

Social Media Frequently Asked Questions

Q: What is the first step in setting up a social media profile?

A: The first step in setting up a social media profile is determining what goals you are trying to achieve. Ask yourself what messages you are trying to send and to whom.

Q: Why do I need to use social media?

A: Social media platforms are an excellent way to build community, send messages to and engage with your target audience with branded content. Use social media to promote your department events and accolades, engage with students, prospective students and alumni. A polished social media presence also makes for a well-rounded, reputable institution and gives credibility.

Q: What does it take to run a social media account?

A: The resources needed to run a social media account consist of time for planning, posting and monitoring as well as a continuous flow of content. You should set aside 1-2 hours per day to spend on each social platform.

Q: Where can I get content to share on my social media pages?

A: Social media content can be created from your department website, student highlights and event shares. It can be curated from various industry leaders, depending on what department you are in.

Q: Will you run my social media pages for me?

A: ANR Communications & Marketing's social media manager is responsible for the College of Agriculture and Natural Resources pages, the main Michigan State University Extension pages and 4-H. We can have strategic input and help you get up and running!

Q: Can I post the same content on all platforms?

B: Not all content is appropriate for Facebook, Twitter, Instagram and YouTube. In general, keep the best, most polished editorial content for Facebook. Share quick snippets of information and news on Twitter. Fun and engaging photos should be shared on Instagram. Keep long form video to YouTube.

Q: Do I need to have a presence on all social media platforms?

A: It is not necessary to create a social profile on every platform. Assess the target audience you are trying to reach and the type of messages you are trying to send to discover which platform works best to achieve your social media goals.

Q: How do I respond to negativity on social media?

A: It will always depend on context.

If the comment is offensive or rude, you may hide the comment – this leaves the comment visible to the user that wrote it, but invisible to other users.

If the comment is vulgar, remove the comment by deleting it.

If a user is targeting your accounts with negative and vulgar comments repeatedly, consider blocking the user but do this only as a last resort. Most internet users will get discouraged if their comments are ignored and move on.

Q: How will I know if what I'm doing on social media is working?

A: Successful social media posts perform well, meaning they receive a high number of likes, shares and comments.

Analytics are available natively through Facebook, Twitter and Instagram. The social media manager is available to provide training on social media analytics.

Q: Who can I reach out to for social media help?

A: You can email Bretlyn Royce at roycebre@msu.edu with any social media questions you have and for strategic input and help setting up new social profiles.

Q: May I use the social media icon for other marketing materials?

A: No- the social graphic identifiers are only permitted for use on social media. They may not be used for print or other digital marketing materials.