UNIVERSITY OF ARIZONA SCHOOL OF JOURNALISM
SOCIAL MEDIA GUIDELINES

Social media is an integral part of journalism, essential to students and their education. Therefore, the school recognizes the need to use social media to communicate and foster engagement among the school, students and alumni.

Tools
The school will have two primary social media outlets:
- Facebook page (http://www.facebook.com/uajschool)
- Twitter account (http://twitter.com/uajschool)

Coordination
Posting duties are divided among the school’s Senior Program Coordinator, Academic Advisor, School Director and Social Media Editor. The Social Media Editor monitors and regulates the content and quantity of posts to ensure that students are not deluged with information and are provided posts that foster engagement and communication.

Posting
The social media team strives for producing one-to-three posts per day broken loosely into a morning, lunch and afternoon post. Priority for the morning post will be given to the Senior Program Coordinator for School updates and news. The lunch-time post will be prioritized for the Academic Advisor. The afternoon post, by the Social Media Editor, will be made up of listserv messages, important links, events and photos.

Post Content
Posts should engage followers and provide useful information, including posts that:
- Illustrate what is happening in the School and where students’ money is going, including links to School press releases, new programs or classes, and School accomplishments
- Highlight out-of-the-ordinary student work and accomplishments, with links to student kudos
- Provide important procedural deadlines and information for advising and registration
- Out-of-the-ordinary posts of job listings and internship opportunities

The posts should be useful to students, be conversational and have an element of fun. The person who posts an item on the Facebook page includes his or her first name so that the followers know who posted the update and who to follow up with if need be. The person posting an item is responsible for answering any questions that arise on their post in as timely a manner as possible.

Twitter
The Social Media Editor culls information posted on the Facebook page, repurposes it and posts it to the School’s twitter account.
The school’s Administrative Associate will forward listserv updates from faculty members so there will not be an extra step for faculty members who want to share information. The decision about what makes it to the social media accounts is at the discretion of the Social Media Editor.

dc, 9-18-2011