

IU Social Media Strategy

Strategies

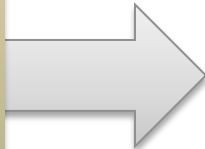
1) Optimize IU Brand Marketing Efforts Across University Social Media Channels



Initiatives

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

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



- 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

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



- 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

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



- 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

