**College of Fine Arts Social Media Plan**

This document serves as a strategy document for the social media activities of the

College of Fine Arts and the units within the college. The objective of this is to continue to strengthen the arts at TCU and align social media activity to the goals of

TCU and the College of Fine Arts.

OVERALL GOALS

**TCU Goal: Strengthen TCU’s academic reputation**

* **College of Fine Arts Goal:** Position College of Fine Arts as a leader in arts and design education and performance, known for quality and excellence
* **College of Fine Arts Goal:** Position College of Fine Arts faculty as leaders in their respective fields

**TCU Goal: Develop deeper internal understanding of TCU’s strategic direction and brand**

* **College of Fine Arts Goal:** Develop deeper understanding of why art matters; the social relevancy of the arts; and arts transforming lives as integral part of a liberal arts education

**TCU Goal: Increase the University’s visibility with key student segments**

* **College of Fine Arts Goal:** Support recruiting efforts to attract the best and the brightest as well as diverse students

**TCU Goal: Raise TCU’s visibility to be comparable with that of other national universities**

* **College of Fine Arts Goal:** Elevate the distinctive educational experiences at TCU and in North Texas
* **College of Fine Arts Goal:** Stimulate favorable critical reception of performances, scholarship and focus of creative activity
* **College of Fine Arts Goal:** Build robust audience profile comparable with that of other national university fine arts programs

The social media goal is to promote the goals of the College of Fine Arts and TCU through social channels. Social media content should align with the goals of the college.

DEFINING SOCIAL MEDIA

In its most general terms, social media is any online communication tool which creates an online community that shares information and content. For the College of Fine Arts, we will be using Facebook, Twitter, Instagram, YouTube and Flickr. To learn more about guidelines for these sites, you can visit: <http://www.mkc.tcu.edu/socialmedia/social-networking-sites.asp>

SOCIAL MEDIA ADMINISTRATORS

To ensure the goals of the College of Fine Arts are supported by social media and vice versa, the following individuals are social media administrators for the College of Fine Arts. These individuals post content to the social channels for their units and should abide by the Social Media Guidelines of TCU <http://www.mkc.tcu.edu/socialmedia/>.

Some guidelines include:

* You should post to Facebook at least once a week, and try to tweet from Twitter at least twice a week. Please use content that meets Marketing and Communication Goals
* Monitor sites on a consistent basis so comments are addressed.
* Copyrights:
  + Don’t post copyrighted sheet music, song lyrics or images on TCU’s official media pages.
    - Students performing material is acceptable.
  + Don’t embed copyrighted music or video content on a page – linking to the copyright holder’s site is appropriate but does not grant permission or a license to use the content in other ways.
  + More copyright information is available on <http://www.mkc.tcu.edu/socialmedia/legal-implications.asp> and <http://www.copyright.gov/>

CURRENT SOCIAL SITES

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Social Media Site Administrator | Unit | Facebook | Twitter | Instagram | YouTube | Followers |
| M&C Coordinator | College of Fine Arts | X | X | X |  | NA |
| Adam Fung | Frog Painters |  |  | X |  | 224 |
| Amanda Allison | Art Education | X |  | X |  | FB: 540  IG: 139 |
| Brian West | Percussion | X |  |  |  | 1321 |
| Deborah Freed | Dance | X |  |  |  | 1723 |
| Heather Test | Horn Studio | X |  |  |  | 607 |
| Jose Pablo Quesada | Piano Texas | X | X |  |  | FB: 1274  Twitter: 282 |
| Kristen Queen | School of Music | X |  |  |  | 1814 |
| Lori Diel | Art History | X |  |  |  | 114 |
| Matt Garrett | Band | X | X |  |  | FB: 1962  Twitter: 1505 |
| Nick Bontrager | Studio Art |  |  | X |  | 439 |
| Paul Cortese | Summer Music Institute | X |  |  |  | 195 |
| Sara-Jayne Parsons | The Art Galleries at TCU | X | X | X |  | FB: 1744  Twitter: 146  IG: 434 |
| Shauna Thompson | Flute Studio | X |  |  |  | 243 |
| T.J. Walsh | Trinity Shakespeare Festival | X | X |  | X | FB: 1263  Twitter: 199 |
| Courtney Hendrix | IDFM | X |  |  |  | 174 |
| Janace Bubonia | IDFM | X |  | X |  | 174 |
| Alyssa Stewart | IDFM | X | (LinkedIn) |  |  | 174 |
| Yvonne Cao | Graphic Design | X | X | X | Vimeo | FB: 539  Twitter: 6  IG: 208 |
| Lindsay Cowdin/Sue Anne Cameron | Theatre | X | X |  | (Flickr) | FB: 608  Twitter: 136 |
| Angela Turner Wilson | Festival of American Song | X |  |  |  | 140 |
| Christopher Aspaas | Choir | X |  |  |  | 196 |

