5 SUMMERTIME SOCIAL MEDIA BEST PRACTICES

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

1. Take The Time To Understand Your Audiences’ Summer Cadence:
   Summertime means different things for different people.

2. Summer-Ize Your Content: Update your cover photo, take it outside and be mobile.

3. Get Your Audience In On The Action:
   Execute a summer-themed user-generated content campaign.

4. Think Local: Chances are that there are dozens of local events that you can spotlight on your social media profile.

5. Engage With Your Users: Like and comment on their posts, and share their UGC on your own page.

Source: Social Toaster (Read Article)

CELEBRATING LOVE & SUMMER!

It's summertime and there's so many reasons to celebrate the season. Here's what's coming up:

- June is Pride Month!
- June 8: National Bestfriend Day and World Oceans Day
- June 12: First-Year Student Summer Orientation Starts and Men's Health Week Begins
- June 14: Flag Day
- June 18: Father's Day and International Picnic Day
- June 19: Juneteenth - University Closed
- June 21: First Day of Summer and National Selfie Day
- June 29: Eid-Al-Adha
- June 30: National Social Media Day

June 2023 Newsletter Issue 4
FAQ'S & REMINDERS

- **UNcommon Branding Update:**
  - Check out the [brand website](#) to login and download logos, letterheads, templates, social frames and more.
  - Updates are slated for August 2023 to support the new Uncommon brand platform.

- **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.

- **Where do I find the social media guidelines?**
  - Find checklists for social admins & [more here](#).

- **What is the first thing I should do when a social media admin leaves or changes?**
  - Change the passwords to your accounts.

- **What email should I use for social accounts?**
  - Please remember to create and log into your accounts with an official VCU email account (university group). If you need to set up a university group account, complete an IT Service Desk request.

VCU MAGAZINE
For Alumni & Friends

- Check out the UNlimited, UNcommon and UNconventional stories from [VCU Magazine's Spring 2023 issue](#).

FEEDBACK & MONTHLY MEETINGS

- Monthly social admin meetings will start up again in August and take place the 3rd Tuesday of the month at noon via [Zoom](#)!

- **Next Meeting:** Tuesday, August 15 at Noon!

- Missed a monthly meeting or newsletter? Check out our Social Admin Google Drive [here](#) or our monthly newsletters [here](#).

- 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](#).