



Voorhees University Social Media Playbook

I. Overview

This protocol aims to standardize and streamline Voorhees University's social media presence across all digital platforms, with the explicit goal of growing the brand, increasing public exposure, and fostering a vibrant online community. It outlines the approval process, branding guidelines, content creation standards, and platform-specific strategies to ensure consistent, engaging, and impactful brand message. Additionally, it includes considerations for posting frequencies, crisis communication, social media analytics for continuous improvement, and effective revenue generation through strategic content creation and partnerships.

II. Target Audiences:

- Students (current and former)
- Alumni
- Potential recruits
- Sponsors & donors
- Businesses

III. Platforms: Facebook, LinkedIn, Instagram, X(formerly known as Twitter), TikTok, YouTube, University Website

IV. General Strategies

Content Pillars:

- **Academics & Research:** Showcase academic excellence, research initiatives, student achievements, and faculty expertise.

- **Campus Life & Culture:** Highlight vibrant campus life, diverse student activities, community events, and traditions.
- **Athletics & Achievements:** Celebrate athletic successes, student-athletes, and Voorhees spirit.
- **Career & Life Success:** Share alumni stories, career services resources, job opportunities, and student success stories.
- **Impact & Giving:** Emphasize the university's impact on the community, volunteer opportunities, fundraising campaigns, and donor appreciation.

V. Approval Process

- **Content Submission:** All content must be submitted for approval before posting on any of the university's flagship social platforms.
- **Gatekeepers:** Two main gatekeepers will review and approve content to minimize double posting and ensure consistency.
- **Scheduling:** Event scheduling should be done at least two weeks before the event day.
- **Posting Platform:** Use a web-based project management platform (e.g., Trello, Slack, Monday.com, Microsoft Teams) to schedule or post content to prevent oversight.
- **Post Removal:** Occasionally, posts will attract negative or unsatisfactory comments. This is common in social media comment sections, and the University should be prepared to adopt a level of tolerance for negative feedback. Everyone has the right to express their opinion, whether it is constructive or critical. It's impossible to satisfy everyone. Before we unilaterally delete posts, some discussion should take place, as we don't want to develop a pattern of posting and deleting without sufficient reason. Therefore, we should develop a practice or policy for handling this. Once a posting is made, we will only remove it when:
 - It violates legal ordinances/laws, etc.
 - Request or instruction from the President (even then, it should be a very valid reason)
 - Recommendations were made to the social media manager (social media consultant until a social media manager is installed), the VP, and the appropriate Dean.
 - They discussed the severity of the post.

VI. Branding Guidelines

- **Main Platform:** Use Voorhees Graduate Facebook Page as a model for branding. We want to aim for a clean, concise, and attention-grabbing look.
- **Consistency:** Satellite social platforms should carry the same brand message and look and support the university's mission.

VII. Content Creation Standards

A. Images

- **Quality Over Quantity:** Prioritize high-quality, visually appealing images, whether taken by professionals or by faculty, staff, or students, to capture attention and convey professionalism.
- **Image Limit:** Limit photo carousels to a maximum of ten images per event or post to maintain engagement and prevent overwhelming the audience.
- **Credit:** Always credit professional photographers in the caption when using their images, respecting intellectual property and acknowledging their contribution.

B. Videos

- **Quality:** Produce high-quality videos for social platforms and the website.
- **Resolution:** 1920 x 1080 or 3840 x 2160 or 1080 x 1920, 2160 x 3840, or 1080 x 1080, 2160 x 2160
- **Dimensions:** 1x1 (square, 16x9 (horizontal), 9x16 (vertical)
- **Length:**
 - Facebook & LinkedIn: Max 3 minutes
 - YouTube: Max 10 minutes, but can be longer
- **Credit:** Credit the professional videographer in the caption (if hired as freelancer)

C. Graphics: They must meet high-quality standards and be visually engaging, especially as a social media component.

D. Captions

- **Creative & Informative:** Craft captions that grab viewers' attention, provide valuable information, and most importantly, encourage engagement and interaction with your post. The key here is to get viewers to interact with your post.
- **Call to Action (CTA):** Include a clear and concise call to action in your captions to guide audience interaction, such as "Learn More," "Tag a Friend," "Share Your Thoughts," or "Visit Our Website."
- **Hashtag Integration:** Strategically incorporate relevant hashtags to increase discoverability and reach, as outlined in the Hashtag Strategy section.

