

## SOCIAL MEDIA GUIDE

This social media guide will serve as a reference for the Women's Program and the tech team as the program moves forward with the social media accounts. Although the program will initially only implement Facebook, the guide includes Twitter and Instagram for future reference. The end of each platform section contains quick tips and ideas for future campaign ideas.

# HOW TO BUILD YOUR SOCIAL MEDIA PRESENCE

Sijie Li  
Rachael Arnold  
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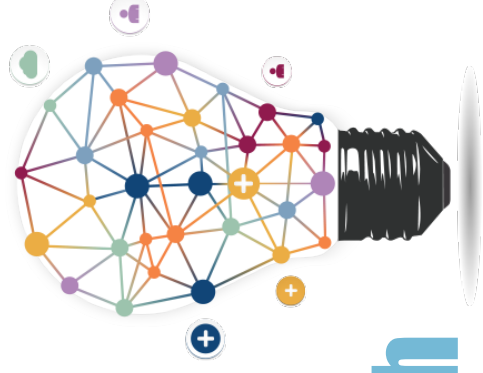
# Introduction



The Women's Program is a vital resource for women in Lane County who want to change the trajectory of their life. The program works with women of all ages to develop career, education and life skills while providing a strong community of support. Since the 1970s, the program has helped over 6,000 women in the Lane County area reach their individual goals.

The program hopes to expand its audience to help all women in transition, including those that are starting new careers, returning to school, leaving abusive relationships, retiring or feeling lost, reach their individual goals. An integrated social media campaign that utilizes Facebook, Twitter and Instagram will help the Women in Transition program reach and inform women who could benefit from its services. There has never been a better time for women to find their strength and true purpose in life as women empowerment movements like Dove's Real Beauty campaign and Always' #LikeAGirl campaign sweep across social and traditional media.

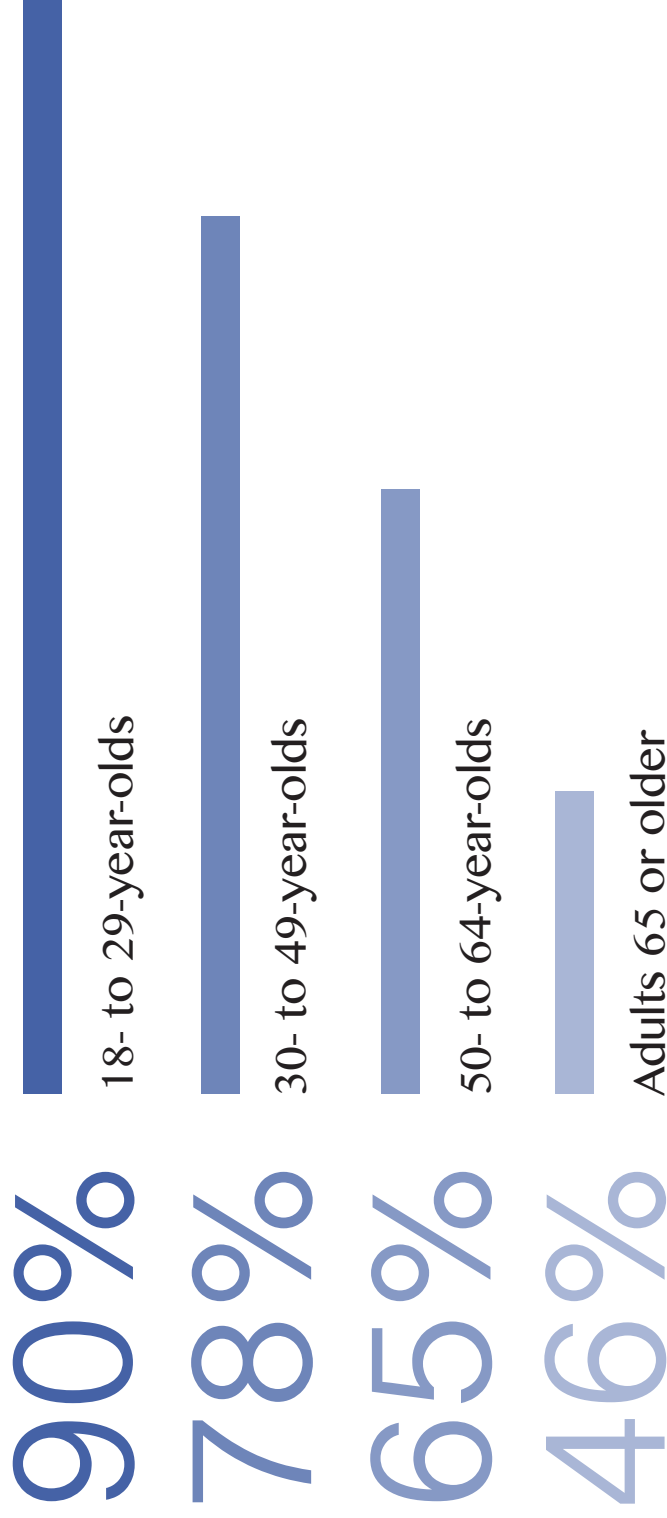
# Who can you reach with Social Media?



