



Brandeis University

Digital Communications
781-736-4226
781-736-4227 Fax
social@brandeis.edu

Mailstop 136
415 South Street
Waltham, Massachusetts
02453-2728

Creating a Social Media Strategy at Brandeis

A social media strategy includes assessing your audience, setting goals, determining messaging, selecting platforms, brainstorming content, and evaluating your results. A strategy will prepare you for both the evaluation of new platforms and sites as they arise or help you decide when to discontinue use of other networks as they fall out of favor.

Step 1 – Set Goals: What are the outcomes you would like to achieve through a social media presence?

- Who is your audience? What group(s) of people do you hope to reach?
- What results do you hope to achieve? Would you like to increase enrollment? Build community? Spread the word about programs?
- How can these results be measured?
- What role does social media play in your overall communications strategy?



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Step 2 – Determine Messaging

- What are your department/school/office's main messaging points?
- What core values/messaging do you wish to communicate through social media?
What do you want your audience to remember about your organization?

Step 3 – Choose Social Media Channels

- What channels are you already using?
- What other channels, if any, are you considering?
- Are the channels you are currently using working for your group? Why or why not?
- Which social networks is your audience using? Keep in mind that trends change – Facebook previously had a younger population, but where now it skews older (65% of Facebook users are 35 or older)



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- What channels will allow you to best connect/interact with your audience?
- Different platforms require different amounts of monitoring and interaction, but all social media is a time commitment. Do you have the time and availability to properly interact on the chosen platform(s)?
- How will you monitor? How do you plan to deal with negative comments?

Step 4 - Brainstorm Content - What sort of content will you share on your chosen social media channel(s)?

- What information is of interest to your audience?
- What content is most engaging (i.e. initiates the most feedback, comments, etc.)?
- Do you already have appropriate content on hand? If not, how will you get/create it?



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Brandeis University Social Media Strategy – Purpose

The purpose of the Brandeis University social media strategy is to ensure that we:

- Use social media as an integral part of an overall communications strategy at Brandeis
- Leverage current outlets while also maintaining a clear vision for how we can continue to engage new audiences as the landscape changes
- Tell the Brandeis story – stories that reflect the University's core values – and engage our audience in new and interesting ways
- Support our schools, departments and offices at Brandeis in their social media endeavors by providing guidance and best practices

Brandeis University Social Media Strategy – Goals

- Use a variety of social-media platforms that reach the University's various audiences to provide users with a sense of community
- Convey the key messages of the University to a broad audience
- Enhance the reputation for Brandeis' social media presence as an important forum for conversations about a range of issues
- Ensure consistency in style and approaches to social media across the institution, while recognizing the necessity to tailor tone and platforms to various constituencies
- Guide and help individuals, as well as academic and administrative units, with their social media strategies
- Stay on top of trends and new technologies
- When considering a new platform, perform cost-benefit analyses to determine if what is in the interests of the for-profit companies that host the social media platforms is also in the best interest of Brandeis, noting that not every department or communications entity at the University will use every social media platform -- nor should it.

Contact social@brandeis.edu with questions or for more information.