges as a powerful video tool, ideal for crafting engaging content series that not only entertain but also deliver essential information. Its dynamic features foster consistency and build anticipation among our audience, thereby enhancing engagement with our page.
11. **Livestream:** Both Instagram and Facebook offer great Livestream features allowing us to interact live with our audience. Instagram Live is excellent to cover events and answer questions live. We also use Facebook Live to stream events and our regular Board Meetings, creating a valuable video archive. Using live content not only enhances UVSS transparency, but also demonstrates our openness and dedication to engaging with students.

### **ADAPTING OUR CONTENT ALONG WITH THE PLATFORM:**

With the rise of platforms like TikTok, Instagram is increasingly prioritizing video content. However, maintaining a visually appealing aesthetic remains crucial. [High-quality images and videos are essential for sustaining engagement and reinforcing brand identity.](#)



## **1.2. IG THREADS**

### **ADVANTAGES:**

1. **IG Integration:** Easy navigation between Instagram and Threads allows for a more cohesive social media experience. Content can be easily reposted, maximizing reach and engagement.
2. **Following Transition:** Since Threads is linked to Instagram, your followers can easily transfer to the new platform. This eliminates the need to build your following from scratch, preserving your established audience base.
3. **Instant Content and Timing:** Being responsive and timely is crucial for engaging with audiences on Threads.
4. **Representing the UVSS Voice:** Each thread serves as a representation of the UVSS's collective voice and stance.
5. **Link Sharing:** Unlike Instagram captions, Threads allows for clickable links. This facilitates easier access for your audience, complementing the “link in bio” strategy and driving traffic to important content.
6. **Direct Audience Interaction:** Engaging in conversations directly with the audience fosters community involvement and feedback.

### **Current Status:**

Threads, as a new addition to the social media landscape (launched in 2023), is still finding its place. However, it has significant potential for facilitating rapid information sharing and initiating conversations. Integrated directly with Instagram and part of the Meta platforms, Threads allows for easy sharing of content from Instagram, thereby expanding reach and engagement opportunities.





### 1.3. X (Formerly Twitter)

Previously, the UVSS was more active on Twitter, using its platform for real-time updates, opinions, and statements representing the entire board. However, the level of activity and monitoring varied among different boards due to the platform's nature of fostering "in the moment" interactions.

#### Considerations for X/ Threads:

1. **Instant Content and Timing:** Being responsive and timely is crucial for engaging with audiences on X.
2. **Representing the UVSS Voice:** Each 'tweet' serves as a representation of the UVSS's collective voice and stance.
3. **Link Sharing:** X is useful for sharing links to relevant resources or articles.
4. **Direct Audience Interaction:** Engaging in conversations directly with the audience fosters community involvement and feedback.

#### Current Status:

Our X account is presently inactive due to challenges in maintaining regular posts. Additionally, the platform's transition to X, amidst changes in management under Elon Musk's administration, has introduced uncertainties.



### 1.4. TIKTOK

TikTok has a significant value to our organization due to the heavy presence of our target audience in it. It's a great platform to share fun content and useful information, find new followers across platforms and reach more people.

#### ADVANTAGES:

1. **Creativity:** Provides a platform to express creativity through engaging and entertaining content.
2. **High Engagement:** Our target audience, undergraduate students, is highly active on TikTok, fostering greater interaction and connection.
3. **Expanded Reach:** Content can reach beyond followers, increasing exposure and potential for virality.
4. **Accessibility:** Features like captioning enhance accessibility, ensuring inclusivity in audience engagement.
5. **Character Building:** Allows for authentic portrayal of personality, humanizing our cause and fostering relatability.
6. **Feedback and Engagement:** Facilitates direct feedback and interaction through comments and sharing, strengthening community engagement.
7. **Trend Utilization:** Offers opportunities to capitalize on trending topics and challenges, amplifying visibility and relevance.
8. **Algorithmic Visibility:** Even accounts with smaller followings have the potential to go viral based on the quality and relevance of their content, tapping into the algorithm's democratization of visibility.
9. **Sharing across platforms:** TikTok allows you to share their content in your Instagram Stories.

### **Current Status:**

Our TikTok is still fairly new to the UVSS and we are exploring how our organization fits appropriately in this medium. Due to capacity, since our content is mainly on Instagram, we are still prioritizing producing video content for IG via Reels. So, we were using TikTok more as a fun space for our leads to express their personality and creativity, also promoting our events in a fun way taking advantage of the trends' visibility.



## **1.5. YOUTUBE**

Youtube offers lots of video content resources that can be beneficial for the UVSS. To use it as a social media network can be very challenging, demanding lots of planning and video production (screenwriting, filming and editing) to create the consistency required to build a strong following. While the platform is adapting to short-video formats with the introduction of 'YouTube Shorts,' its strength still lies in longer videos, detailed storytelling, and maintaining consistent content through dedicated channels.

Think of YouTube as your personalized TV network, where viewers can access a diverse array of detailed content, not just brief highlights to swipe.

### **ADVANTAGES:**

1. **Great Potential for Longer Video Content:** Enables in-depth educational content on various topics related to the organization, student life, and advocacy.
2. **Video Archive and UVSS Legacy:** Provides a platform to preserve our organization's history and accomplishments.
3. **Potential for Video-Casts/Podcasts:** Opportunity to explore additional content formats to engage our audience.
4. **Platform Integration:** Allows embedding of videos into our website, enhancing our online presence.
5. **Live-Streaming:** Facilitates real-time event coverage, including Campus Kick Off (CKO) and Annual General Meeting (AGM).
6. **Ideal for Content Series:** Perfect for creating serialized content to cultivate a loyal following.
7. **High-Quality Event Showcase:** Enables the creation of polished videos showcasing our events and campaigns.

### **Current Status:**

Our YouTube channel serves as a valuable platform for embedding video content on our website and preserving UVSS-related videos in an archive. Its utilization varies based on the engagement of the Board of Directors in video projects. We've seen effective examples of its use, such as a series of videos featuring interviews with MLA candidates, where our Director of Campaigns directly posed students' questions to the candidates. Additionally, we consistently utilize YouTube for live streaming significant events like the Semi-Annual General Meeting (SAGM) and Annual General Meeting (AGM).

### **Expanding Opportunities:**

Our YouTube channel presents an excellent opportunity to create informative videos explaining UVSS processes and campaigns that require detailed explanations. Certain topics within the UVSS necessitate repetitive explanations each year with new students joining in, which can be alleviated by producing a high-quality video encompassing essential information—such as 'What is the UVSS,' 'How the Board of Directors Work,' and 'How to Get Involved'—and sharing it on our YouTube channel. This serves as a reference point for other platforms, streamlining communication and supplementing shorter, more immediate content.

