



## ENGAGING WITH YOUR AUDIENCES ON SOCIAL

**Keep posts conversational.** A lighter tone and a touch of humor will attract students. Talk *with* students, not *at* them. Use humor, emojis, and GIFS (when appropriate) to invoke Penn State pride and give your account a personality.

**Highlight great professors, students, classes, and programs.** Students want to be "in the know" about potential opportunities for them.

**Start a conversation.** Use polls, trivia, or open-ended, easily relatable questions to generate user content.

**Go live.** Live video can be fresh, interesting, and allow students to participate in an aspect of student life they might not otherwise get to experience.

**Talk to your students.** Ask students how they would like to engage with you on social. They can provide pointers and tell you the types of content they seek and will share.

**Engage audiences with visuals that evoke emotion.** Whether it's an image of a happy student or a beautiful spring day on campus, visuals should spark emotion.

**Respond quickly.** If possible, respond to user questions/comments/concerns within 24 hours. (If issue related, an immediate response may be required.) Set aside 10 minutes per day with the goal of engaging with your audience. A simple "like" or "RT" can also do the trick and lets a user know someone has seen their post.

**Feature activities and clubs.** From undergraduate research to study abroad to your department's student org, give students a platform to share what they're passionate about.