# Social Media

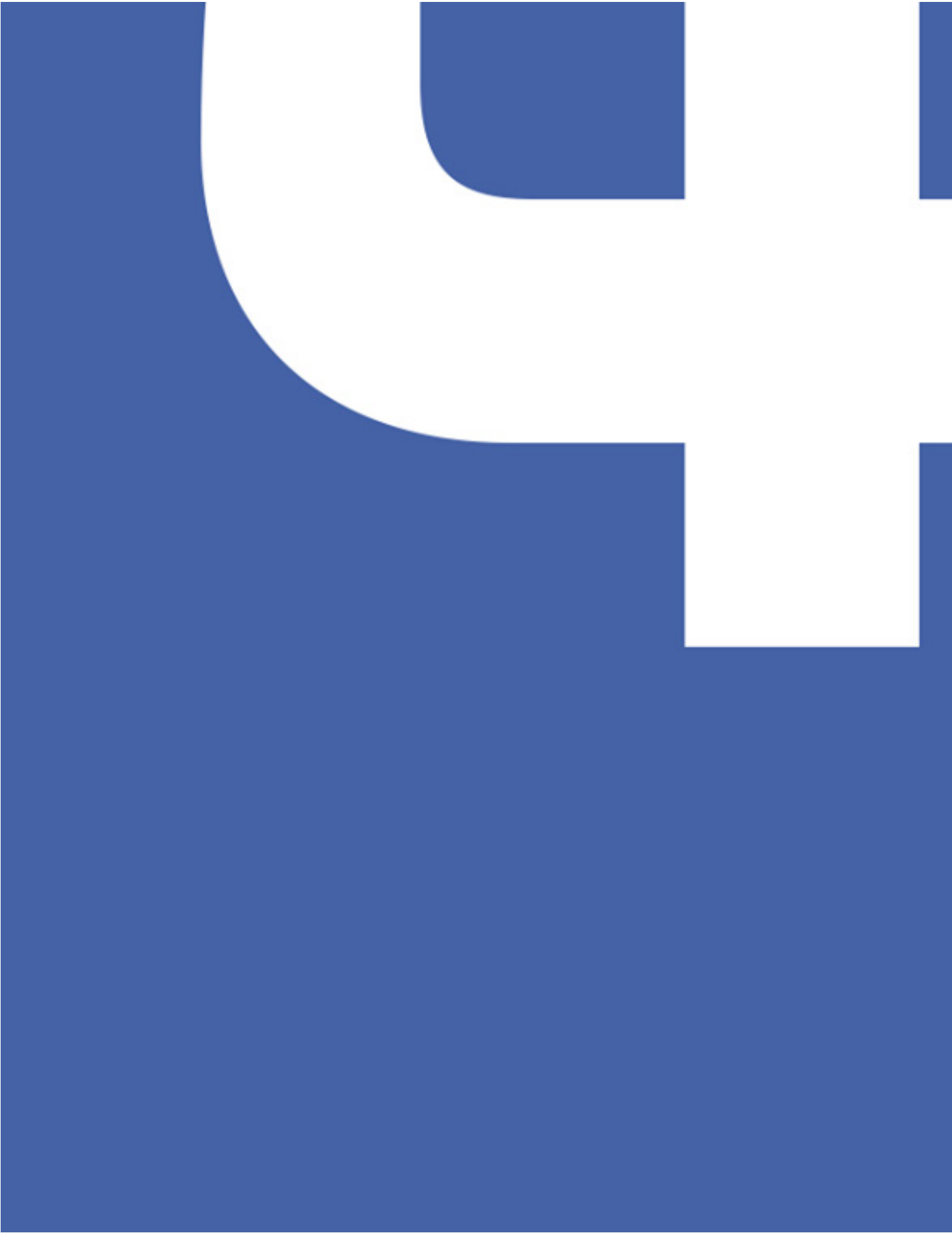
platforms provide a valuable digital space to interact with a diverse target audience.