Intended Audiences:

The intended audiences for these pages, include:

* TCU Students
* TCU Faculty and Staff
* Prospective Students
* Alumni
* Arts Community
* Parents of current and prospective students
* Event/Festival participants

Some pages rely more heavily on some audiences more than others, but in the College of Fine Arts, this is the summary of audiences.

SOCIAL MEDIA PROCESS

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| --- | --- | --- |
| MONTHLY | WEEKLY | DAILY |
| Administrator will evaluate previous posts for effectiveness using measurement tools listed below in “Next Steps.” Use this information to craft future posts. | Post content from the content calendar. | Monitor comments and responses on your social page.  Use the Moderating Comments and Examples of Social Media Interactions in TCU’s Social Media Guidelines as your guide.  M&C Coordinator is also available as resource for questions. |
| Use template provided (Appendix C) to create content calendar with one post a week. | If on Twitter, follow a new page OR retweet or favorite relevant news. We don’t want to just push content. Social media is a place to engage. |  |
| Assign each post a College of Fine Arts Goal. | If you have something you want featured on the College of Fine Arts social profiles, please fill out the College of Fine Arts Social Media Submission Form in Appendix A. M&C Coordinator will let you know when/if your post will be on the College’s page. |  |

NEXT STEPS:

* Continue to post on your designated social channels with information that could be helpful to your audiences and aligns to the goals of the college. However, if you can’t commit to posting at least once a week on Facebook or twice a week on Twitter, we should re-evaluate your social media use and possibly consider a tool that is more strategic. The M&C Coordinator can help you evaluate this.
* If you would like for the College of Fine Arts social accounts to share a post from your page or create a post about your unit, event, student recognition, etc., please fill out the form located in Appendix A.
* If you would like to start a social account, please see Appendix B.
* Measure your posts for effectiveness monthly.
  + Tools used for measurement:
    - Facebook Insights
      * Metrics: # of new followers, engagement rate of posts, link clicks (if applicable)
    - Twitter Analytics
      * Metrics: # of new followers, top performing tweets (based on likes and retweets), link clicks through bitly reporting (if applicable)
    - Instagram
      * Metrics: # of new followers, top performing posts (based on likes and comments)

Appendix A

**College of Fine Arts Social Media Submission**

Contact Name:

Unit Name:

Today’s Date:

Date for Posting:

\*Note: This can be to share a post from your page or to post new content.

The College of Fine Arts wants to highlight our talented Horned Frog family, the work they do and the difference they make on our campus and in our community. Thank you in advance for sharing your news. Please give me at least one week of notice before date posted. Upon completion of this form, please email it to [finearts@tcu.edu](mailto:finearts@tcu.edu). You will be contacted directly with any questions/other needs.

**What goal does this content support? (Check all that apply)**

\_\_\_\_Position College of Fine Arts as leader in arts and design education and performance, known for excellence

\_\_\_\_Position College of Fine Arts faculty as leaders in their respective fields

\_\_\_\_Develop deeper understanding of why art matters; the social relevancy of the arts; and arts transforming lives as integral part of a liberal arts education

\_\_\_\_Support recruiting efforts to attract the best and the brightest as well as diverse students

\_\_\_\_Elevate the distinctive educational experiences at TCU and in the DFW metroplex

\_\_\_\_Stimulate favorable critical reception of performance, scholarship and creative activity

\_\_\_\_Build robust audience profile comparable with that of other national universities

**What is the post about?**

*(Who, what, where and why? How is this important to the college?)*

**Are there additional aspects to this post (video, photo, links, etc.)? (Please check one)**

\_\_\_\_Photos

\_\_\_\_Video

\_\_\_\_Links

\_\_\_\_Before submitting any information or materials, you must check this line to confirm you have permission to share the information and/or photographs you are submitting. By checking this line, you confirm any recognizable individuals in your photograph(s) have given permission to be depicted publicly in relationship to TCU, and that TCU has the right to share the image/video on social media. TCU students, faculty and staff have already given permission.

