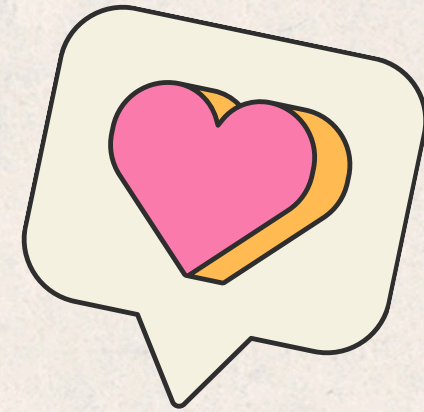


# Multi-Media Story Telling

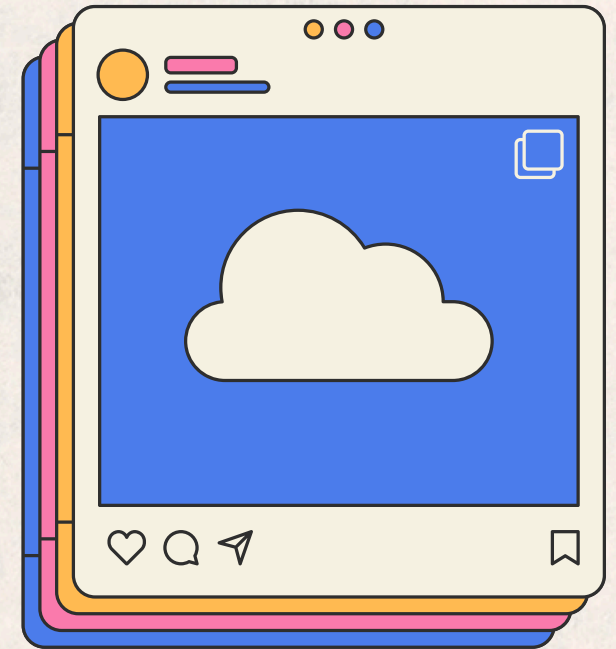
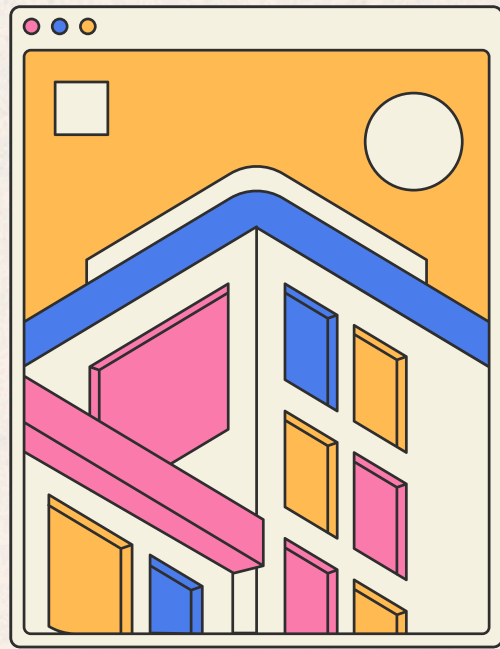
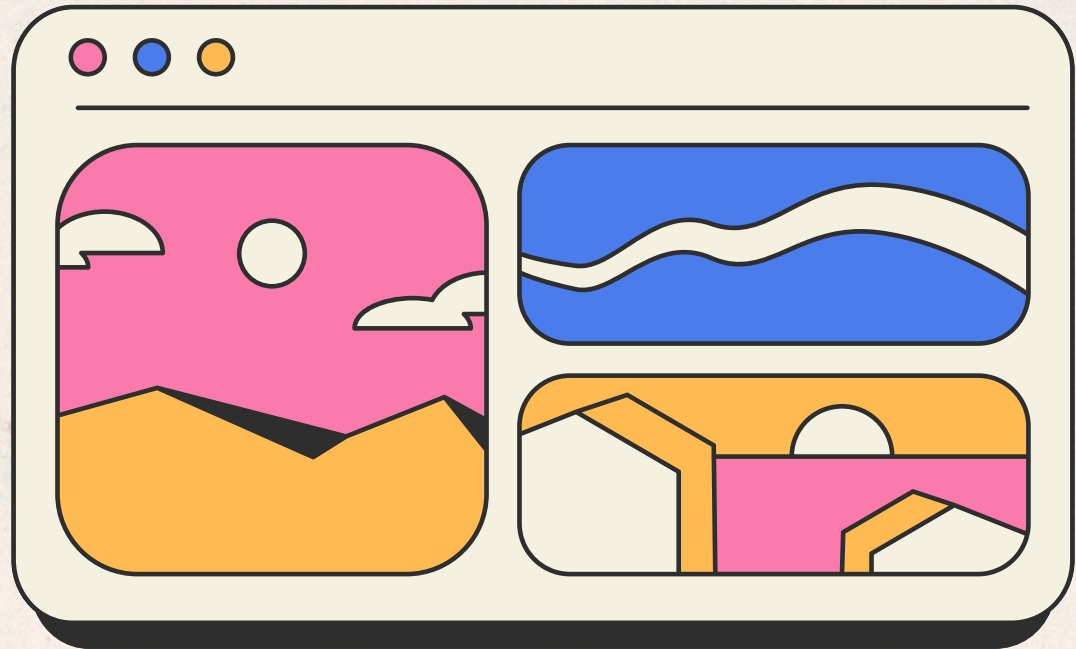
## Using Social Media Effectively