VIII. Leveraging Short-Form Videos (Shorts & Reels) to Drive Traffic to Longer Content

Short-form video formats like Shorts (YouTube, Instagram) and Reels (Instagram, Facebook) are a powerful tool to grab attention, showcase your brand personality, and ultimately drive viewers to your longer-form content on social media or your website. Here's how to create platform-specific Shorts/Reels that achieve this goal:

A. Content Strategy for Short-Form Videos:

- **Hook viewers in the first few seconds:** Short-form videos need to capture attention immediately. Start with a strong opening that sparks curiosity, humor, or intrigue.

- **Focus on a single concept or question:** Keep your message concise and clear. Don't try to cram too much information into a short video.
- **Highlight benefits, not just features:** Focus on how your longer content can solve viewers' problems, improve their lives, or provide them with valuable information.
- **End with a clear and compelling call to action (CTA):** Tell viewers precisely what you want them to do after watching the short video. This could be visiting your website, subscribing to your YouTube channel, watching a longer video post, or engaging with a specific question.
- **Maintain brand consistency:** Use your university's visual identity, tone of voice, and music style in your Shorts/Reels to create a recognizable and cohesive brand experience.

B. Platform-Specific Strategies:

- **YouTube Shorts and TikTok:**
 - Length: Up to 60 seconds, ideally 12 – 20 secs
 - Content Ideas:
 - Behind-the-scenes glimpses of campus life, research projects, or faculty interviews.
 - Quick tips for study success, time management, or career planning.
 - Teasers for upcoming events, webinars, or lectures.
 - Student testimonials about their experiences at Voorhees University.
 - CTA: Include a link card or end screen directing viewers to the full video on YouTube or your website.
- **Instagram Reels and Facebook Stories:**
 - Length: Up to 90 seconds, ideally one minute
 - Content Ideas:
 - Fun and engaging campus life snippets (e.g., dorm room challenges, student activities, athletic highlights).
 - Creative storytelling showcasing the university's history, traditions, or unique offerings.
 - "Day in the Life" videos of students, faculty, or staff members.
 - Q&A sessions with admissions counselors, professors, or student leaders.
 - CTA: Utilize swipe-up links or story captions to direct viewers to the full article, video, or webpage.

C. Optimizing Short-Form Videos:

- **Captions and Hashtags:** Write engaging captions that spark curiosity and encourage interaction. Use relevant hashtags to increase discoverability.
- **Thumbnails:** Create eye-catching thumbnails for your Shorts/Reels that entice viewers to click.
- **Music and Sound Effects:** Utilize royalty-free music and sound effects to enhance your videos and add personality.
- **Analytics Tracking:** Monitor the performance of your Shorts/Reels using analytics tools to see what resonates with your audience and adapt your strategy accordingly.

By creating compelling short-form videos that pique viewers' interest and provide a clear path to your longer content, Voorhees University can leverage the power of social media to reach a wider audience and showcase the value it offers.

IX. Integrating Live Streaming into Voorhees's Social Media Strategy

1. Purposeful Live Streaming

- **Clear Objectives:** Define specific goals for each live stream, such as promoting university events, increasing student engagement, enhancing recruitment efforts, or providing academic support.
- **Audience Analysis:** Understand the preferences and behaviors of prospective students, current students, alumni, and other stakeholders to tailor livestream content accordingly.
- **Content Relevance:** Ensure the content is valuable and relevant to your audience, including campus tours, virtual open days, academic lectures, Q&A sessions with faculty, and student life showcases.