Appendix B

**College of Fine Arts New Social Media Channel Request Form**

Contact Name:

Unit Name:

Date:

The College of Fine Arts wants to highlight our programs and units, and one way we can do that is through social media. Please fill out this form to see how Please give me a week to process your request. Upon completion of this form, please email it to [finearts@tcu.edu](mailto:finearts@tcu.edu). You will be contacted directly with any questions/other needs. This form will also be sent to Amy Peterson, TCU’s Social Media Specialist for her records.

**What new social channel are you wanting to start?**

*Facebook, Twitter, Instagram, etc.?*

**Who will be responsible for posting content and monitoring your site?**

*Please be mindful of who you choose to be in charge of your site. Can they monitor it outside of 8-5 Monday-Friday? List the individual’s contact information as well.*

**What goal will the content of your page support? (Check all that apply)**

\_\_\_\_Position College of Fine Arts as leader in arts and design education and performance, known for excellence

\_\_\_\_Position College of Fine Arts faculty as leaders in their respective fields

\_\_\_\_Develop deeper understanding of why art matters; the social relevancy of the arts; and arts transforming lives as integral part of a liberal arts education

\_\_\_\_Support recruiting efforts to attract the best and the brightest as well as diverse students

\_\_\_\_Elevate the distinctive educational experiences at TCU and in the DFW metroplex

\_\_\_\_Stimulate favorable critical reception of performance, scholarship and creative activity

\_\_\_\_Build robust audience profile comparable with that of other national universities

**What content will you post to support the goals you chose above?**

*How will what you post support the goals? For example, if you post about an event coming up, it could build a robust audience profile or stimulate favorable critical reception of performance. You could post relevant news in the arts that showcases why art matters.*

**Is there enough content to post to Facebook at least once a week or Twitter twice a week?**

*If you can’t post this consistently, you can talk to the M&C Coordinator about how to accomplish the goals of your program. It’s important to post consistently, otherwise it can have a negative effect.*

**Do you have opportunities to post rich content such as videos and photos?**

*Videos and photos typically gain more reach than text alone. Remember that this is a conversation. Post content that gives your users a chance to give their input.*

**Who are your primary audiences and your secondary audiences? Once you set up your page, how will you invite your audience members to join?**

*Are you trying to reach current students, prospective students, parents, alumni, etc.? You can’t just set up a page and expect people to come, typically you have to get them there. How will you get the word out?*

**How will you measure the effectiveness of your content?**

How do you show that is fulfilling the goals you set out to achieve? For example, are you getting likes from perspective students? If you are using Facebook, Facebook Insights can give you reporting on your posts, and Twitter Analytics are useful for Twitter.

\_\_\_\_\_By checking this line, I understand that the administrator of the social media channel must adhere to the Social Media Guidelines outlined at <http://www.mkc.tcu.edu/socialmedia/>, and I will post to my page at least once a week. If I do not post once a week for four weeks, my social channel’s presence will be re-evaluated. I will monitor all comments and will use the Moderating Comments and Examples of Social Media Interactions in TCU’s Social Media Guidelines as my guide.

Appendix C

**Social Media Content Calendar Template**

Please use the content calendar below as a template for constructing your monthly posts.

* In date, label the date your post will be posted.
* In post, place the text, photo, video link, article link, etc. that will be part of your post. Remember to ensure there are no copyright restrictions.
* In social media channel, identify the social media channel it will be posted on (Facebook, Twitter, Instagram, etc.)
* Under College of Fine Arts Goal, identify the goal that this post reflects:
  + Position College of Fine Arts as a leader in arts and design education and performance, known for quality and excellence
  + Position College of Fine Arts faculty as leaders in their respective fields
  + Develop deeper understanding of why art matters; the social relevancy of the arts; and arts transforming lives as integral part of a liberal arts education
  + Support recruiting efforts to attract the best and the brightest as well as diverse students
  + Elevate the distinctive educational experiences at TCU and in North Texas
  + Stimulate favorable critical reception of performance scholarship and creative activity
  + Build robust audience profile comparable with that of other national university fine arts programs

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Post | Social Media Channel | College of Fine Arts Goal |
|  |  |  |  |
|  |  |  |  |
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|  |  |  |  |