67% of **AMERICANS** use at least one social media platform<sup>[1]</sup>.  
Contrary to popular belief, these users represent a wide variety of ages.  
The Pew Research Center found that<sup>[2]</sup>:




[1]<http://www.adweek.com/socialtimes/social-media-america/497615>

[2]<http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>



# FACEBOOK



Starbucks

Food/Beverages

Timeline

About

Photos

International

More

Like

Follow

Message

Create Page

About Starbucks

Page Info

Milestones

PAGE INFO

Start Info

Short Description

Company Overview

Long Description

Products

Website

Opened in 1971

Inspiring and nurturing the human spirit -- one person, one cup, and one neighborhood at a time  
<http://www.youtube.com/starbucks>

Starbucks has an unusually human approach to business. We always figured that putting people before products just made good ... See More

Come on in. This space is not so different from your neighborhood Starbucks. It's a place where people from all over come to... See More

Coffee

<http://meetme.starbucks.com/>

Allows for text-heavy content to inform audiences, often acting as a secondary resource to the organizations web page. Content on the page can tell audiences more about the organization, including background information and event promotion.

<https://www.facebook.com/Starbucks/timeline>

# FACEBOOK



Facebook has a greater audience range than other platforms. This gives the organization an opportunity to create a community with current users and partner organizations.



# FACEBOOK



Easy to track page reach with insights on page likes, post reach, page visits and fan information. Statistics are updated weekly and provide the organization with up-to-date analytics on the page.

<https://www.facebook.com/UOSciencelibrary/insights/>

# facebook Quick Tips

**Build your community and credibility** by liking and following partner organizations or programs that share your mission.

**Engage with fans.** Remember, Facebook is a virtual community. Take the time to build relationships with your followers by answering questions and acknowledging comments.

**Repurpose your content from other platforms.** Social media campaigns, especially at first, can be time consuming. Utilize all your content to the fullest by sharing across platforms. An organization can share Instagram photos to Twitter and Facebook. Use Facebook as your central platform.