*It's paramount that the video content aligns with our identity and upholds the quality standards we aspire to for our organization. When considering the creation of such content, it's essential to envision its impact on the entire UVSS legacy, transcending individual board terms.*

## **1.6 NEW PLATFORMS AND ACCOUNTS**

We want to be where our audience is. However, it's important to keep in mind that each platform takes a huge amount of time to maintain its consistency and content quality. It's key to consider if we have enough capacity to include a new platform and if this platform will add to our outreach.

- Not all Board leads are willing to engage on social media or be on camera all the time and we need to respect that.
- Our permanent staff responsible for communication (PRCM, MOCO, MEC and Graphics) have a certain amount of capacity to support the board on planning, creating and monitoring social media content.

*Having no social media presence in one platform is preferable to having one and using it poorly. Effective utilization is key to leveraging its benefits and avoiding potential drawbacks.*

**Considering the creation of a new account on a platform we already use, such as an Instagram account for showcasing leads' outfits or sharing non-UVSS related topics?**

**The short answer is, NO.**

Building and maintaining our current following has been a years-long endeavor requiring significant effort. Introducing another account for a specific topic that lacks the strength to sustain itself or transition smoothly to the next board risks scattering our audience and diminishing interest. Instead, we can leverage the platforms we've already established to share more personalized content without compromising the UVSS identity. For instance, utilizing features like Stories, Reels series, and TikTok can provide ample space for creative expression while maintaining our brand consistency.

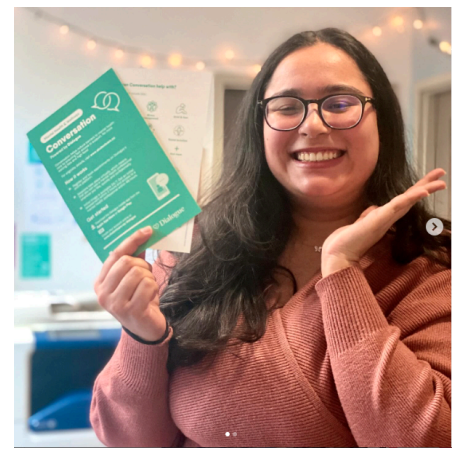
*Non-UVSS related topics, such as music taste, fashion, and personal opinions, should be thoughtfully shared on the leads' personal accounts. However, it's crucial to recognize that leads remain accountable as representatives of the student body, even on personal platforms.*

## 2. SOCIAL = PEOPLE

Social media is all about people, and people are diverse and multifaceted. That's why every interaction online depends on various factors like the context, timing, and the individuals involved. Just like in real life, there are many layers to consider. So, when navigating our social media platforms, remember to think about PEOPLE—who we are and who's on the other side of the screen that we want to connect with.

### 2.1. UVSS PERSONA

What personality traits would best describe the UVSS if it were a person? If the UVSS were a person, they would likely embody the characteristics of a conscientious, community-oriented, and dynamic individual.



**FUN:** Whether it's hosting themed parties, showcasing student talent through arts and cultural events, the UVSS Persona would create opportunities for students to unwind, connect, and enjoy their university experience to the fullest.

**COMMUNITY ADVOCATE:** The UVSS persona would be deeply committed to advocating for the needs and interests of students. They would prioritize initiatives that promote inclusivity, diversity, and social justice on campus.

**HELPFUL:** They would be approachable, responsive, and eager to assist students with any questions, concerns, or challenges they may encounter during their university journey.

**EMPATHETIC LISTENER:** They would have a strong sense of empathy and actively listen to the concerns and feedback of the student body.

**TRANSPARENT AND ACCOUNTABLE:** Transparency and accountability would be integral to their personality. They would prioritize open communication with students and stakeholders, ensuring that decisions are made democratically and with the best interests of the student body in mind.

### **3. Enhancing Social Media Presence:** **Guidelines for Quality and Consistency**

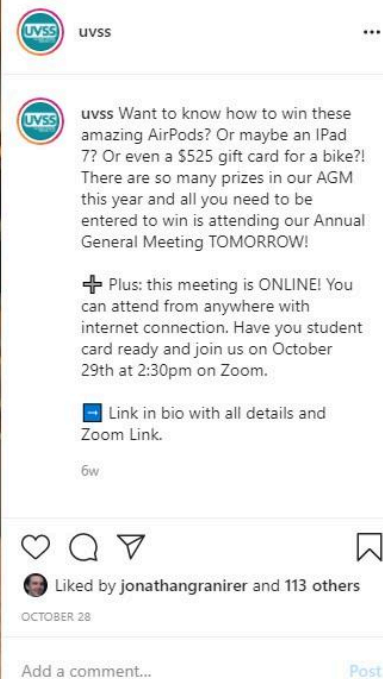
**APPROPRIATE VOICE:** Many social media channels take the form of a conversation in order to promote a more personal interaction and, as a result, a more informal tone is adopted. While this may be entirely appropriate, be mindful that an informal communications style should still be professional, and that the basic rules of grammar, spelling, etc. should be applied. Set the tone for each post accordingly.

**BE CONSISTENT, CLEAR, AND ACCURATE:** Make sure that you have all the facts before you post. It's better to verify information first than to have to post a correction or retraction later. Cite and link to your sources wherever applicable and possible. If you make an error, correct it properly, quickly, and openly.

**BE TIMELY:** Monitor your social media accounts regularly. Respond to questions and concerns in a timely manner, even if just to say you don't have an answer yet but are following up. Correct misinformation quickly, and be quick to share timely information with followers.

**TAKE ACTION!:** It's your platform, it's your voice. If you say something, mean it. Go beyond words, and take action! Follow through on your commitments, and offer tangible solutions and resources to your audience. Don't be just another post.

## 4. Anatomy of a Good Post



### PICTURE:

- Use clear, good-quality images.
- Square (1080x1080) or Portrait (1080 x 1350)
- Include people to make it relatable.
- Gives a clear idea what is it about (point at something, show the action, add related elements to catch attention to the theme)
- Picture sets the tone of the message. (expression, body language, colours, elements)

### CAPTIONS:

- First words should keep the user interested, so start saying what this post is about.
- Catch their attention with a question, or quickly describe a situation for the users to relate with.
- Keep it short, only essential information. Share the details via link in bio to drive the users to the website.
- Avoid one single big block of text. Break up the text into smaller chunks for easier reading.
- Use bullet points for easy scan of the message and emojis to help set the tone and facilitate the reading giving more visual references. (be careful not to overuse them.)
- Add a CALL TO ACTION by the end summarizing any next steps. (register at, save the date, check out our link in bio)
- Use hashtags to reach more people that are not following us. Remember to use camelcase #LikeThis instead of #likethis, for screen reader accessibility.

