MICHIGAN STATE
U N I V E R S I T Y

To: Satish Udpa, Executive Vice President for Administrative Services

From: Women's Advisory Committee for Support Staff

Re: WACSS Social Media Proposal

Date: February 16, 2015

Purpose and Intent of Recommendation:

WACSS has been seeking new ways to increase awareness of the Committee, including its events, and also increase applications for membership. Currently WACSS has a website, which it uses as its primary online means to connect with the MSU community. In recent years, social media has taken a front row seat in the communications strategies of many organizations. Facebook, in particular, is extremely popular. It is the largest social platform in the world having over 1.26 billion users, with 23% of its users checking Facebook over five times per day. In light of these statistics, WACSS would like to institute a Facebook page as a way to connect with more support staff and offices on campus. This effort is meant to expand the overall communications strategy of WACSS and not to replace any existing efforts.

Recommendation:

Create a WACSS Facebook page in line with MSU Guidelines for Social Media outlined by CABS and use the page to promote the values and mission of the Committee. Ideally, this will create more interest in WACSS while improving communication and promoting events. The Facebook page will be used to announce events, promote resources of interest to the MSU community, such as ElevateU and books and articles of interest, and give updates on campus policies and procedures. Some examples of posts will be feature bios of WACSS members, reviews of resources, and sharing of resources from other groups – both internal and external to MSU. A regular schedule, or content calendar, is proposed for posting to the page, allowing each sub-committee to create and disseminate announcements.

Rationale:

Most of WACSS communications occur through its website and, in the case of events, also through email communications. The Committee would like to increases its exposure and facilitate more connections with both campus individuals and offices. Social media is the obvious choice to bring more attention to WACSS since it is a popular method for people to connect online. A Facebook page would help WACSS develop a more dynamic presence in the MSU community.

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Approach for implementing WACSS Facebook page:

- Designate a representative and a back-up person to create and manage the page
- A mechanism will be put in place for transferring knowledge from year to year
- Create a Facebook page with multiple administrators (all WACSS committee members)
  - Use approved branding
  - Use approved language from the existing WACSS website and brochure
- Advertise Facebook page adding a link to the existing website and to the WACSS brochure and other printed materials
  - Generate additional interest by following other MSU campus units and individuals
- Create a content/editorial calendar: a schedule for posting items to the page
  - Postings will be made on a weekly basis; according to MSU's Social Media Marketing course (MSU HR), postings should be made no more than once per day for offices and organizations; posting once per week is sufficient for a committee the size and scope of WACSS
  - Each sub-committee chair will be responsible for delivering an item to post on a monthly basis
  - WACSS members will also be able to recommend items for posting directly to the WACSS page representative or to their sub-committee chair
- Posts can include photographs, links, flyers, and other information as needed
  - Facebook pages of other campus units and offices, e.g. the MSU Women's Resource Center, will be used as benchmarking guides for WACSS content
- All postings will follow MSU Guidelines for Social Media outlined by CABS (http://cabs.msu.edu/documents/msu-guidelines-for-social-media.pdf); The Guidelines for Social Media will also be used to guide interactions on Facebook, including unexpected behaviors and interactions