Upcoming University Milestones:
- 3/5-3/12: Spring Break
- 3/6-3/10: Employee Appreciation Week
- 3/24: Last day to withdraw from a course with a mark of “W”
- 3/24: Deadline to request the Pass/Fail option for courses
- 3/28: Fall semester advance registration begins
- 3/29: State of the University (SOTU) with President Rao

Upcoming Social Media Holiday’s:
- 3/8: International Women’s Day and Holi
- 3/12: Daylight Savings Starts
- 3/14: Pi Day
- 3/17: St. Patrick’s Day and World Sleep Day
- 3/20: First Day of Spring and International Day of Happiness
- 3/22: Ramadan starts and World Water Day
- 3/23: National Puppy Day
- 3/31: International Transgender Day of Visibility

View more university milestones, events and programs at: academiccalendars.vcu.edu and telegram.vcu.edu
Aspire for authenticity
Research your ideal customer
Use your community's favorite networks
Keep your audience at the forefront
Post at the right time
Post regularly
Reduce your response time
Up-level your customer care
Go for engagement
Take video seriously
Highlight your product in action
Showcase real testimonials and demos
Infuse your content with personality
Take a stand
Partner with creators
Tap into employees
Experiment with emerging tech
Test new platforms
Iron out your approval process
Optimize for social commerce
Prove the value of social
Bring social data to your entire business
Invest in social

Source: Sprout Social article

Social Media Tips

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22. Bring social data to your entire business
23. Invest in social

Social Media Compliance and Governance

Donna Crawford, manager for social media governance and audit quality, joined our team last semester and is leading our compliance and governance efforts. When you submit a Jira ticket to our social media request center, expect to hear back from Donna who will guide you through updating your accounts, registering accounts and more!

Monthly Meetings

Interested in meeting other admins, collaborating and more? Join us for our monthly social media admin meetings the third Tuesday of every month from 12-1pm via Zoom, kicking off on March 21st. Send us an email if you want to join!

Fill out this short survey and let us know how we can support you and collaborate with you!