THE SOCIAL MEDIA ROAD MAP

Creating a Social Media Account for the Cal State LA Community

Use this road map in conjunction with Section II (Creating an Account) of the Cal State LA Social Media Guidelines to develop your social media accounts.

1. Is social media right for you?

Do you have a clear objective (what do you want to accomplish?) **YES NO**

Do you have enough content (text and visuals) to feed a social media account? **YES NO**

Do you have enough staff/resources to manage an account? **YES NO**

Are you promoting a one-time event? **YES* NO**

***Building an audience on social media takes time. If you create a new account to promote a one-time event, chances are that you won't be able to attract enough followers in time to use it an effective means of communication. You will probably reach a wider audience if you share this information on the University's social media accounts or other campus accounts. Please contact the Office of Communications and Public Affairs to discuss strategies for marketing your information.**

2. Secure approval from your department head

3. Create a social media plan

TASK	*EXAMPLE(S)*
Identify objective	**Connect with students so that we can alert them to important information.**
Identify target audience	**Undergraduate and graduate students in our college or department.**
Identify goals	**Try to get all target audience to follow our account.**
Select metrics as a way to measure success	**Reach 1,000 followers by end of first year on social media.**
Create content editorial calendar	• **Staff member X will create 4 posts per week.** • **Staff member Y will monitor social media daily to keep up on "conversations", share relevant content, and respond to comments.** • **Schedule promotion, live coverage and recaps for an event.**

4. Select a social media platform

PLATFORM	*WHO*	*WHY*	*FREQUENCY*	*COMMENTS*
	This page is	**Users who "like" your**	**Most fan pages**	• **This requires the creation of a personal profile account**

Facebook Fan Page	**viewed by Facebook users and the public.**	**page will receive your content in their personal profile feeds.**	**schedule two updates ("post") twice each day.**	**to be the fan page administrator.** • **Site administrators post to the fan page from their personal profile.** • **Be careful to note to from which account you are posting.**
Facebook Profile Page	**This is an individual's personal page.**		**Personal use of social media unrelated to Cal State LA is at the individual's discretion.**	• **Generally not used with a department name.** • **You may identify yourself as an affiliate of Cal State LA, but make it clear that the views and opinions expressed are your own.** • **Do not use your Cal State LA email or phone number as your contact info.**
Twitter	**This account is viewed by other Twitter users and the public.**	**Viewers come here for real-time updates that are published by brands and people. Twitter users who follow your account will receive your content in their personal feeds.**	**Most Twitter accounts update ("tweet") on their pages three times a day.**	• **You may identify yourself as an affiliate of Cal State LA but make it clear that the views and opinions expressed are your own.** • **Do not use your Cal State LA email or phone number as your contact info.**
Instagram	**This account is viewed by the Instagram community and the public.**	**Viewers come here for visual content that is published by people and brands. Instagram users who follow your account will receive your posts in their personal feeds.**	**Most Instagram accounts update ("post") their page 2 times a day.**	• **You may identify yourself as an affiliate of Cal State LA but make it clear that the views and opinions expressed are your own.** • **Do not use your Cal State LA email or phone number as your contact info.**

LinkedIn Group	**This account is viewed by LinkedIn users and the public if it is a public group.**	**People with LI accounts can become a group member. Group members will receive updates on posts shared in the group by email and on their group news feed. Group members will also have widened their ability to *connect* with other professionals. Any member can post a discussion, event, or job to the group.**	**Most LinkedIn group members update ("post") on their page weekly.**	• **A group must be created and owned by a personal profile.** • **Additional members can be designated as managers and moderators.** • **Ownership and roles can be transferred at any time. A group can be private or public.** • **If the group is first established as a private group, it can later be changed to a public group. However, the reverse is not possible.** • **Content posted in a private group is not viewable to the public or to LinkedIn users who are not members. Likewise, posts made in a private group are not displayed on a user'spersonal profile.**
LinkedIn Profile Page	**This is an individual's personal page.**		**Personal use of social media unrelated to Cal State LA is at the individual's discretion.**	• **Posts made on a public group page will also appear on the user's personal page.** • **You may identify yourself as an affiliate of Cal State LA but make it clear that the views and opinions expressed are your own.** • **Do not use your Cal State LA email or phone number as your contact info.**
LinkedIn University Page	**This is a page for institutions of higher education. It is viewed by LinkedIn users and the public.**	**Users link to this page in the "Education" section of their personal profile. This page is used to link alumni and recruit prospective students.**	**Most LinkedIn group accounts update ("post") on their page weekly.**	• **A university page owner cannot direct email "followers."** • **Users who link their "Education" to a university page that is created by a department will not appear as alumni of the Cal State LA University at-large.**
LinkedIn Company Page	**This is a page for companies. It is viewed by LinkedIn users and the public.**	**Users link to this page in the "Experience" section of their personal profile. This page is used to link**	**Most LinkedIn group accounts update ("post") to their page weekly.**	• **For most user groups on campus, this page is not appropriate.**

		employees working at the company and to recruit new staff. Users who "follow" this page receive updated content on their personal account feed.		

5. Select name and apply branding

Consult the New Brand Guide online when developing your account's profile name, photos and logos.

6. Notify the Office of Communications and Public Affairs

Once you've created your account, inform the Office of Communications and Public Affairs at paffairs@cslanet.calstatela.edu so that we may add you to the list of University social media accounts online. Send us:

a. Department Name
b. Platform
c. Profile Name
d. Target Audience
e. Website (URL)

Please review the entire Cal State LA Social Media Guidelines document for tips on account management and best practices before making your new social media account public.