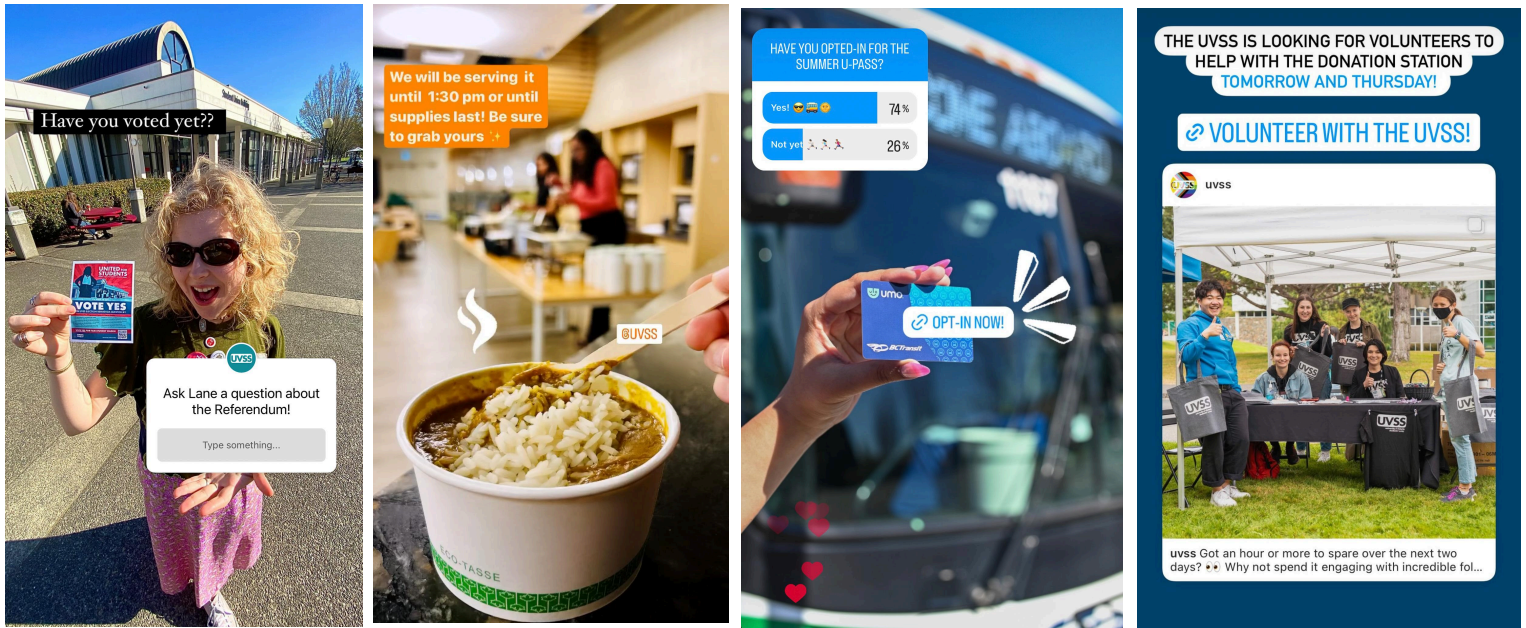


#### 4.1. CONTENT VARIATION

When planning your content for campaigns and events, it's essential to use diverse media (graphics, photos, videos, etc.) to promote the same subject. To avoid duplication, such as posting the same graphic repeatedly, plan ahead to create varied posts that are connected and on-brand. This approach not only keeps your content fresh but also helps break down important information into manageable segments, making it easier for your audience to absorb.



## 5. Anatomy of a Good Story



### PICTURE:

- Use clear, good-quality images.
- Story (1080x1920)
- Gives a clear idea what is it about
- Picture sets the tone of the message. (expression, body language, colours, elements)

### TEXT:

- Short and direct
- It can be just a call to action or a short statement to sum up what is happening.
- Use a clear font that highlights the most important message. Avoid mixing lots of fonts on the same story.
- If you have more information to share in text format, use more than one story or create a sequence of stories breaking up the information in small amounts of text, make sure the stories are connected through its branding (same colour, style, etc).
- Define a hierarchy of the elements in your story to guide the reading starting with the most important information.

### ELEMENTS AND TOOLS:

Use IG tools to improve your story and engage with your audience. It's really important to use them properly without overusing it and integrating them visually into your story.

Here are some useful tools we recommend:

- **Links:** story allows you to create a button to share a link. It's really useful to share the link with the full information, or survey links, registration links, etc.
- **Polls:** great way to engage with your audience and to actually get instant feedback.
- **Question Box:** let your audience ask you questions. It's great to get a sense of what information



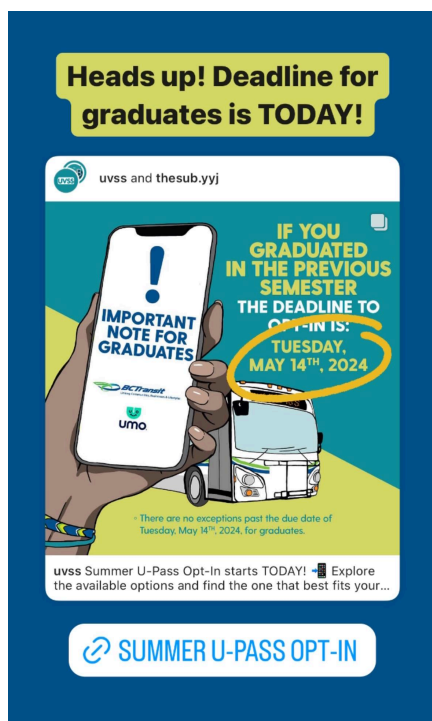
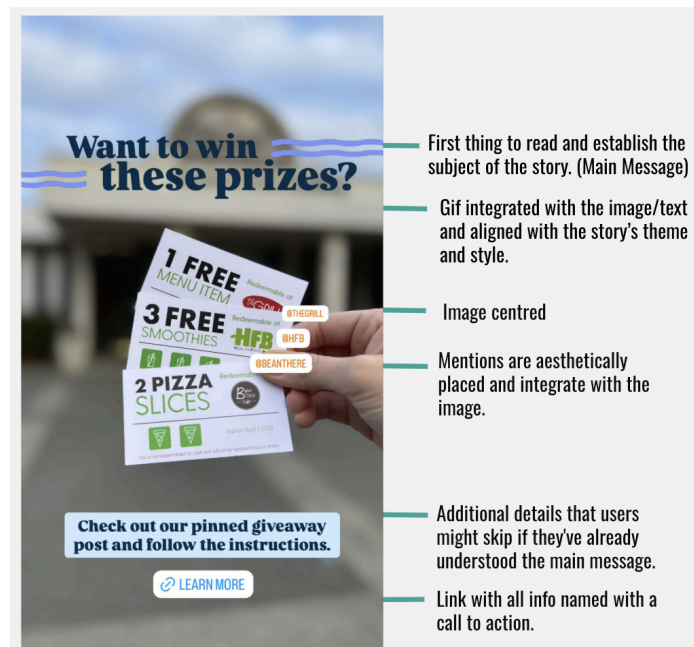
might be missing or not clear in your promotion.

