IU Social Media Strategy

**Strategies**

1) Optimize IU Brand Marketing Efforts Across University Social Media Channels

2) Continue to Strengthen University Communications Across Social Media to Enhance the Reputation of Indiana University

3) Drive Consistent IU Brand Execution Across all IU Social Media Platforms

4) Strengthen a Sense of Community to Enhance Reputation, and Align with University Priorities

**Initiatives**

- Drive IU “Fulfilling the Promise” messaging across all channels
- Leverage IU brand guidelines across all channels
- Validate performance throughout the process

- Manage, shape, influence audience perception through engaging and newsworthy content
- Enhance the university reputation utilizing social media PR best practices
- Build upon IU brand loyalty through consistent deliberate communication messages driven from the center
- Examine and enhance university social media protocols in times of crisis

- Utilize internal agency to develop consistency of visual strategies
- Create social media website with turnkey digital solutions
- Offer professional consultation on message delivery
- Schedule audits of brand implementation

- Create a university-wide 5-7 member advisory committee
- Build a broader social media forum to share best practices
- Benchmark University’s current social media staffing, activities, practices and processes