2. Strategic Timing and Frequency

- **Event-Driven Streaming:** Schedule live streams around significant university events, such as graduation ceremonies, orientation weeks, guest lectures, and sports events.
- **Regular Programming:** Establish a regular schedule for live streams to create a routine for your audience, such as weekly academic help sessions or monthly alumni talks.
- **Analytics-Driven Decisions:** Use social media analytics to identify the best times to go live for maximum engagement, considering time zones and academic schedules.

3. Revenue Generation through Live Streaming

- **Monetization Features:** Explore platform-specific monetization features like YouTube Super Chat and Facebook Stars for donation-based contributions.

- **Sponsorship and Advertising:** Partner with local businesses or university-related organizations for sponsored live streams or include promotional segments.
- **Fundraising Campaigns:** Use live streams to promote fundraising efforts, such as alumni donation drives or special causes related to the university.
- **Exclusive Content Access:** Offer exclusive live stream content through pay-per-view models for special events or guest lectures.

4. Enhanced Production Quality

- **Graphics Package:** Develop a professional graphics package, including intro/outro animations, lower thirds, overlays, and transitions to enhance the visual appeal of your live streams.
- **High-Quality Equipment:** Invest in quality cameras, microphones, lighting, and streaming software to ensure high production standards.
- **Professional Setup:** Utilize dedicated studio spaces or well-designed sets or spaces within the university to maintain a professional appearance that reflects the university's branding.

5. Engaging Content Creation

- **Pre-Recorded Segments:** Create pre-recorded content to play during live streams, such as student testimonials, faculty interviews, campus tours, and research highlights.
- **Interactive Elements:** Incorporate interactive elements like live polls, Q&A sessions, chat interactions, and user-submitted questions to engage viewers in real-time, fostering a sense of community and direct connection.
- **Guest Appearances:** Invite industry experts, prominent alumni, current students, and faculty members to participate in live streams, providing diverse perspectives and authoritative insights.

6. Promotion and Cross-Platform Integration

- **Pre-Stream Promotion:** Promote live streams across all university social media channels in advance using countdowns, teasers, and reminder posts to build anticipation.
- **Multi-Platform Streaming:** Use tools like Riverside, StreamYard or Restream to broadcast live streams simultaneously on multiple platforms (e.g., Facebook, YouTube, Instagram) to maximize reach and audience engagement.
- **Post-Stream Content:** Repurpose live stream content into shorter, engaging clips, highlights, or evergreen blog posts to maximize reach and engagement, ensuring it can be accessed and shared by those who missed the live event.

7. Post-Event Analysis and Optimization

- **Performance Metrics:** Analyze key performance indicators such as viewer count, engagement rate, average watch time, and conversion rate to measure the success of live streams.

- **Feedback Collection:** Collect feedback from viewers through surveys or direct comments to understand what worked well and areas for improvement.
- **Continuous Improvement:** Use insights from analytics and feedback to refine and optimize the live streaming strategy continuously, ensuring ongoing relevance and effectiveness.

By integrating these elements into the university's social media strategy, live streaming can become a powerful tool for engagement, communication, and revenue generation, enhancing the university's presence and impact across its community and beyond.

X. Integrating WVCD into the VU Social Media Strategy

1. Purposeful Live Streaming for Radio and Podcasts

- **Clear Objectives:** Define specific goals for live streaming radio shows and podcasts, such as increasing listenership, engaging with the student community, promoting university events, and showcasing student talent.
- **Audience Analysis:** Understand the preferences and behaviors of your listeners, including students, faculty, alumni, and local community members, to tailor your content accordingly.
- **Content Relevance:** Ensure that radio show and podcast content is valuable and relevant to your audience, including music shows, talk shows, interviews with faculty and students, event coverage, educational segments, and special interest topics.

2. Strategic Timing and Frequency

- **Event-Driven Streaming:** Schedule live streams around significant university events, such as sports games, cultural festivals, guest lectures, and graduation ceremonies.
- **Regular Programming:** Establish a regular schedule for radio shows and podcasts to build anticipation and routine engagement, such as weekly music countdowns, daily news updates, and monthly special broadcasts.
- **Analytics-Driven Decisions:** Use insights from social media and radio/podcast analytics to determine the best times to go live, considering academic schedules and peak listening times.