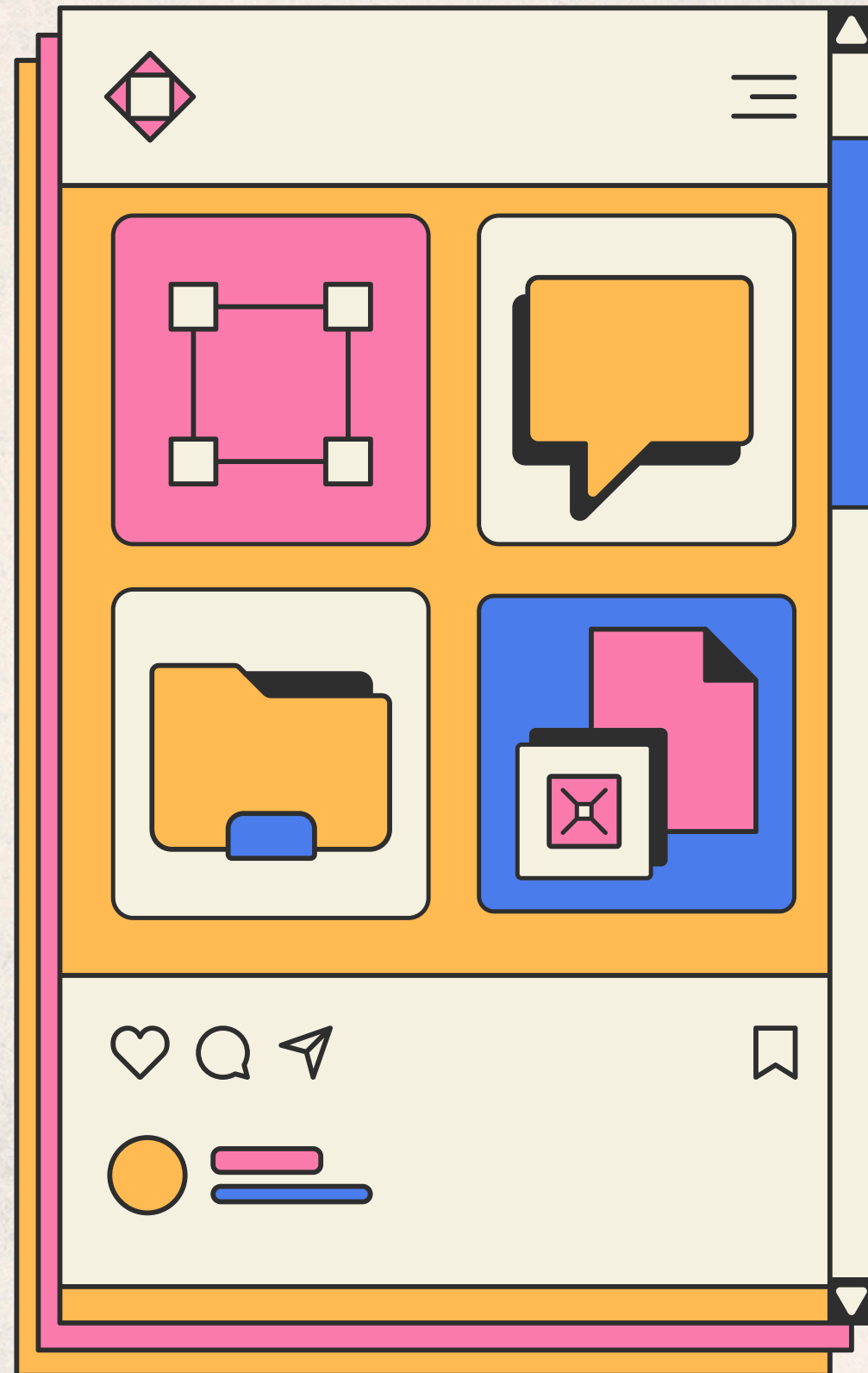
Maitté Delgado

DIFT, Digital Media

Social Media Manager for the Office of Student Involvement





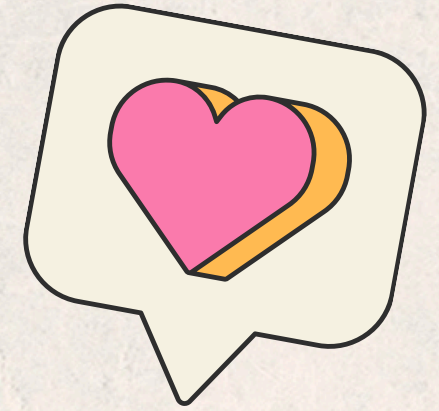


# What we're covering

- Creating and understanding your organization's mission
- Establishing a consistent brand
- Capitalizing on events
- Engagement and collaboration



# Creating and understanding your organization's mission







# Who are we and why does it matter?

- Each of us as individuals have many different identifiers here at Xavier
- What are some identifiers within your organization?\*
- How do you as a group want to be viewed?
- Who is that audience you are trying to reach?\*



What is that role that you play  
on this campus that not only  
makes you necessary for the  
school but for an individual to be  
a part of?\*

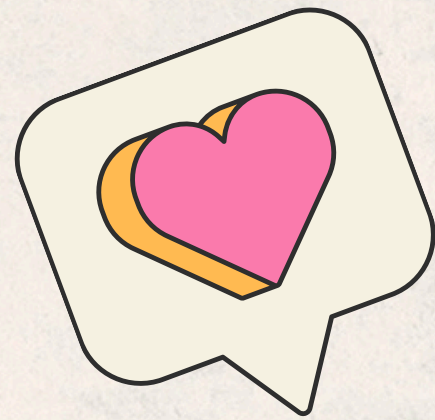
Creating a space for....

Shedding light on...

Uniting people....

Providing opportunities  
to/for....





# Establishing a consistent brand



# Brand Tools\*

## Color

What color schemes do you want to go for?

Logo colors?

Representative of an identity?

Xavier Colors?

Hex Codes?

## Font

What font matches your vibe?

Fun vs profesional?

## Voice

What is the style that the scoial media will carry throughout?

