

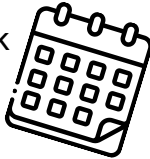
VCU Social Media Newsletter

socialmedia.vcu.edu | [Meet our team](#)



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

Newsletter Highlights

University Milestones

Social Media Holiday's

Social Media Resources and Tips

Social Media Compliance and Governance

Monthly Meetings (NEW) and Feedback



VCU

VCU SOCIAL MEDIA RESROUCES



- [Social media guidelines for admins](#)
- [Before you create a social media account checklist](#)
- [Before you post on a social media account checklist](#)
- [Guidance for social media account passwords](#)
- [Jira social media account request center](#): Update your admins, remove a social media page, request to create a social media account, branding help, event promotion and more!
- [Social media account approval form](#)
- [Update your account information](#)
- [VCU Branding Site](#)
- [Download avatar frames for profile pictures and high resolution university photos](#)

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!

SOCIAL MEDIA TIPS



1. Aspire for authenticity
2. Research your ideal customer
3. Use your community's favorite networks
4. Keep your audience at the forefront
5. Post at the right time
6. Post regularly
7. Reduce your response time
8. Up-level your customer care
9. Go for engagement
10. Take video seriously
11. Highlight your product in action
12. Showcase real testimonials and demos
13. Infuse your content with personality
14. Take a stand
15. Partner with creators
16. Tap into employees
17. Experiment with emerging tech
18. Test new platforms
19. Iron out your approval process
20. Optimize for social commerce
21. Prove the value of social
22. Bring social data to your entire business
23. Invest in social

Source: [Sprout Social article](#)

MONTHLY MEETINGS

NEW

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!



**WE WANT YOUR
FEEDBACK**

**Fill out [this short survey](#)
and let us know how we
can support you and
collaborate with you!**