- **Mentions:** tag other accounts involved to engage with their audience and allow them to share the content. (you can hide the mention in order for the story not to look cluttered, unless you want their mention to be clickable)
- **GIFs:** Easy way to integrate animated design into your story, and help with a visual composition or to draw attention to a specific element. (e.g., an arrow pointing at the link button or a circle highlighting the event date). Be very careful not to fill your story with stickers of different styles.
- **Stickers:** IG allows you to create your own sticker or share a photo as a sticker. This is very useful when you want to add an event's graphic to set the topic of a story.
- **Reaction Button:** a button for the users to interact with your story and increase your engagement and reach.
- **Countdown:** Great for events, allows the user to set reminders if they want to.

### 5.1. HIERARCHY OF ELEMENTS:

Place your elements setting a hierarchy guiding the user's reading. Make sure the user knows where to start and what is the most important information.

**REMEMBER:** The video length of a story can be as long as 60 seconds and a story including a picture will play for only 7 seconds. That's the time you have to call the user's attention. Lots of texts and gifs spreaded in the story will make them skip it.

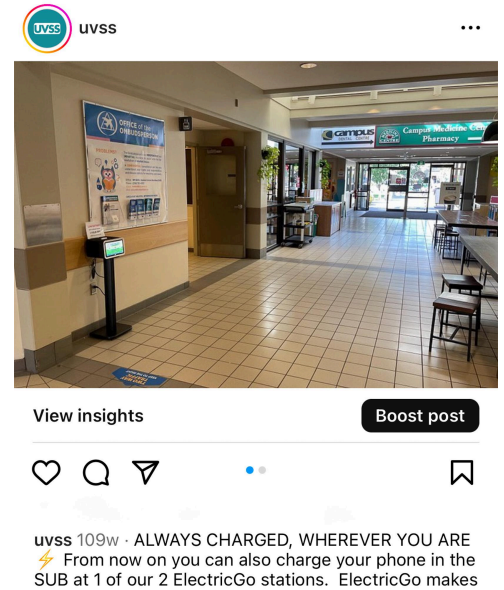
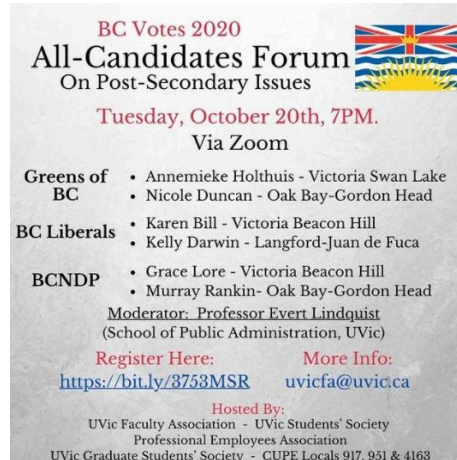


**Social media is very flexible**, there are no set-in-stone rules, but we recommend following the steps below:

- Keep it simple, keep it clean.
- Try to use pictures in the right size to fill the space.
- If it's sharing a timeline post or a smaller/square picture, fill the background with our branding colours or with the branding colours of the topic you are sharing (*don't leave the gradient background IG automatically generates*).
- Try to use only **2 different fonts**, maximum, to establish the hierarchy of your message.
- **Avoid lots of text** (you can always divide into more than one story)
- **Do not overuse gifs** in the stories. If you are using more than one gif, try to find the same style of illustration/image. **Two gifs per story is a good limit.**
- Instead of leaving the default URL address, rename the link button with a clear call to action or message indicating what the button leads to.
- Aesthetically place elements and IG Tools in the composition respecting their goal and the story hierarchy.

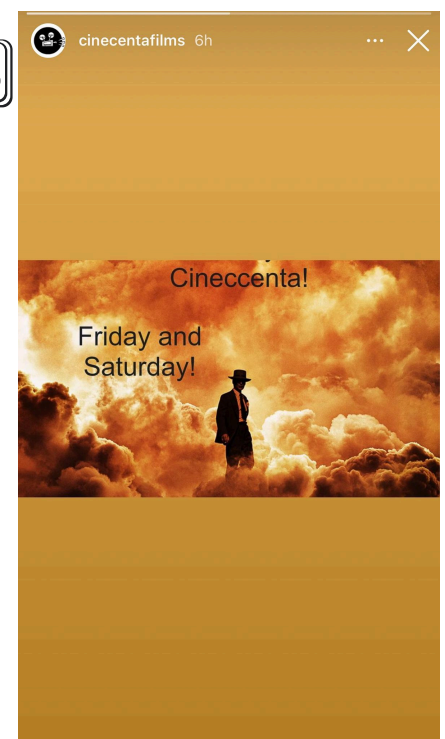
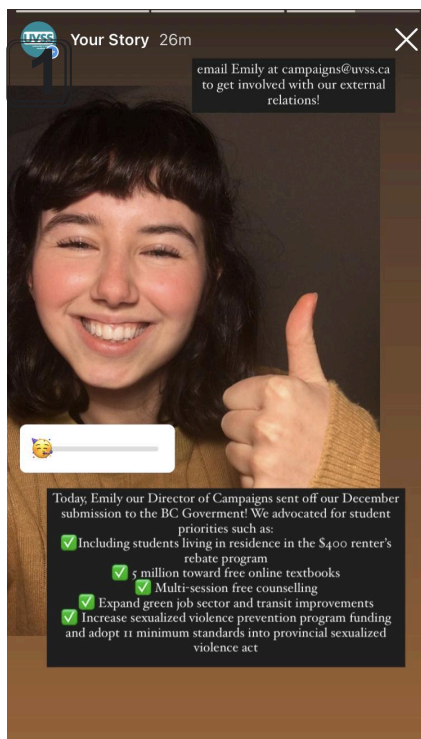
## 6. Examples of Weak Content:

### 6.1. WEAK TIMELINE POSTS:



- Text-heavy.
- Different graphical elements.
- Using poster design as a social media post.
- Not a visually attractive image.
- Lots of information that would work better in the captions.
- Including unclickable and hard to remember links in the image.
- Image not clear what it is about (ElectricGo chargers in the SUB). Picture not attractive.

### 6.2. WEAK STORIES:



### 1. UVSS Campaigns Story:

- **Text-heavy.** The caption from the timeline post was simply copied as one big block of text.
- **Centered alignment makes it look messy** due the bullet points emojis.
- **Too much information** in one single story.
- **Poor hierarchy of elements:** Call to Action not placed correctly, getting lost on top of the story. ("Email Emily")
- **No solid colour in the background**, creating this brown gradient background, not very good looking.

### 2. Hiring Post:

- Every text has its own background, which adds **too many elements** and makes the story very heavy.
- **Poor distribution of elements:** the gif is competing with the two texts on the top.
- **Poor colour choices** for background.

### 3. Cinecenta post:

- **Not using the image size correctly**, not filling the space.
- **Text distribution does not make sense** and it is on top of the image.
- **Typo** on their own name. (e.g., *Cineccenta*)
- Not using any call to action, not sharing links, **not using any interaction opportunity** with the audience.