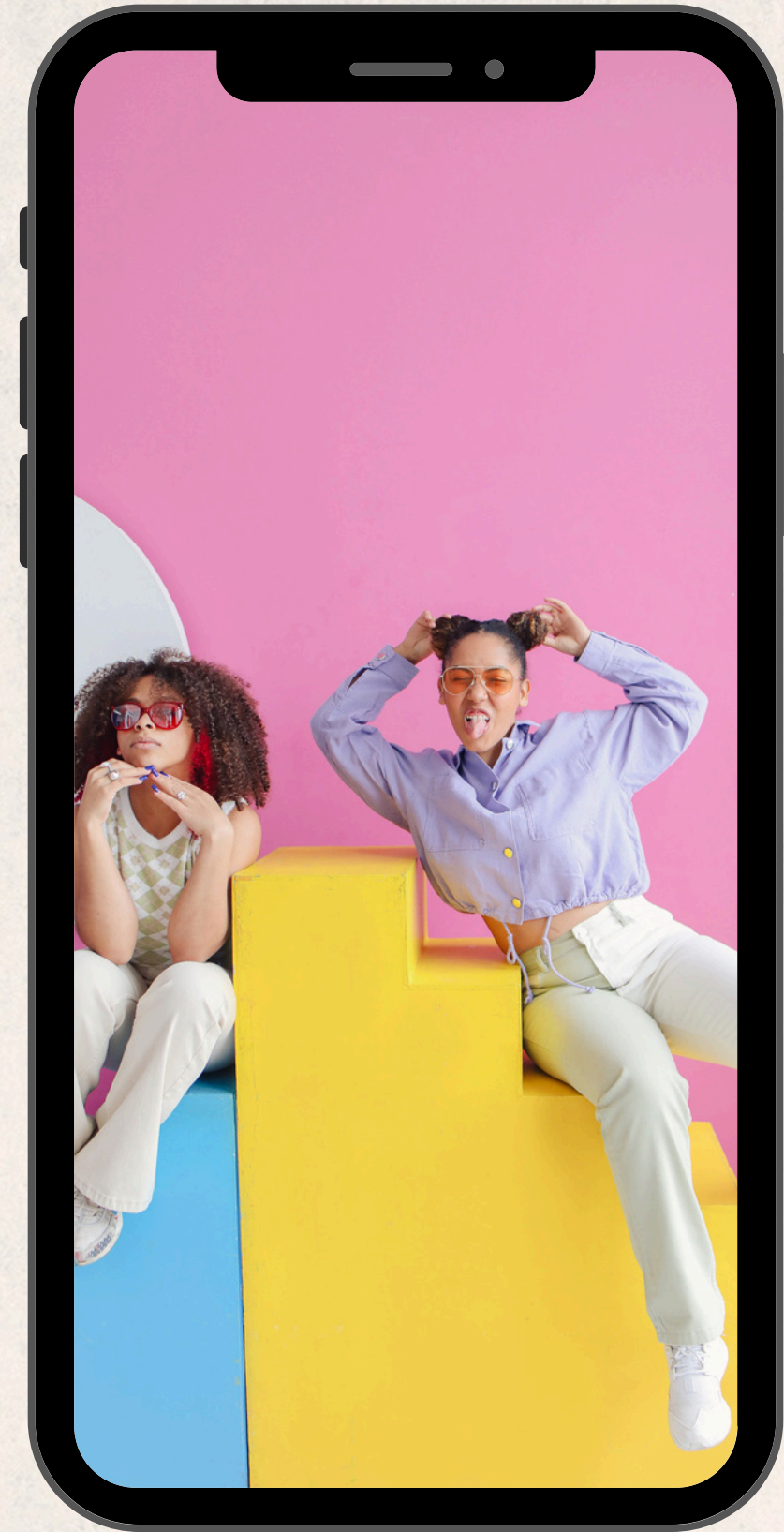
How does your brand sound or speak like?

What can they expect content wise?

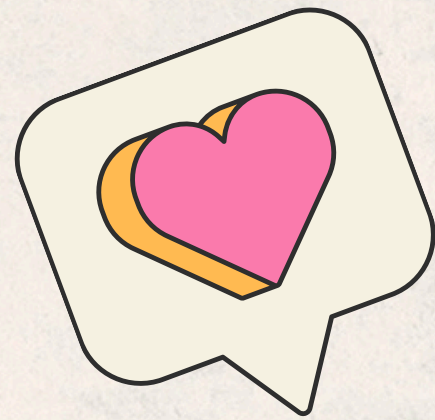
Consistent symbol that is represntative?



Create an  
informational  
video, graphic,  
website, ect,  
on who you are



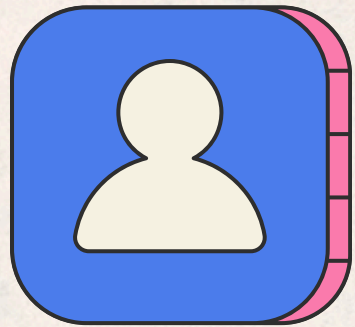




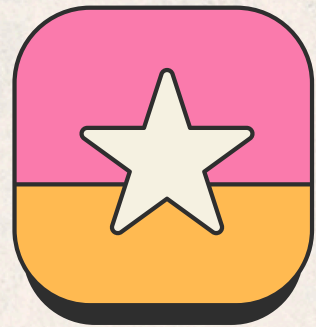
# Capitalizing on events



# Biggest/Most Important



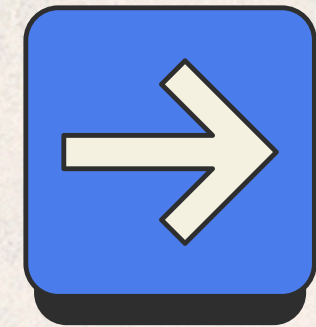
How and when do you want people to start getting excited?\*



What are the most popular events?



