



Social Media 101

TELLING THE PENNWEST
STORY ONLINE

The Power of Social Media

- 4.9 billion+ users worldwide
- It's where our audiences are—prospective students, current students, alumni, community partners
- Builds awareness, engagement, trust, and community

Who Are You Talking To?

- Define your primary audience: students, faculty, alumni, public
- Tailor tone and content accordingly
- Tip: Speak with, not at. Encourage interaction

Posting with Purpose

- Use official PennWest branding and voice
- Respect FERPA, copyright, and accessibility standards
- Avoid personal opinions or political endorsements on official accounts
- Stay positive, professional, and inclusive
- Follow our Social Media Policy

Share What Matters

- Events, student stories, achievements, milestones
- Behind-the-scenes moments, day-in-the-life content
- Campus beauty, traditions, and community impact
- Use high-quality visuals (photos, short videos)
- Keep text clear, brief, and engaging

Choosing the Right Platform

- **Instagram:** Visual storytelling, student focused
- **Facebook:** Events, community, alumni
- **X (Twitter):** Quick Updates, announcements
- **LinkedIn:** Professional news, faculty research, alumni
- **TikTok:** Authentic, creative content (if used)
- **Tip:** Don't try to be everywhere- go where your audience is.

Handling the Unexpected

- Don't delete comments unless they violate policy
- Monitor direct messages and mentions
- Use pinned posts and replies to clarify misinformation
- Elevate issues to Communications and Marketing

Measure What Matters

- Key metrics: Reach, engagement, shares, clicks
- Use platform insights to refine content
- What works? Test, track, and repeat

Your Social Media Toolkit

- Use PennWest templates, hashtags, captions
- Directory of official PennWest accounts
- Request access or support: socialmedia@pennwest.edu



Questions?