

The background of the slide features a large, faint watermark of the University of Delaware seal. The seal is circular and contains an open book with the words 'GRAMM PHILOL RHETOR ETHICA' on the left page and 'METAPH LOGICA MATHEM PHYSICA' on the right page. Below the book is a shield with the word 'SOL' and the year '1743'. The outer ring of the seal contains the text 'UNIVERSITY OF DELAWARE' and 'ESTD 1743'.

# Social Media

College of Education and  
Human Development





Connect  
Engage  
Share  
Like

# 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....

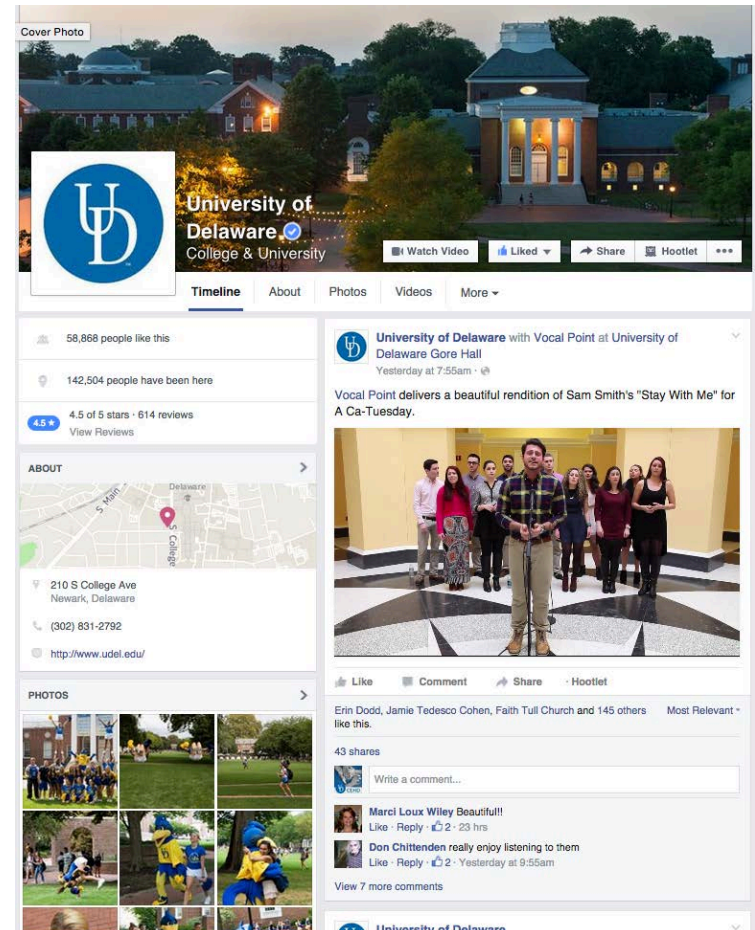
- UD branded
- Audience
- Have a plan
- Real, Relevant, Repeatable
- Engagement



# Facebook

## 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

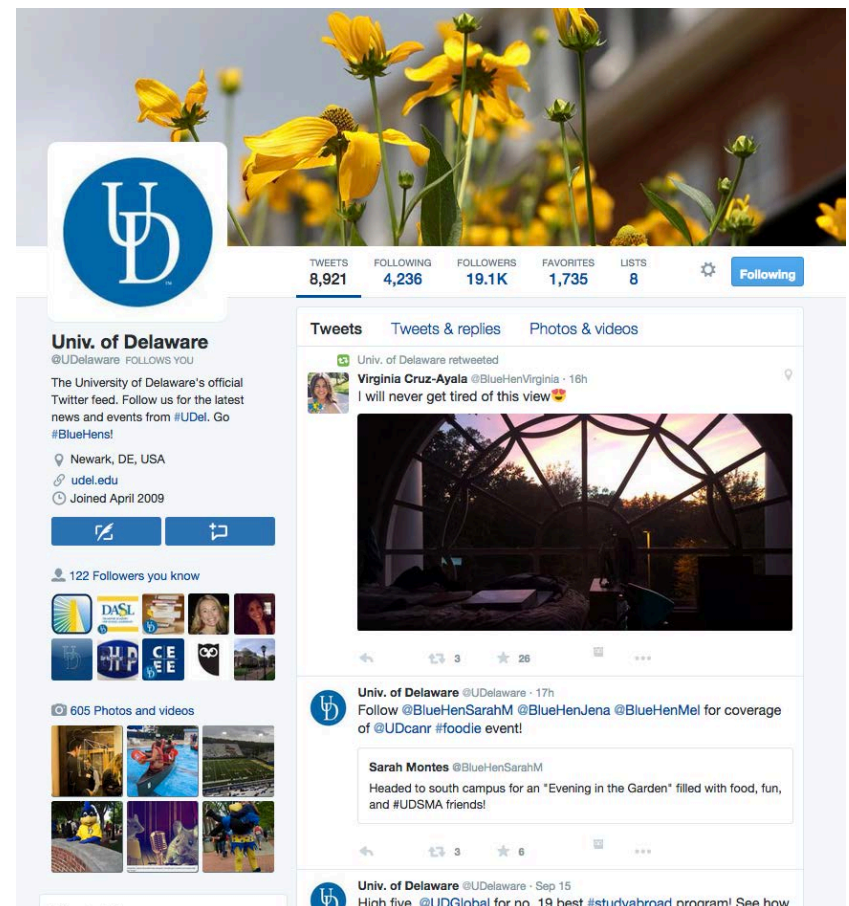




# Twitter

## 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

[hnorton@udel.edu](mailto:hnorton@udel.edu)

(302) 831-6466

Reference the UD Social Media Portal

[www.udel.edu/socialmedia](http://www.udel.edu/socialmedia)