3. Revenue Generation through Radio and Podcast Streaming

- **Monetization Features:** Utilize platform-specific monetization features like YouTube Super Chat and Facebook Stars for listener donations during live broadcasts.
- **Sponsorship and Advertising:** Partner with local businesses and university-related organizations for sponsored segments or advertising slots during radio shows and podcasts.

- **Fundraising Campaigns:** Use live streams to promote university fundraising efforts, such as donation drives, scholarship funds, and special projects.
- **Exclusive Content Access:** Offer exclusive content through pay-per-view models for special events, concerts, or interviews with high-profile guests.

4. Enhanced Production Quality

- **Graphics Package:** Develop a professional graphics package for visual components of radio and podcast live streams, including intro/outro animations, lower thirds, overlays, and transitions.
- **High-Quality Equipment:** Invest in quality microphones, audio interfaces, mixing consoles, and streaming software to ensure high production standards for radio and podcast broadcasts.
- **Professional Setup:** Utilize dedicated studio spaces within the university radio station and podcast recording areas, ensuring a professional and engaging broadcast environment.

5. Engaging Content Creation

- **Pre-Recorded Segments:** Create pre-recorded content to play during radio shows and podcasts, such as student interviews, faculty discussions, campus news updates, and music performances.
- **Interactive Elements:** Incorporate interactive elements like live call-ins, social media shout-outs, listener polls, and Q&A sessions to engage your audience in real-time.
- **Guest Appearances:** Invite industry experts, prominent alumni, local artists, and current students to participate in radio shows and podcasts, providing diverse and authoritative perspectives.

6. Promotion and Cross-Platform Integration

- **Pre-Stream Promotion:** Promote radio and podcast live streams across all university social media channels in advance, using countdowns, teasers, and reminder posts to build anticipation.
- **Multi-Platform Streaming:** Use tools like StreamYard or Restream to broadcast radio shows and podcasts simultaneously on multiple platforms (e.g., Facebook, YouTube, Instagram, Twitter) to reach a wider and more diverse audience.
- **Post-Stream Content:** Repurpose radio and podcast content into shorter clips, highlights, or standalone podcast episodes to maximize reach and engagement, ensuring it can be accessed by those who missed the live broadcast.

7. Post-Event Analysis and Optimization

- **Performance Metrics:** Analyze key performance indicators such as listener count, engagement rate, average listening time, and conversion rate to gauge the success of radio and podcast live streams.
- **Feedback Collection:** Gather feedback from listeners through surveys, social media comments, and direct messages to understand what worked well and what could be improved.
- **Continuous Improvement:** Use insights from analytics and feedback to refine and optimize the radio and podcast streaming strategy continuously, ensuring ongoing relevance and effectiveness.

By integrating these elements into Voorhees University's social media strategy, the university radio station and podcasts can leverage live streaming as powerful tools for engagement, communication, and revenue generation, enhancing the university's presence and impact across its community and beyond.

XI. Artificial Intelligence (AI) for Content Creation

The use of Artificial Intelligence (AI) is welcomed as a supporting mechanism for Voorhees University's overall social media strategy, but it is not intended to be the sole workhorse. Responsible and ethical AI integration is paramount to ensure authenticity and maintain the university's voice.

A. Responsible AI Integration

- **Supporting Mechanism:** AI tools should be used to assist and enhance content creation, not to fully automate it. This includes AI for:
 - **AI Voice-overs:** For narration in videos or supplementary audio.
 - **AI-Generated Images:** For visual assets where original photography isn't feasible or for stylistic elements.
 - **AI-Generated Captions:** As a starting point or for generating variations, which will then be refined by a human.
 - **AI-Generated Video:** For initial drafts, animations, or specific visual effects.
- **Human Oversight and Refinement:** All AI-generated content must undergo thorough human review and editing to ensure accuracy, brand alignment, tone, and cultural sensitivity.
- **Authenticity and Transparency:** While not always explicitly stated to the audience, the university should strive to maintain an authentic voice. Avoid using AI in a way that misrepresents information or creates misleading content.
- **Bias Mitigation:** Be aware of potential biases in AI algorithms and data. Review AI-generated content critically to ensure it aligns with Voorhees University's values of diversity, equity, and inclusion.
- **Training and Development:** Social media managers should receive training on how to effectively and responsibly use AI tools, understanding their capabilities and limitations.