## 7. Access and Passwords

### 7.1. WHO HAS ACCESS TO OUR SOCIAL MEDIA PLATFORMS?

#### ● UVSS Communications Department:

- **Policy and Research Communication Manager (PRCM):** The PRCM provides administrative support and strategic marketing and communications advice to the UVSS Board of Directors (the Board), including projects, campaigns, services, and strategic plan goals and initiatives. They report to the Board through the Executive Director.
- **Member of Outreach Communication Officers (MOCO):** The MOCO provides outreach and communications support for and assists in the projects, campaigns, and goals set by the UVSS Board of Directors. They report and are responsible to the Board of Directors and the Research and Communications Manager, but under the overall authority of the Executive Director.

#### ● Graphics Department:

- **Marketing and Events Coordinator (MEC):** reporting to the Graphics Department, the MEC is responsible for managing social media for the Student Union Building and the SUB's businesses, as well as supporting UVSS Events' promotion, specially the ones involving the SUB.

#### ● Director of Outreach, Director of Events, and Director of Campaigns

These are the UVSS roles that have access to our social media passwords and can post/edit its content. It's crucial to emphasize that all UVSS content on our platforms undergoes review by the Communications Office before publication. While we recognize that certain content types, such as

sharing an Instagram Story, may be more immediate and have a smaller impact, **ideally, all content should follow the process of planning, reviewing, and approval.**

In the case of emergent events that require immediate attention, leads may need to step in and share content promptly. However, even in these situations, it is essential to communicate with the Communications team or the Executive Director as soon as possible, especially if the content involves sensitive subjects that could potentially lead to backlash. Additionally, it's good practice not to be emotionally influenced while posting, ensuring that all content remains professional and considerate of our diverse audience.

## 7.2. PASSWORDS

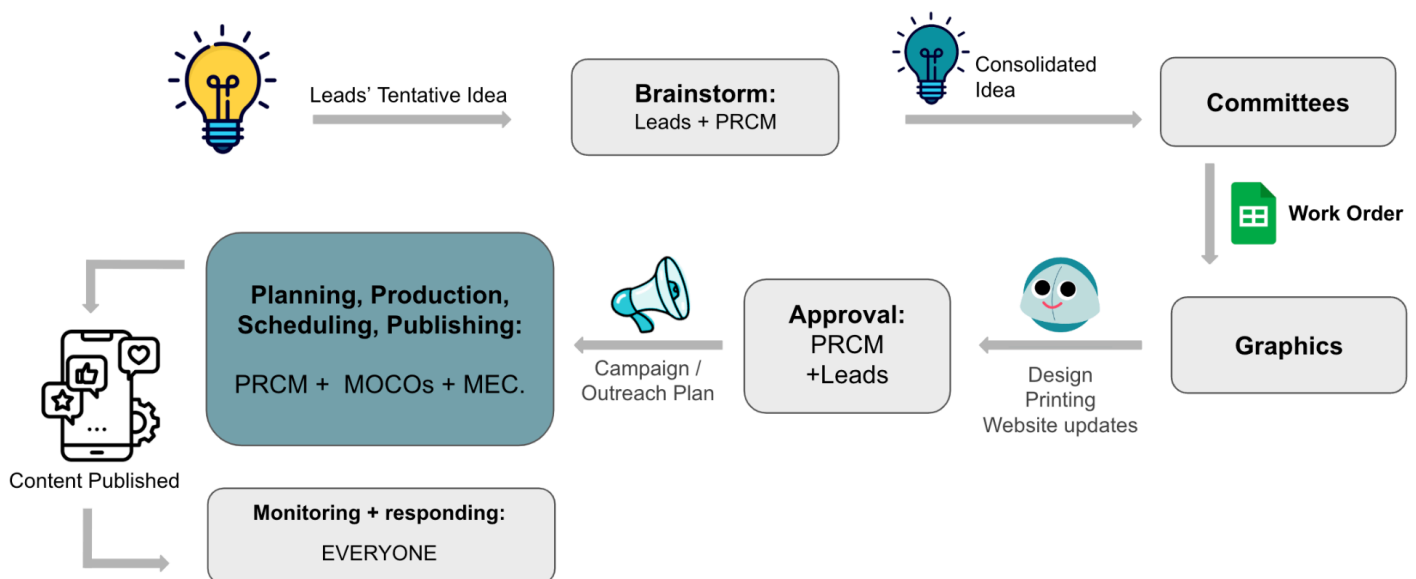
To ensure security, our passwords are periodically updated.

Here's when we need to update our password:

- Typically, passwords are updated at the end of a board term, usually on May 1st.
- If a Board Director with social media access resigns.
- If a permanent staff member with social media access resigns (e.g., PRCM or MEC).
- In response to any identified cyber threats.

Our passwords are dynamically generated by AI to ensure uniqueness and strength with each use.

## 8. Workflow: Leads + Comms + GRA





## **8.1. BRAINSTORMING**

To kick off the content creation process, our team engages in brainstorming sessions and discussions with the PRCM, they will help them to filter the key points to create their campaign/event promotion. We encourage team leads to also share their project ideas with the Graphics department, taking advantage of their extensive experience with UVSS events. Drawing from past successes and failures, they offer invaluable insights and guidance to ensure the effectiveness of our content strategy.

## **8.2. COMMITTEES**

Once you've solidified your concept, it's essential to circulate it within your committee to gather feedback, identify any missing elements, and finalize the details.

## **8.3. GRA WORK ORDER**

Once all details are collected, complete the [Graphic's Work Order](#). Upon receiving your WO, GRA will reach out via email if further details are required or questions arise. Maintaining responsive communication with GRA ensures efficient project completion, allowing for necessary adjustments and approvals within the agreed timeline.

- Check [Working with Graphics](#) to learn the variety of projects and media you can work with Graphics to promote your campaign/event.

## **8.4. APPROVAL**

Graphics will distribute all necessary materials to both the lead and the PRCM for their approval. It's essential to note that NO materials will proceed to printing or publication on our website or digital screens until this approval is received. For printed materials like posters and handbills, a proof sample will be provided for approval before final production.

- [This phase is crucial for verifying the inclusion of key information](#) (what, where, when, and why to find details), ensuring color accuracy and design precision, and identifying any typos or grammatical errors.

## **8.5. PLANNING, PRODUCTION, SCHEDULING, PUBLISHING**

During this phase, the PRCM collaborates with MOCO and MEC to ensure all materials are prepared for publication.

MEC involvement in UVSS social media planning is crucial for extending UVSS content reach via the SUB account. Their inclusion ensures seamless integration of UVSS content into SUB planning, given the interconnectedness of UVSS and SUB. In addition, MEC's responsibilities include supporting UVSS event promotion by facilitating live coverage on social media, gathering event photos for future posts and promotions.

