

VCU SOCIAL MEDIA

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SPRING IS HERE!

Spring has sprung! The sun is out, flowers are blooming and our Rams are out and about enjoying the season! Don't forget about these upcoming events and holidays for April:

- Sunday, April 1: April Fools
- April 5-13: Passover
- Sunday, April 9: Easter
- Monday, April 10: National Sibling Day
- Tuesday, April 18: PACME & Tax Day
- Thursday, April 20: Ramadan Ends
- Friday, April 21: Eid-al-fitr
- Saturday, April 22: Earth Day
- Saturday, April 26: STEM Building Opening



Illustration by VCU social media design intern and VCUArts student, Helen Bodde, IG: @irlabuela

SOCIAL MEDIA TIPS

Looking for ways to create more content and make it pop? Here's some helpful tips:

- What are your unit/department's offerings and benefits? Identify them and create content around them.
- What are the questions your unit/department get most frequently? Identify them and create content answering those questions.
- When highlighting events make your fliers come alive. Create content that highlights/promotes what users will experience at your event.



ANNUAL REPORT

The 2021-22 VCU annual report is out! From research and innovation, diversity, equity and inclusion, education and care, VCU hit some big milestones and once again came about as a leader in many ways. We received the largest gift in university history. We forged on in our role as one of Virginia's top three public research universities. Check out more [here](#) and share in our celebrations!



UNCOMMON VCU

What makes VCU uncommon? We're glad you asked. [This Uncommon series](#) takes a deep dive into what makes VCU different, and along the way we hope you'll get to know VCU the place and VCU the community. These are the facets that give VCU its personality and its heart and make it a place to study, live and work unlike any other. Fun fact: U.S. News and World Report ranks VCU in the top 20% in the world among Best Global Universities!

FAQ'S

- **Can my student intern be an admin for our accounts?**
 - No, your student intern should not be an admin, aka a manager of your social media accounts. However, they can help you create and post content. Only full time employees should be registered admins. [View the guidelines.](#)
- **How should I make sure my posts are accessible?**
 - Take the [VCU social media accessibility training](#) via Talent@VCU to learn tips for each platform.
- **What can I use Jira for?**
 - Get an event posted to the VCU accounts, register a social media account for your unit, delete an account, or make changes to your admins and contacts. [Submit a Jira ticket](#) to get started!



Illustration by
VCU RecWell



FEEDBACK & MONTHLY MEETINGS:

- Let us know how we can support you or what topics you'd like to see next at our social admin meeting or within the next newsletter. [Fill out the survey here.](#)
- Monthly social admin meetings take place every 3rd Tuesday of the month at noon!
- Missed a monthly meeting or newsletter? Check out our Social Admin Google Drive [here](#) or our monthly newsletters [here](#).