B. Guidelines for AI-Assisted Content

- **AI Voice-overs:** Use for informational segments, interviews where original audio quality is a concern, or to add a professional voice to explainer videos. Ensure the AI voice is clear, natural-sounding, and consistently branded.
- **AI-Generated Images:** Utilize for abstract concepts, background visuals, or to generate diverse representations where stock photos may fall short. Always ensure images align with brand guidelines and accurately reflect the university's message. If you are unsure, please reach out to the Office of Communications. **Prioritize quality images**, whether taken by professionals or by faculty, staff, or students.
- **AI-Generated Captions:** Employ AI to brainstorm caption ideas, optimize keywords, or suggest alternative phrasing. The final caption must be reviewed and edited by a human to ensure it is creative, informative, and encourages engagement.
- **AI-Generated Video:** Use for quick animations, data visualizations, or to supplement live-action footage. Ensure the video quality is high, and the content is relevant and engaging.

XII. Posting Frequencies

The Social Media Manager will be responsible for posting and scheduling posts. *
These frequencies can be modified *

LinkedIn

- Frequency: 3-5 times per week
- Monday: Job postings or academic achievements
- Wednesday: Industry news or thought leadership articles
- Friday: Alumni spotlights or success stories

University Website

- Frequency: As needed for official announcements and updates
- Event Announcements: At least three weeks before the event
- General Updates: Weekly

Facebook

- Frequency: 3-4 times per week
- Monday: News updates or community engagement posts
- Wednesday: Event reminders or student achievements
- Friday: Weekend event highlights or upcoming events

Instagram

- Frequency: Daily
- Weekdays: Campus life, student highlights, and behind-the-scenes
- Weekends: Alumni features, campus events, or challenges

YouTube

- Frequency: 1-2 times per week
- Tuesdays: Educational content or interviews
- Thursdays: Event recordings or campus tours

TikTok

- Frequency: 3-5 times per week
- Daily: Quick updates, challenges, or campus tours

Twitter

- Frequency: Daily
- Daily: News updates, quick announcements, or engagement with followers

The current posting frequencies are generally aligned with common social media strategies. However, to truly "win with more engagement, interactions, and community growth," the Social Media Manager should:

- **Prioritize Quality and Relevance:** Regardless of frequency, every post should be high-quality, relevant to the target audience, and aligned with VU's brand.
- **Leverage Analytics:** Continuously use the analytics tools (Google Analytics, Facebook Insights, Instagram Insights, Twitter Analytics, YouTube Analytics, TikTok Analytics, etc.) to understand precisely what content resonates, what days/times perform best, and how different frequencies impact engagement for Voorhees University's specific audience. This data is the most reliable guide for optimization.
- **Experiment and Adapt:** Social Media is dynamic. Be willing to experiment with slightly higher or lower frequencies on certain platforms and observe the impact on engagement metrics.
- **Content Variety:** As the playbook mentions, a mix of content types (images, videos, carousels, short-form, long-form) is essential for keeping the audience engaged and maximizing reach across different algorithm preferences.

XIII. Social Media Analytics

A. Importance of Analytics

- **Audience Understanding:** Analytics provide insights into who your audience is, what they like, and how they engage with your content.
- **Content Optimization:** By analyzing which content performs best, you can refine your content strategy to create more engaging and relevant content.
- **ROI Measurement:** Analytics help track the return on investment (ROI) of your social media efforts, allowing you to justify budget allocations and demonstrate the value of social media marketing to stakeholders.

