

# Social Media

Social media is an excellent tool for interacting with and educating students, parents, staff, alumni and friends of Creighton. But, as with other marketing tactics, it's important to have a plan in place before using the technology.

## Before posting, ask:

- Who's your audience?
- What do they care about?
- Which platforms do they use the most?
- Where do they get their information?
- What is your value proposition?
- What does success look like for you?
- How will you measure it?
- What are your key messages?

## Good social content is:

- Consistent with the University's branding, but less formal than other written communications.
- Concise and easy to read, and includes visually appealing photos or videos. Remember, less is more.
- Tagged appropriately—use hashtags and tag other users when appropriate.
- Unique to your accounts.
- Timely and engaging.

## Other tips:

- Be respectful, but know that you will run into people who disagree with you.
- Only use as many platforms as you can regularly manage well.
- Remember to be social; the opportunity to converse directly with your audience is one of the biggest benefits of social media.
- Always act as a representative of Creighton University.
- Monitor, measure and adjust your content accordingly.

## EXAMPLE OF USE

Connect to the Creighton Commencement experience using #CreightonGrad

 @creighton | @creightonpres | @creightonalumni

 @creighton1878

 Creighton University | Creighton President

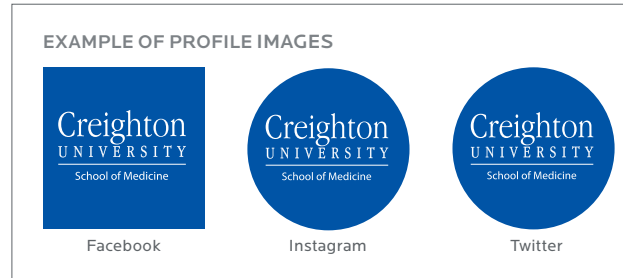
Creighton  
UNIVERSITY

[creighton.edu](http://creighton.edu)

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## Images and Hashtags

There's more to social media than just links and text. Consistent image branding and hashtag usage across all your platforms will make your campaigns more effective, and your social presence more memorable.



## Keep your presence consistent by:

- Using the same profile image and cover photo across all your profiles. Keep in mind that Facebook has square profile photos, Twitter and Instagram profile photos display as a circle (see example).
- Using approved Creighton logos for profile images—not photos. Remember, your profile image is very small when scrolling through the feed.
- Using high-quality, engaging images for your cover photo.

## Hashtag dos and don'ts:

- DO check to see how the hashtag is being used before using it in your own post or campaign.
- DO recycle hashtags whenever possible.
- DO use short, easy-to-remember hashtags.
- DO be descriptive in your hashtag—it should make sense even with little context.
- DON'T overuse hashtags—two or three per post is a good maximum.
- DON'T use hashtags used by other organizations or causes, if possible.
- DON'T feel the need to use a hashtag in every post.

## Creighton Hashtag examples:

- #CreightonGrad
- #BluejayLife
- #GoJays
- #BluejayWorld
- #JesuitEducated
- #CreightonNews
- #Creighton
- #NewJays[YEAR]
- #TodayAJay
- #ChooseCreighton
- #NewBluejays
- #CreightonWeek

Creighton social media accounts managed by University Communications and Marketing:

 [facebook.com/creightonuniversity](https://facebook.com/creightonuniversity)

 [twitter.com/Creighton](https://twitter.com/Creighton)

 [instagram.com/creighton1878](https://instagram.com/creighton1878)

 [linkedin.com/school/10157](https://linkedin.com/school/10157)

 [youtube.com/Creighton1878](https://youtube.com/Creighton1878)

The Rev. Daniel S. Hendrickson, SJ, president of Creighton University, manages his two social media accounts:

 [facebook.com/CreightonPresident](https://facebook.com/CreightonPresident)

 [twitter.com/CreightonPres](https://twitter.com/CreightonPres)

*Note:*

*Many of Creighton's schools, colleges and athletic teams have their own specific social media accounts, which they maintain and manage.*

### Temporary content:

Instagram and Facebook have a “story” features, or temporary photos/videos that remain visible for a certain period. Before using this feature, remember that temporary content can be seen beyond your audience. Be mindful of sensitive images, words or sounds that may be in the background of a temporary story.

For more information, contact: **Amanda Brandt**, Social Media Strategist  
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# Social Media continued

## EXAMPLES

**Creighton President**  
@CreightonPres Following

Thanks to two generous #Creighton alumni, portraits of our University's founders have been restored. [creigh.to/gXia30cmxqr](http://creigh.to/gXia30cmxqr)



Likes **16**

8:45 AM - 10 Jun 2017

**Creighton President**  
@CreightonPres Following

Today I met with incoming freshman students during Summer Preview. I am excited for the new Bluejays to arrive this fall!



Retweets **7** Likes **51**

4:21 PM - 8 Jun 2017

**Creighton President**  
@CreightonPres Following

Global health champion & @PIH founder & leader Dr. Paul Farmer after the @Creighton commencement speech, w/ trustee @nickysj66



Retweets **6** Likes **32**

**Creighton President**  
@CreightonPres Following

As the @CreightonNurse program expands to #Phoenix, so does our tradition of educating healers and leaders. [creigh.to/cVaQ30ctla1](http://creigh.to/cVaQ30ctla1)




Retweets **6** Likes **25**

10:01 AM - 13 Jun 2017

**Creighton University**  
June 2 at 10:40am

"Fishing — well, fishing and a greasy cheeseburger — can fix about anything."

In its first year as a student organization, the Creighton Student Angler Fishing Club has hooked 30 members.



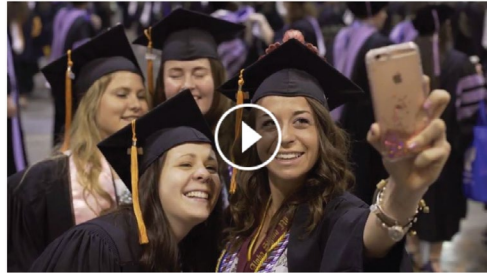
**The Reel Life: Creighton fishing team hooks 30 members in first year**

"A fishing club doesn't seem like the kind of thing Creighton would have, being that we're an urban campus in downtown Omaha," he says. "But when..."

CREIGHTON.EDU

**Creighton University**  
May 13

What a great day to be a Bluejay! Congratulations to all 2017 Creighton University graduates.



9.9K Views

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