SOCIAL MEDIA SERVICES

Brand Day Session
October 4, 2012
What We Do

- Administer general K-State social media (SM) channels
- Facilitate campus-wide collaboration
- Promote best practices for using SM
- Consult/advise units and departments with SM accounts
- Establish guidelines for SM use
- Utilize general K-State channels to promote specific department or unit posts by request
Social Media Footprint

KState

@KState

+KState

kstate

kansas-state-university

kansasstate
Social Media Roundtables

Upcoming Roundtables

Fall 2012
- October 25, 2012
- November 29, 2012

Spring 2013
- January 24, 2013
- February 28, 2013
- March 28, 2013
- April 25, 2013

- Forum for collaboration
- Share suggestions for SM use
- Open to any person on campus involved in administering SM for a college, school, department, unit or organization.
- Times and locations on our [website](#)
President Schulz’s goal for SM channels

Guidelines created to promote consistency and ensure SM excellence
- Posted on our website
- Adapted from 2009 committee’s work and DCM SMS usage
- One K-State, One Voice
- Aggregates best practices
- Administrative access for DCM SMS
In the Loop

- Let us know about news, events and happenings in your college, school, department, unit or organization.

- Send us photos or videos that capture the ordinary and the extraordinary at K-State.

- Your submission may be integrated into general K-State SM channels.
Visit us in-person or online

Social Media Center in Dole Hall

www.k-state.edu/socialmedia
QUESTIONS?
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