B. Tools for Tracking Audience Engagement

- **Google Analytics:** Offers detailed website traffic and user behavior insights.
- **Facebook Insights:** Provides data on page likes, reach, engagement, and more for Facebook pages.
- **Instagram Insights:** Offers analytics on account activity, content performance, and audience demographics for Instagram profiles.
- **Twitter Analytics:** Provides data on tweet performance, audience demographics, and engagement metrics.
- **YouTube Analytics:** Offers insights into video performance, audience demographics, and viewer behavior on YouTube channels.
- **TikTok Analytics:** Provides data on video views, follower growth, and engagement for TikTok accounts.

By implementing these analytics tools and regularly reviewing the data, Voorhees University can make informed decisions to optimize its social media strategies, enhance audience engagement, and achieve its marketing objectives.

XIV. Marketing and Social Collaboration

1. Strategic Planning and Alignment

- **Unified Goals:** Both departments should align on common goals such as increasing brand awareness, engaging with sponsors, donors, and raising funds.
- **Integrated Campaigns:** Develop integrated marketing campaigns where social media plays a crucial role in amplifying messages.
- **Calendar Synchronization:** Maintain a shared content calendar to ensure that marketing campaigns and social media posts are synchronized.

2. Content Development and Distribution

- **Collaborative Content Creation:** Collaborate to create high-quality content, including videos, graphics, articles, and posts, that align with the university's marketing goals.
- **Content Approval Process:** Establish a streamlined content approval process to ensure all posts are on-brand and align with marketing objectives.
- **Platform-Specific Content:** Tailor content for specific social media platforms based on the marketing department's insights into target audience behavior.

3. Brand Consistency and Messaging

- **Brand Guidelines:** Ensure both departments adhere to the university's brand guidelines to maintain consistency in tone, style, and messaging.
- **Cross-Department Training:** Conduct regular training sessions to update both teams on the latest social media trends, tools, and marketing strategies.

4. Campaign Execution and Management

- **Collaborative Campaigns:** Execute joint campaigns where the marketing department provides the overarching strategy and the social media department handles the day-to-day management and posting.
- **Real-Time Coordination:** Use collaborative tools (like Slack, Trello, or Asana) for real-time coordination, especially during live events or fundraising drives.

5. Analytics and Reporting

- **Shared Analytics:** Both departments should have access to social media analytics to track campaign performance, engagement metrics, and audience insights.
- **Regular Reporting:** Establish a regular reporting schedule (weekly, bi-weekly, monthly) where both teams review performance data and discuss insights.
- **Data-Driven Decisions:** Use the collected data to make informed decisions about future campaigns, optimizing strategies based on what works best.

6. Engagement and Community Building

- **Community Engagement:** Work together to engage with the university community, respond to comments, and foster a sense of belonging among students, alumni, and supporters.
- **User-Generated Content:** Encourage and curate user-generated content to increase engagement and showcase authentic experiences from the university community.

7. Fundraising and Donor Engagement

- **Fundraising Campaigns:** Plan and execute social media-driven fundraising campaigns, with the marketing department providing strategic direction and the social media department managing execution and engagement.
- **Donor Spotlights:** Highlight donors and their contributions on social media, coordinated by the marketing department's donor relations strategy.

8. Crisis Management and Communication

- **Crisis Communication Plan:** Develop a joint crisis communication plan to address potential issues promptly and effectively on social media.
- **Consistent Messaging:** Ensure that all crisis-related communication is consistent across all channels and aligned with the university's overall messaging strategy.

9. Innovation and Trend Monitoring

- **Trend Monitoring:** Stay updated on the latest social media trends, tools, and technologies. The social media department can provide insights into emerging platforms and tactics.
- **Innovative Strategies:** Collaborate on innovative marketing strategies that leverage new social media features and trends to enhance engagement and reach.

By fostering close collaboration and clear communication, the marketing and social media departments can effectively work together to achieve Voorhees University's objectives, ensuring that all social media activities are strategically aligned with the broader marketing goals.