- **Planning:** [Develop a calendar to promote](#) and spread awareness about campaigns/events.
- **Production:** [Compile all necessary content elements](#), including graphics, pictures, videos (e.g., Stories or Reels), captions, Linktree links, website information, etc.
- **Scheduling:** Currently, we use **Feedhive** as our social media scheduling tool to plan and schedule posts across multiple platforms simultaneously. However, some post types (e.g., collabs, story links) may still require manual posting at specific times, considering Feedhive's limitations. Coordination with leads may be necessary for certain content types.
- **Publishing:** Congratulations on hitting the publish button! After posting, it's [essential to do a final check to identify any errors](#), typos, or missing information. Additionally, bear in mind that content

may vary slightly between platforms. Ensure that links and calls to action (e.g., 'link in bio') are accurate and appropriate for each platform.

- Any **website updates** are made by Comms + Graphics Departments.

## **8.6. MONITORING AND RESPONDING**

Once content is published, it's crucial to have multiple team members monitor it closely for any engagement. Fast responsiveness is essential, especially within the first few hours or the first day of publishing. Keeping a keen eye on comments and messages enables us to promptly address any issues or misconceptions that may arise, ensuring our content is effectively received.

## **8.7. REMOVING CONTENT**

Despite adhering to our guidelines, situations may arise where it becomes necessary to remove content that has already been posted. [Anyone with access to our social media platforms can remove content; however, it is mandatory to discuss it with the PRCM first.](#)

Here are some examples where archiving the content is necessary:

- **Typos on the Design:** Content containing typographical errors that may affect the professionalism and clarity of our message.
- **Misinformation:** Posts that contain incorrect information that could mislead our audience.
- **Inappropriate Content or Content That Can Lead to Misinterpretation:** Any content deemed inappropriate or potentially confusing/misleading.
- **Wrong Timing for Posting:** Content that was posted too early, too late, or is competing with other important information on that day.
- **Use of Unauthorized Image:** Content featuring someone who does not wish to be associated with the topic of the post, or any other unauthorized images.
- **Revised Information:** When updates or corrections are made to previously posted content, necessitating the removal of the old version.

[A good practice is to first archive the post before permanently deleting it.](#) Archiving the post solves the problem of taking it away from public view and allows us to recover the content if necessary.

To avoid such situations, it is crucial to thoroughly review and approve content before posting it. This includes checking for typos, verifying information, ensuring appropriate timing, and confirming image rights. Regularly monitoring posted content and being quick to respond to any issues is also essential. Starting a discussion with the team promptly can prevent potential problems from escalating.

## 9. Planning:

### 9.1. PLANNING CALENDAR EXAMPLE

Here is a simplified example of how an event promotion works. Instead of posting everything in one post, distribute your content in many posts to keep talking about your event through the month. It also works as a reminder and keeps the users interested.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 <b>\$\$</b> Event Main Graphic	4	5	6	7
8	9	10	11 Reel	12	13	14 <b>\$</b> Picture + Main Graphic
15	16 Event Promo: Picture	17	18	19 "NEXT WEEK" Graphic	20	21 Interaction on Stories (Q&A)
22	23 "THIS WEEK" Reel	24	25 "It's TOMORROW" Picture + Graphic	26 EVENT DAY Coverage (Post: "happening Now")	27	28

### 9.2. POSTING FREQUENCY

The frequency of social media posting depends on several factors such as platform, audience, and content type. Generally, aim for a consistent posting schedule that keeps your audience engaged without overwhelming them.

- A recommended ratio is to devote about **25% of your posts to self-promotion** and the remaining **75% to content that aligns with your community's** interests and expectations.
- **Spread your posts across each of your social networks** throughout the week. Focus on quality over quantity when sharing content.
- If you're posting multiple times per day, **ensure that each post has sufficient breathing room** between them. Opt for variety in your content topics to keep your feed fresh and engaging.
- **Vary your graphics and images** to avoid duplication in your timeline.
- **Maintain a balanced mix of content** types, including fun posts, informative content, and discussions on serious topics. Striking this balance makes it easier to retain your following without overwhelming them with heavy political content or being too informal with fun-type of posts.
- Be conscious about different content tone switches. To maintain a balanced and cohesive feed, it's important to **consider the tone of each post**. For example, if we post a serious statement, allow an appropriate amount of time before posting lighter, more playful content. This helps avoid 'content whiplash' and ensures a smoother transition between different types of posts.

## 10. Successful Types of Posts



### UVSS Statements:

The UVSS represents UVic's undergraduate students, so it's crucial to be **prepared and proactive for recognition dates** and major events that affect students' lives and the society as a whole. Whether these events are global, such as wars, pandemics, or significant government decisions, or student-related, like UVic's decisions or important matters happening on campus.

Our statement posts tend to have a high reach, especially through shares. **This indicates that students expect us to express our opinions and positions on important matters.** When we voice our opinions on significant issues, students feel represented, allowing them to share credible sources that echo

their voices. They trust us to research thoroughly and balance different perspectives before sharing our opinions through a statement.

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### Share Student Resources:

Ultimately, what everyone needs is **useful information**. Provide content that demonstrates how the UVSS is actively supporting students.

- **Share updates on what your portfolio** is working on, celebrate achievements, and keep students informed and engaged.
- A simple update can reassure students that the UVSS has their backs and is actively working to address their needs.



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### Free Stuff: Swag and Give-Away:

Who doesn't love free stuff? Show your support for students by offering resources and free UVSS swag.

- **Giveaway posts are highly effective for engaging our audience** on social media. They're particularly useful when we need quorum (e.g., Annual General Meeting) or require action from our audience (e.g., Annual General Survey).

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### Event Promotion:

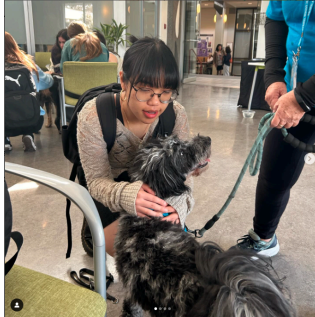
Students love opportunities to connect, so make sure to share all the details about your event. Plan ahead to schedule reminders and keep expectations high!

- **Always include the essential information** about the event in the captions for every post.
- What is it about? When? Where? Why should I go? Any action to be taken? (*buy tickets/ register*)





- Provide a link to the UVSS website with all the details about your event. Use “link in bio” for Instagram posts in the timeline, adding the link to our Linktree. Add a clickable link in the Stories.
- Add a variety of posts about the same topic in order to avoid looking duplicated in your timeline and allowing your post to stand out as a new post. Example: graphic, picture, Reels, carousel posts to share more details.



### Event Coverage:

Once you've promoted your event, it's vital to **demonstrate its excitement and engagement in real-time**. By showcasing attendees and the bustling activity, you create a sense of urgency and curiosity, compelling students to join in and experience the excitement firsthand.

- It registers your delivery to your promise. We promised this event, and now it's happening.
- Plan the post-event content to show how successful it was and thank everyone involved.

### Tips and Recommendations:

These posts offer a wonderful opportunity to **share engaging content** like book or movie recommendations that resonate with UVSS values. They add personality into the UVSS profile and often generate high levels of engagement.

