VCU SOCIAL MEDIA

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Illustration by Helen Bodde, IG: @irlabuela

COMMENCE THE CELEBRATIONS!

The end of the school year is here and it's time to celebrate our soon to be grads and welcome them to the VCU Alumni RAMily! Don't forget about these upcoming events and holidays to help you highlight some important milestones and holidays coming this month:

- May is Mental Health Awareness Month
- May 1: National Decision Day
- May 2: MPC Last Day of Classes and National Teacher Appreciation Day
- May 3: VCU Reading Day
- May 4-12: Final Exams
- May 5: MCV Last Day of Classes and Cinco De Mayo
- May 6: National Nurses Day
- May 7: World Laughter Day
- May 10: National Small Business Day
- May 13: Universitywide Commencement
- May 14: Mother's Day
- May 17: International Day Against Homophobia, Transphobia, and Biphobia
- May 19: Bike to Work Day
- May 20: Armed Forces Day
- May 29: Memorial Day

SOCIAL MEDIA TIPS

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

- Less text, more video, use stories & reels
- Take your own photos, don't use stock
- Repurpose your evergreen content
- Share customer testimonials & reviews
- Search for the latest visual trends
- Host competitions
- Tag people you quote
- Add social media buttons to your pages and emails
- Use relevant hashtags with your content
- Add quizzes and polls to connect with users

Source: Search Journal Engine (Read Article)

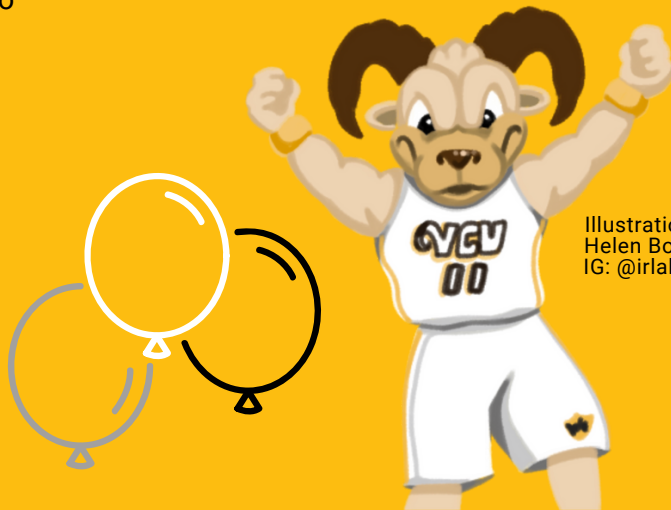Illustration by Helen Bodde, IG: @irlabuela

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FAQ'S & REMINDERS

- **How can I download branding assets?**
  - Check out the brand identity 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.

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FEEDBACK &
MONTHLY MEETINGS

- Monthly social admin meetings take place every 3rd Tuesday of the month at noon via Zoom!
- **Next Meeting**: Tuesday, May 16 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.

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