SMUG: Social Media Users Group


“It’s a cruel, cruel summer.”

Listen
SUMMER 2011: if we were starting all over...

William & Mary was an early adopter of social media. The game has changed.

Let’s reflect on:

• experimentation
• 5 years of experience
• stakeholder feedback

Let’s rethink it all.
It’s really pretty simple.

Dear SMUG,

Your social media strategy is a communication strategy.

Sincerely,
Susan
Locked in a conference room with snacks...

... these became the elements of a social media strategy

- Purpose
- Values
- Policy
- Oversight
- Brand Management
- Techniques
- Content
I can be spontaneous if I can plan for it.

⇒ Purpose

⇒ Values
Don’t spend your time managing exceptions.

⇒ Oversight

⇒ Policy
You’re representing W&M, not speaking on behalf of W&M.

University Relations, namely Brian Whitson, is the official spokesperson for W&M.

Emergency communication is the purview of the W&M Emergency Management Team.

If you’re not sure, call.
Let’s get this done William & Mary! #TribePride

Brand Management

Techniques

Content
Questions? Comments? Opinions?

www.wm.edu/smug