- We can take advantage of the engagement of these posts to also recommend food or products from SUB businesses. However, it's important to maintain authenticity and avoid overt marketing appeals. Instead, present recommendations as genuine endorsements from our team, emphasizing their personal enjoyment of products available in the SUB.



### History and Fun Facts:

Posts featuring pictures from the UVSS archives are highly engaging due to their 'vintage' aesthetic. They provide a fun opportunity to share UVSS history in an entertaining way. Hashtags such as *#tbt* or *#Throwback* are well-known for setting the goal of these types of posts.

- Many new students might not know that the UVSS has been here since 1964. Sharing these snippets of history not only adds credibility to our organization but also highlights our longstanding commitment to our values.

### Pets:

Pets steal the show on social media! They are universally loved and provide light-hearted, cute content. Incorporating them into our social media strategy helps us connect with our audience, injecting personality and humanity into our organization.

- We've had success with leads bringing their pets to work, creating engaging content. Posts from events like Puppy Playtime consistently receive great response.





### **Behind The Scenes:**

Rather than only showcasing the final product, let's give our audience a peek behind the curtain! **Behind-the-scenes posts offer a glimpse into the process of event planning or campaign development, even before everything is finalized.** They also provide an opportunity to introduce the faces behind the projects and share insights into the leads' routines.

- By including our audience in our day-to-day activities, **we give them a sense of involvement and transparency.** Behind-the-scenes posts make them feel like they're in the loop and part of everything happening at the UVSS.

## **11. Non-appropriate practices/content**

In order to maintain a respectful and professional online presence, it is essential that our social media account adheres to the platform rules and guidelines stated in the Terms of Service policy that we agreed to when joining the platform. This policy covers inappropriate behaviors such as **harassment, hate speech, sharing false information, nudity, violence, and illegal activities.**

Additionally, the following guidelines outline specific practices that should be avoided to ensure our content remains appropriate and respectful.

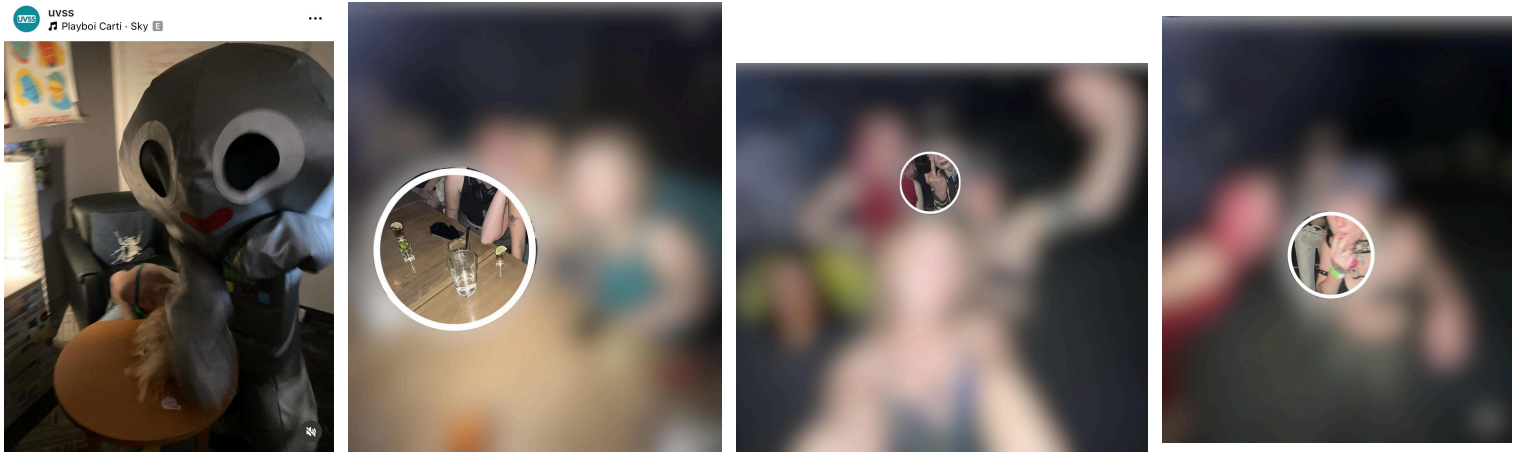
- **Hate Speech:** Avoid using or sharing content that contains **discriminatory remarks against any group** based on race, gender, religion, sexual orientation, etc. This includes direct slurs and more subtle forms of discrimination.
- **Offensive Language:** Refrain from using or sharing content that includes curse words, vulgar language, offensive gestures or symbols. This can create an **unprofessional and unwelcoming atmosphere.**
- **Inappropriate Jokes:** Avoid making or sharing jokes that could be seen as crude or offensive, even if they are intended to be humorous.
- **Inappropriate Images or Videos:** Do not post images or videos that are sexually explicit, violent, or depict illegal activities.
- **Substance Abuse:** Do not promote or glorify the use of alcohol, drugs, or other substances.
- **Unsafe Practices:** Avoid encouraging or showcasing **behaviors that can endanger health and safety**, such as reckless activities or challenges. *(e.g. posting pictures of individuals joking around on the edge of rooftops or participating in challenges like consuming a whole ketchup bottle quickly.)*
- **Unauthorized Statements:** Ensure that **all communications are approved by the appropriate members of the board and staff**, especially for official statements and sensitive announcements.
- **Neglecting Value-Added Content:** Ensure that your posts **provide value to your audience**, whether through information, entertainment, or engagement.
- **Negative Comments and Public Arguments:** Avoid engaging in public arguments or negative exchanges. **Handle conflicts and criticism privately and professionally.**

- **Privacy violation:** Do not share personal information of members or followers without their explicit consent. This includes photos, contact details, or any other sensitive information.
- **Tagging Without Consent:** Avoid tagging individuals in posts without their permission, especially in contexts they might find uncomfortable or inappropriate.
- **Stereotypical Assumptions:** Avoid sharing content that perpetuates harmful stereotypes about any group.
- **Classified Information:** Do not share any classified or sensitive information that is not intended for public disclosure.
- **Unrelated Personal Activities:** Avoid posting about events or parties attended by the leads that are not connected with the UVSS.
- **Personal Opinions:** Refrain from posting personal opinions of a single member that are not supported by the whole board.
- **Emotionally Affected Content:** Avoid posting videos or responses made in moments of intense emotion. Take time to calm down and reflect to ensure all communication is thoughtful and professional.

As representatives of the student body, UVSS members are expected to maintain a professional image. While we value individuality and encourage you to express your personality through your clothing choices and personal taste for decoration for example, it's important to balance this with the professionalism your role requires.

In today's digital age, our online presence on social media platforms is an extension of our representation. Therefore, it's essential to ensure that our social media content reflects the same level of professionalism and respect as our in-person interactions. This includes not only the content we share but also the language we use, the images we post, and the interactions we engage in.

By following these guidelines, the UVSS can ensure that our social media presence remains professional, respectful, and in line with the values of our diverse community.



