The questions below will help you to set up your departmental social media presence effectively:

**Purpose**

Why are you participating in social media?

**Objectives**

What do you plan to accomplish? Below are some possible ideas:

- Push Information? (If so, what type of information?)
- Interact and encourage conversation and community?
- Build brand awareness
- Increase traffic to your website
- Promote events

How would your social media work differently from your website?

**Target Audience**

Who will be following, reading, and commenting? Who would you like to engage?

**Create and Maintain**

- Who will create your social media accounts?
- Who will administer them?
- Who will maintain them (add content, converse with followers, etc.)?
- How often will you update?
- In what ways will you connect to other UIS social media and websites?
- How will you promote your social media presence?
- In what ways will you track your interactivity (bit.ly links, Google Analytics, Facebook Insights, YouTube insights, etc.)?
Questions for Specific Social Media tools:

Facebook:

- Should you create a fan page, a group or simply events?
- Is there a presence for your department, program or office already on Facebook?
- How often will you post?
- How often will you monitor and respond?
- What type of content will you share? (events, news, blog posts, photos, polls, videos, etc.)

Twitter:

- Is the type of information you are sharing conducive to Twitter?
- Is there a presence for your department/program/office already on Twitter?
- Does your department/program/office have a hashtag initiative separate from the university’s #UISedu initiative?
- Who will have access to your Twitter account(s) as an administrator?
- How often will you tweet?
- How often will you monitor and respond?

YouTube:

- Do you have video content that can be shared on YouTube?
- Is there a presence for your department, program or office already on YouTube?
- Who will have posting access to your YouTube channel?
- How often will you post videos?
- What topics will your videos cover?
- Will you create playlists and how will they be organized?
- Will you allow commenting, and if so, will you monitor and respond?

Flickr:

- Do you have photo content that can be shared on Flickr?
- Do any other photo-sharing accounts currently exist for your department/program/office?
- Who will have access to post on your Flickr account?
- How often will you post photos?
- Will you allow commenting on your photos, and if so, will you monitor and respond?
- How will you share your Flickr content?
- Will you create sets and collections, and how will they be organized?
Foursquare:

- Will you promote Foursquare check-ins for your events?
- What do you hope to achieve by promoting Foursquare check-ins?
- Who will manage your venue(s)?
- Does your venue(s) already exist, or does it need to be created?
- Will you create specials for your venue?
- Will you add tips to your venue?

LinkedIn:

- Will you use an existing LinkedIn group or create a new one?
- Will you utilize LinkedIn events?

Also, please review our Social Media Standards, located on the Creative Services website.