

# VCU SOCIAL MEDIA

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## PRIDE MONTH

### 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



#LOVEWINS!

## 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](#))



# 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](#).

