# BUSU Clubs Social Media Guide

## Introduction

The purpose of this document is to bring unity to all BUSU Clubs social media pages with the goal of growing the BUSU Clubs brand and follower-base for all accounts.

## Contacts

Clubs Graphic Designer

clubsgd@brockbusu.ca

Clubs Coordinator

clubs@brockbusu.ca

Clubs Manager

hahmed@brockbusu.ca

## IMPORTANT
Any posts involving inappropriate behaviour, events and activities that go against the Student Code of Conduct (brocku.ca/student-discipline) are prohibited. In the event of this occurring, the club will forfeit access to the account effective immediately

## Social Media Handles

Social Media handles should be the same for a club across Instagram, Twitter and Facebook. They should match the following guidelines:

All handles start with: @brock

Followed by: The club name

For example, handles would look like the following; @brockviynlclub, @brockmuslimstudentassociation, @brockpride

**Hashtags**

Hashtags are a great way to get students onto your page and following along with posts. **Always include #BUSUClubs at the end of your captions!**

**Profile Pictures**

Be sure to use your updated logo as your profile picture! If you need a logo designed, please email clubsgd@brockbusu.ca

**Biographies**

We encourage a standard biography on your social media pages, followed by a sentence of unique accolades that pertain to your club, finished with #BUSUClubs

Example:

'Official Instagram page of the Brock Punjabi Student Association, promoters of Punjabi culture and representatives of Punjabi students #BUSUClubs

**Photos**

Photos should be taken on a phone or camera that produces high quality photos. Avoid posting photos that are pixelated and blurry, have been heavily edited (over-exposed, heavy contrast, etc.).

Great photo opportunities include:

- Tabling
- Club volunteer work
- Club meetings
- Team photos
- Photos introducing the execs
- Club events
- Club Socials

A reminder that clubs can sign out a camera through the Clubs Manager (hahmed@brockbusu.ca).

**Instagram Stories**

Instagram stories are the most popular way to get information and content to students, and so they hold a lot of value. Videos are especially great on the story, as they're quick and get a message across. This includes:

• Text: Use the "strong" font for the main text and "classic" font for secondary text/subtext. To maintain readability, using the background fill option for text is often a good choice when the photo provides a busy background.

## Instagram Story Features

- GIFs: if you search "@BrockU" under the GIF option, there are many available for you to use, GIFs add a fun, lively aspect to the still photo!
- Countdowns: if you have an event or social coming up, utilize the countdown feature to get your followers excited about it!
- @Mentions: TAG US (@BrockBUSUClubs) in stories that hold important information or feature something really exciting so we have the ability to re-share your story onto ours. By doing so, we not only can share with both our communities, we also get our followers over to your specific clubs pages as well, and vice versa.
- #Hashtag: this is a great way to highlight the #BUSUClubs hashtag, which students can then search for
- Questions: add questions that students might want to know. Don't get excessive with the number of answers and clog up the story line but use this as a great way to get some interactions going. Remember to only answer questions that are both appropriate and would be interesting to followers.

## Writing for Social Media

## Be Honest and Transparent

- Authentic, honest, respectful, transparent voice
- Don't engage in arguments.
- Have a personality; use humour
- Write in an active voice, using exciting and unique verbs.
- If you don't know the answer to a question that is asked, direct them to the main @BrockBUSUClubs account

## Post Accurate, Concise and Useful Information

- Monitor your platforms regularly
- Avoid technical speak and acronyms.

- Contribute information that will add value
- Use the location option when applicable, allowing for a grouping of photos to accumulate at Brock University.
- Have all of the facts before you post.
- Check for errors, spelling mistakes and broken links.

## Create Variety in Your Messaging

- Ensure accuracy: Don't create expectations you can't fulfil (click bait).
- Make your messages pop: Include things like alliteration, strong language and Numbers.
- Use emojis
- Ensure it resonates: Speak your audience's language, what resonates with them and their values, morals and helping the greater good.
- Keep it short and to the point.

## Be Respectful

- Always respect the dignity of others and engage in civil and thoughtful discourse.
- Don't post content or use language that is vulgar, hateful, deceptive, condescending, profane, discriminatory or embarrassing.
- Always give proper credit for other's work before you publish.

    : @username" goes a long way for photographers.

- Don't post content that is outside your authority or expertise.

## Maintain Confidentiality

- Obtain consent before posting identifiable information like a photo of a fan.
- Take conversations offline or to a private message after first addressing the issue

    publicly