Social Media
College of Education and Human Development
Social Media Explained

Twitter: I am eating a #donut
Facebook: I like donuts
Foursquare: This is where I eat donuts
Instagram: Here's a vintage photo of my donut
YouTube: Watch me eating a donut
LinkedIn: My skills include donut eating
Pinterest: Here's a donut recipe
Last.fm: Now listening to “donuts”
Google+: I am a Google employee who eats donuts
Keep in mind....

• UD branded
• Audience
• Have a plan
• Real, Relevant, Repeatable
• Engagement
Facebook page

- **Frequency**: 3-4 posts per week
- **Timing**: based on analytics
- **Audience**: Alumni, Parents, Donors, prospective students, current students
- **Content**: Articles, Events, Announcements, Opportunities, videos, photos

*posts perform better with images
Twitter

- **Frequency:** (at least) 2 posts per day
- **Timing:** Based on analytics, and in the moment coverage
- **Audience:** Current and potential students— the world
- **Content:** Events, stories, campaigns, redirecting to website, conversations, reposing content- endless possibilities
- **Power of hashtags**
Instagram

- **Frequency**: At least 2 times a week
- **Timing**: Based on analytics
- **Audience**: Students, Faculty/Staff, Alumni, Donors
- **Content**: Images and videos representing events, activities, moments of the College
Interested in creating an account?

Contact **Holly Norton**, Social Media Manager
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Reference the UD Social Media Portal
www.udel.edu/socialmedia