### 11.1. NON-APPROPRIATE CONDUCT ACCOUNTABILITY

Accountability for our actions is paramount, whether online or internally within our organization of staff and members. Now that we've outlined what constitutes appropriate behavior on social media, it's essential to understand the repercussions of violating these guidelines.

The consequences for breaking these rules can vary depending on the severity of the violation, but here are some general measures we may take:

1. **Content Analysis:** The staff and members responsible for managing our social media platforms will thoroughly analyze any inappropriate content. They have the authority to either delete it or archive it, depending on the situation.
2. **Public Apology or Clarification:** If deemed necessary, we will publicly apologize, recognize our mistake, and clarify any content that has been posted in violation of our guidelines. This ensures transparency and accountability to our audience.
3. **Improving Communication:** After taking responsibility for our mistakes, we acknowledge the importance of sharing the actions we are taking to rectify the situation, if applicable. This may include implementing new policies, conducting additional training, or establishing clearer communication protocols to prevent similar incidents in the future.
4. **Repeated Violations:** Members who repeatedly violate our social media guidelines may face consequences such as losing access to social media management privileges. This action is taken to uphold the integrity of our online presence and ensure adherence to our standards of conduct.

## 12. Feedback Resources

To effectively track audience responses to our posts and overall communication, several feedback tools can be utilized. While these tools are very useful, it's important to listen carefully and filter responses and reactions on social media to act on them appropriately.

Here are some feedback tools we can use:

- **Comments / Direct Messages (DMs):** Comments and DMs are direct forms of communication from users who have taken the time to engage with our content. It's crucial to pay attention to these interactions. However, many comments may stem from emotional reactions, misinterpretations, or biased viewpoints. For public comments, analyze the content carefully to provide appropriate responses or clarifications.
- **Number of Followers:** The number of followers can serve as silent feedback. Users who are disappointed or no longer relate to our content may simply unfollow us. While it's normal to lose some followers over time, especially those less engaged with student matters, a significant drop in followers after an inappropriate post indicates an issue that needs addressing.
- **Questions:** Inquiries from followers highlight gaps in the information we provide or areas needing further explanation. These questions often represent the concerns of many others who may not feel comfortable expressing their thoughts publicly. Valuing and responding to these inquiries helps us improve our content and communication.
- **Survey Responses:** Survey feedback is essential for aligning our content with audience expectations. When users take the time to answer survey questions, especially open-ended ones, it shows they feel strongly about the topic. Their detailed responses provide valuable insights into their experiences and opinions, which we must consider seriously.
- **Third-Party Platforms:** Feedback from platforms such as Reddit or Martlet can be valuable. Due to the anonymity on Reddit, this feedback should be filtered and not taken personally. However, it is important to remain open to criticism and respect individuals' rights to disagree with our organization.



## 13. Be Responsive: Best Practices

The UVSS often deals with controversial and sensitive topics that affect our followers in diverse ways. Consequently, we may receive comments and messages that are difficult to read. As representatives of the students, it's crucial to respond to controversy wisely, ensuring personal emotions do not influence our actions. Being responsive is a key pillar of social media engagement.

### 13.1. BEST PRACTICES FOR ANSWERING QUESTIONS AND MANAGING NEGATIVE FEEDBACK:

- **One Public Reply Only (No Back and Forth):** Provide a single public response to address the comment, then follow up privately.
- **Follow up privately:** To avoid back and forth discussions, continue the conversation via direct message (DM) or offer your email for further discussion. This approach helps to contain the conversation and prevents public arguments.
- **Show There is a Person Behind the Screen:** Personalize your responses by including your name and expressing genuine interest in continuing the conversation. This human touch can help defuse tension and build rapport.
- **Don't Feed the Trolls:** Be polite and focus on the topic at hand, avoiding any assumptions or tone interpretation. If unsure, opt for a formal tone. This prevents escalation and maintains professionalism.
- **Timing is Key:** Respond promptly to prevent controversy from growing and becoming a larger issue. Quick responses can also help clarify any misunderstandings and reduce confusion.
- **Acknowledge Mistakes:** If an error has been made, acknowledge it openly and provide a sincere apology. This demonstrates accountability and a commitment to transparency.
- **Provide Clear and Constructive Information:** Ensure your responses are clear, informative, and constructive. Offer solutions or direct the individual to appropriate resources or contacts for further assistance.
- **Monitor Ongoing Discussions:** Keep an eye on ongoing conversations even after your initial response. This allows you to step in if the discussion escalates or requires further clarification.
- **Respect Different Viewpoints:** Don't fight to change the user's point of view. Instead, answer their questions, offer information resources, and show that you respect their right to disagree.
- **Handle Non-Appropriate Content:** Follow our guidelines to deal with inappropriate content. If someone posts something racist or offensive in any way, hide or delete the comment and report the user. Do not engage.
- **Stay Consistent with UVSS Values:** Ensure all responses align with the UVSS's values and policies. This maintains a consistent voice and reinforces the society's principles and standards.

## 13.2. MANAGING COMMENTS

It's important to mention that not all comments we receive need to be addressed with a response. The "like" feature in the comments is a good tool to acknowledge some comments without the need to answer every single one. Some comments may show disagreement with our content, and it's healthy and positive to leave them there if they are not using offensive language. Our audience is allowed to disagree with us, and it's actually beneficial to receive feedback and continue supporting them.

Here are some tips to identify comments that need a response:

- **Comments Asking a Question:** Direct questions from the audience should be addressed to provide clarity and engagement.
- **Sarcastic Questions:** Some comments may contain questions with a sarcastic tone. Discuss with Comms the need to respond to these. Usually, ignoring the sarcastic tone allows us to share useful information in a respectful manner.
- **Comments Spreading Misinformation or Needing Clarification:** It's important to correct any misinformation and provide accurate information.
- **Offensive Comments:** Comments containing hate speech or of a depreciating nature should be deleted. Also, check the user to identify 'trolls' and consider blocking them.

*Always remember, the internet never forgets. Even if you delete content or have private conversations in DMs, people can still screenshot and share it widely. Consistency is key, even 'when the cameras are off'.*

## 14. Good Practices: Check-List Before You Post

- **Image:** Good quality picture or Graphic (high quality, right format)
- **Caption:** First sentence capturing attention and giving the main information.
- **Essential info:** Date, Time, Location, Deadline, etc.
- **Call to action:** register, sign up, check out the link, drop by, etc.
- Lots of information to share? Use carousel posts to break down the info on Timeline Posts or create a Story sequence to divide the details and guide the reading.
- Provide a link with all information and details to our website.
- Include Hashtags
- Is anyone else involved? Don't forget to cite and/or tag them.
- Invite other accounts as a collaborator if appropriate.
- After posting in the timeline, have a story version of the same content or share the post in the Stories.
- **Be consistent:** Keep on posting, keep your account updated, on brand and be responsive.
- When in doubt, consult the Communications Office Team.