# Social Media

**WSU Social Media Policies & Procedures:** [weber.edu/socialmedia/policies.html](weber.edu/socialmedia/policies.html)

### Weber State University:
[weber.edu/socialmedia](weber.edu/socialmedia)

**WSU Social Media**

- [facebook.com/WeberState](facebook.com/WeberState)
- [twitter.com/WeberStateU](twitter.com/WeberStateU)
- [instagram.com/WeberState](instagram.com/WeberState)
- [youtube.com/user/WeberStateU](youtube.com/user/WeberStateU)
- [linkedin.com/school/weberstate](linkedin.com/school/weberstate)
- [snapchat](snapchat)

**WSU Hash Tags** (will pull to WSU feeds)

- [#WeberState](#WeberState) (for everyone)
- [#LouderAndProuder](#LouderAndProuder) (for bragging points)
- [#WeAreWeber](#WeAreWeber) (tends to be for athletics)
- [#GetIntoWeber](#GetIntoWeber) (for admissions)

### Student Affairs:
[weber.edu/samarketing/social-media.html](weber.edu/samarketing/social-media.html)

**Student Affairs Social Media**

- [facebook.com/WeberStateStudentAffairs](facebook.com/WeberStateStudentAffairs)
- [instagram.com/WeberStateStudentAffairs](instagram.com/WeberStateStudentAffairs)

**Student Affairs Hash Tags**

- [#ConnectWithWeber](#ConnectWithWeber) (for events/services that help students connect to Weber)
- [#StudentsOfWeber](#StudentsOfWeber) (just our Student Affairs series)
- [#WeberStateStudentServices](#WeberStateStudentServices) (you may use this if you like)
- [#WhatUpWeberWeekend](#WhatUpWeberWeekend) (you may use this if you like)
**Have Existing Social Media for Department?**

Complete Social Media Training Word Doc (attached and on SA Marketing website) every year and share with department.

**Want to Add Social Media?**

1. Social media is a ton of work to do it right. Read this first! [weber.edu/socialmedia/getting-started.html](http://weber.edu/socialmedia/getting-started.html)
2. Then go to SA Marketing Website to Request a Social Media Account: [weber.edu/samarketing/social-media.html](http://weber.edu/samarketing/social-media.html)

**Remember (When Creating Accounts):**

- Create accounts with department login (use your department email account)
- Make sure a professional staff member always has access to your FB (add Dani if you need to)
- Facebook and Instagram accounts need to be business accounts
- We recommend that you use your official WSU logo to create your accounts. See guidelines for how to create correct identities [weber.edu/socialmedia/guidelines.html](http://weber.edu/socialmedia/guidelines.html)

**Want to Delete Social Media?**

Please let Dani know before you take it down <daniellemckean@weber.edu> x8036

**Posting Tips**

- Do not post the same exact thing to all accounts
- Create editorial calendar
- Handling Negative Comments: [weber.edu/socialmedia/guidelines.html](http://weber.edu/socialmedia/guidelines.html)

If there are any posts that are threatening, obscene, defamatory, or unprotected speech, please pull Dani in ASAP <daniellemckean@weber.edu> x8036. You may delete those posts but please take a screen shot and properly record what happened.

- Stay on topic with posts related to your department