XV. Revenue Generation & Monetization

A. Content Creation as a Revenue Stream

The university can explore content creation strategies that attract sponsors and generate revenue through social and digital platforms. Here are some ideas:

- **Partner with Local Businesses:** Develop content series sponsored by local businesses relevant to students (e.g., "Best Coffee Shops Near Campus" sponsored by a local coffee shop). Businesses pay for product placement and brand mentions.
- **Student Spotlight Series:** Feature student achievements, talents, or businesses sponsored by student-focused companies. This showcases student success while offering sponsors exposure to a relevant audience.
- **Career and Internship Content:** Partner with companies to create content promoting internships or career opportunities. This benefits students while providing brand awareness for the sponsoring companies.
- **Educational Video Content:** Consider creating premium educational video content (e.g., online courses, workshops) accessible through subscriptions or pay-per-view models. This leverages faculty expertise and attracts lifelong learners while generating revenue.
- **Social Media Advertising:** Use platform advertising options to promote university programs, events, or sponsored content. This allows for targeted advertising campaigns that reach specific demographics.

B. Monetization Strategies:

- Implement platform-specific ad formats (e.g., sponsored posts on Facebook, Instagram stories) to generate revenue from relevant advertising.
- Utilize affiliate marketing partnerships where the university earns a commission by promoting partner products or services through social media content.

XVI. Website Management Protocol

A. Maintaining an Active and Up-to-Date Website

- **Regular Content Updates:** Fresh and informative content is crucial for attracting visitors and keeping them engaged. Update website content regularly with news, events, student stories, faculty achievements, and other relevant information.
- **Clear Navigation:** Ensure a user-friendly and intuitive website structure. Users should be able to easily find the information they need through clear menus, search functionality, and well-organized content.
- **Mobile-Responsiveness:** In today's mobile-first world, guarantee your website is optimized for all devices. Users should have a seamless experience regardless of whether they are accessing the site on a desktop computer, tablet, or smartphone.
- **Search Engine Optimization (SEO):** Implement SEO best practices to improve website ranking in search engine results. This will make it easier for potential students and others to find Voorhees University online.
- **Engaging Visuals:** Use high-quality images and videos that showcase the beauty of the campus, student life, and academic programs.
- **Accessibility:** Ensure the website is accessible to users with disabilities by adhering to WCAG (Web Content Accessibility Guidelines) standards.

B. Website as a Revenue Stream

- **Targeted Advertising:** Consider implementing targeted advertising through platforms like Google AdSense to display relevant ads to website visitors.
- **Premium Content:** Explore offering exclusive, premium content (e.g., virtual tours, online courses) accessible through subscriptions or pay-per-view models.

XVII. Video Content Strategy

- **Brand Storytelling:** Develop high-quality videos that tell the story of Voorhees University. Highlight the university's mission, values, and unique offerings.
- **Department-Specific Videos:** Create targeted videos for different university branches. Consider videos for:
 - Admissions and Recruitment: Campus tours, student testimonials, faculty introductions, program overviews.
 - Athletic Department: Game highlights, athlete profiles, team introductions, behind-the-scenes training footage.
 - Student Life: Dorm life experiences, club activities, student events, cultural celebrations, volunteer opportunities.
- **Video Optimization:** Optimize videos for search engines by including relevant titles, descriptions, and tags.
- **Distribution Channels:** Promote videos across social media platforms, the university website, and YouTube channel.

XVIII. Hashtag Strategy

Hashtags are a powerful tool for increasing discoverability and sparking conversation on social media. Here's a protocol for using hashtags effectively:

A. University-Specific Hashtags:

- Create a set of official university hashtags that represent Voorhees University's brand identity and core values. Examples:
 - #VoorheesUniversity
 - #VoorheesStrong (university solidarity)
 - #VoorheesLife (student and faculty)
 - #VUInnovates (if innovation is a core value)
 - #VUProud (for alumni pride)
 - #theWrightway (paying homage to EEW while being present and future-focused)
 - #thenextlevelofexcellence (embodies the university's mission)
- Encourage students, faculty, staff, and alumni to use these official hashtags in their social media posts related to the university.
- Monitor the performance of your university hashtags and adjust them as needed.