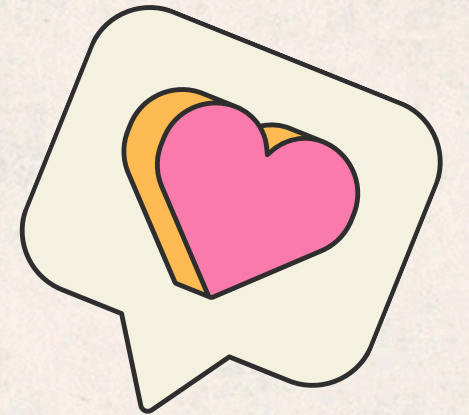
Most engaging?



Content calendars/  
routine...



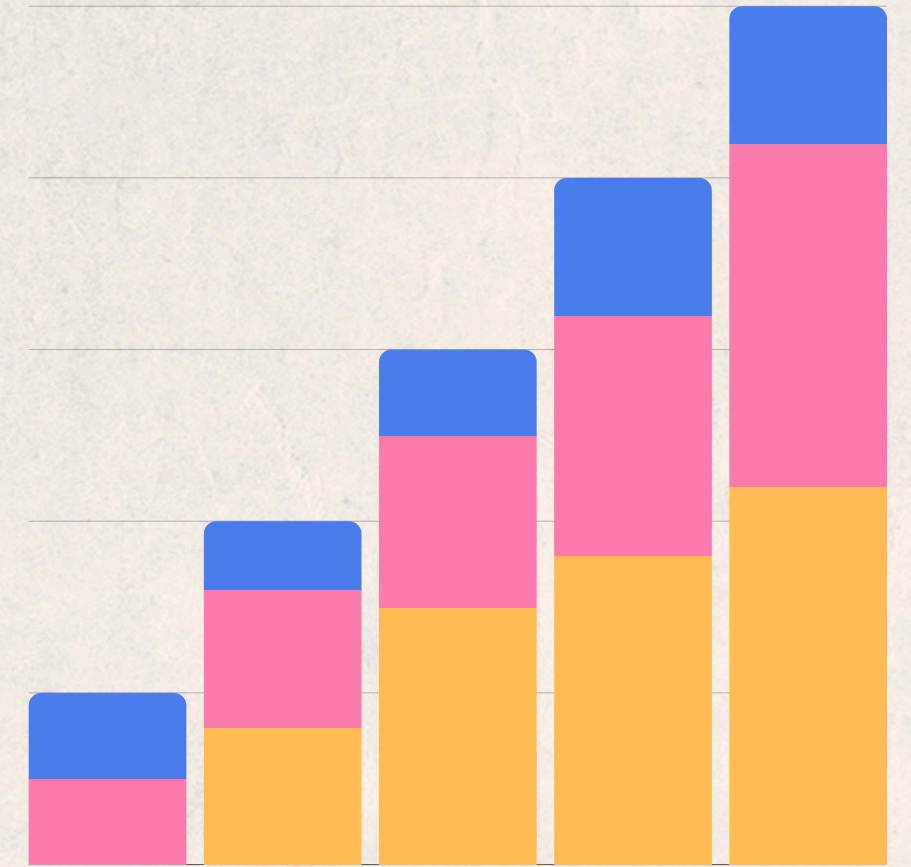
# Engagement and collaboration





# Using tools, staying active, following trends!

- Utilize polls, event
- rsvp, question boxes
- Develop routine posts
- Showcase events using actual photos
  - The graphics are good, photos are better
  - Avoid a feed full of flyers, what will the feed look like --> square post or will be cropped
  - Show don't tell
- Replying to comments
- Hearting reposts, reposting to stories
- Hashtags
- Pinning helpful information
- Current popular sounds, dances, and video formats
- Collaboration requests





# Work Together

Tagging other clubs and organizations

@xuinvolvement

@xucommuterservices

@xavier\_gsc

@xavieruniversity

Repost for repost

Collaborated events \*

Across campus fundraising campaigns





# Follow Us Fridays

- Fridays spotlighting a club or organization on campus
- 
- I will film interviews with a couple of YOU GUYS!
- 
- Professional quality
- 
- Higher Reach
- 
- There will be a form to fill out and sign up
- 
- Try to post yours on a Friday close to your BIG event