B. Trending Hashtags:

- Utilize trending hashtags relevant to your target audience and content to increase post visibility. Tools like Twitter Trends and TrendHERO can help identify trending hashtags.
- Don't overuse trending hashtags, especially those unrelated to your content, as it can appear inauthentic.
- Leverage trending hashtags strategically to participate in trending conversations and connect with a wider audience. For example, if #NationalVolunteerDay is trending, you could share a post about student volunteer opportunities using the hashtag.

C. Hashtag Research and Tracking:

- **Research Hashtags:** Conduct thorough research for hashtags related to your specific content pillars (Academics & Research, Campus Life & Culture, etc.) to identify relevant and high-performing tags. Tools like Brand24 or Hashtagify.me can aid in this process.
- **Track Performance:** Regularly track the performance of your hashtags using social media analytics tools to gain insights into which ones generate the most engagement, reach, and overall impact.

- **Experiment and Optimize:** Continuously experiment with different hashtag combinations and strategies to find what works best for your audience and content, allowing for ongoing optimization and improved results.

D. Conclusion (Hashtag Strategy)

By following these guidelines and adapting them to your unique social media strategy, Voorhees University can leverage hashtags to:

- Increase brand awareness and discoverability.
- Spark conversations and connect with a wider audience.
- Participate in trending topics and build community engagement.
- Encourage user-generated content (UGC) by promoting the use of university hashtags.

XIX. Crisis Communication Procedures

- **Identification:** Monitor social media platforms and online forums to identify any negative or controversial discussions related to the university.
- **Assessment:** Quickly assess the severity and scope of the situation to determine the appropriate response.
- **Internal Communication:** Notify the designated crisis communication team and key stakeholders within the university.
- **Unified Response:**
 - Designate a spokesperson to handle media inquiries.
 - Craft a unified and controlled response that acknowledges the issue, provides accurate information, and outlines steps being taken to address the situation.
- **Public Communication:**
 - Post the official response on all relevant social media platforms and the university website.
 - Monitor and respond to comments and inquiries promptly and professionally.
- **Post-Crisis Review:**
 - Conduct a post-crisis review to evaluate the response's effectiveness and identify improvement areas.

XX. Appropriate Use of Voorhees University Social Media Platforms

Voorhees University's social media platforms are powerful tools intended solely for the advancement of the university's mission and strategic goals. They are not to be used for personal gain or benefit by any individual.

- **Sole Purpose:** All content and activity on Voorhees University's social media platforms must be dedicated exclusively to:

- **Brand Awareness:** Promoting the university's identity, values, and reputation.
- **Recruitment:** Attracting prospective students, faculty, and staff.
- **Revenue Generation:** Supporting fundraising efforts, partnerships, and other approved monetization strategies.
- **Broad Audience Strategy:** Recognizing that Voorhees University's social platforms serve a very broad audience, including current and former students, alumni, potential recruits, sponsors, donors, and businesses, content must be strategic and inclusive.
- **No Personal Use:** University social media accounts, including any associated with departments, clubs, or official university entities, are strictly prohibited from being used for personal opinions, commercial endorsements unrelated to university-approved partnerships, or any activities that could be perceived as personal gain.
- **Professional Conduct:** All interactions and content shared on university platforms must maintain a professional and respectful tone, reflecting positively on Voorhees University.
- **Compliance with Guidelines:** All users contributing to university social media must adhere to the approval process, branding guidelines, and content creation standards outlined in this playbook.
- **The office of communications maintains the right to takedown any VU Social Media platform if guidelines aren't followed and are not in line with VU's social media strategies**

XXI. Conclusion

Remember:

- Content should remain informative and engaging, prioritizing the user experience while incorporating sponsored elements seamlessly.
- Transparency is key. Clearly disclose sponsored content and partnerships to maintain audience trust.
- Voorhees University's social media platforms and website must convey a clear and accurate message as the primary touchpoints for potential sponsors, donors, job seekers, parents, and students.

By adhering to this protocol and leveraging revenue-generating opportunities, we aim to elevate our brand, engage our audience, and foster a strong online and offline community.