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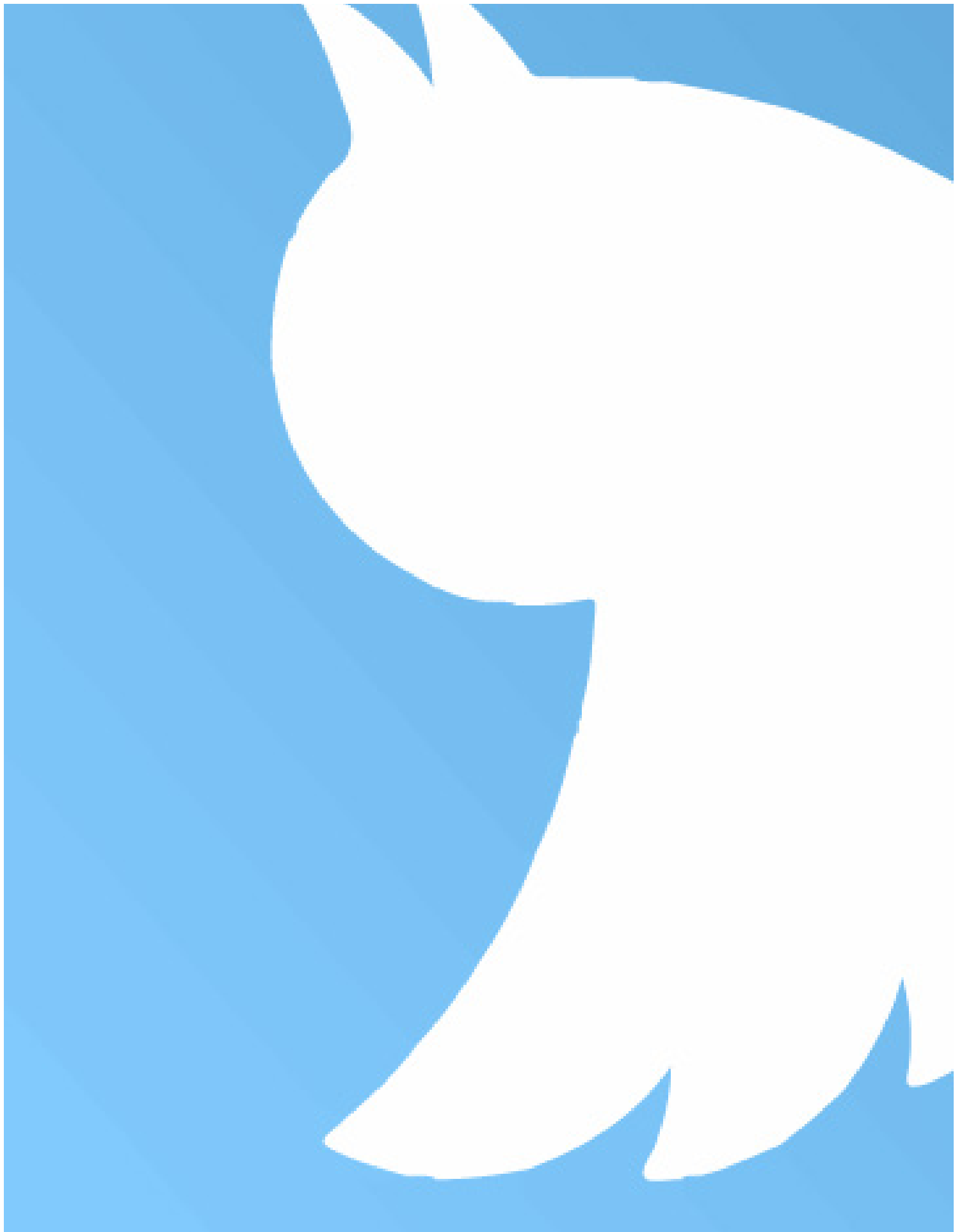
# Campaign Ideas

## Create Events.


Facebook is a powerful tool for event promotion. Create an event page, update regularly with event announcements and invite friends to join. Attendance for class orientations, graduation, career fairs and other Women's Program events could receive a boost from Facebook promotion.

## Inform Audience.

Facebook can serve as an interactive extension of your website. Share program and course information, articles from outside sources and promotional material. Of the 64 percent of Americans on Facebook, 30 percent get their news from social media. Many individuals use Facebook to research an organization.









# TWITTER



Starbucks Coffee  
@Starbucks


Breakfast vision 🍷 #SweetBerry  
#MultigrainBagel





RETWEETS  
364

FAVORITES  
1,784




Follow


7:01 AM - 26 Apr 2015

140 characters allow organizations to disseminate brief, easily read and shared messages that engage audiences. Tweets can contain images, geotags and links that connect users to related content on an organization's web page.


# TWITTER



**Andhika** @andhikamlwmm 3d  
Why hello, breakfast.  
@EvolutionFresh #SweetBerry  
#MultigrainBagel by starbucks  
ift.t/1KkAwDu  
Details




**Moni Maris** @monStar1019 3d  
#sundaymornings with my love  
#sweetberry #handsomebabe  
#myfavorite  
instagram.com/p/19J2dupNSC/  
Details




张卜玄 @BeritaChang 3d  
Why hello, breakfast.  
@EvolutionFresh #SweetBerry  
#MultigrainBagel by starbucks  
created at April 27, 2015 at  
02:08AM  
pic.twitter.com/cwuEGQP5zh  


The following media may contain sensitive material.  
Your tweet media display settings are configured to inform you when media may be sensitive.  
View · Always show me sensitive media

  
Details



**InstaCelebs.net** @instacelebsx 3d  
Starbucks @Starbucks: Why hello, breakfast. @EvolutionFresh  
#SweetBerry #MultigrainBagel  
wp.me/p5gno0-xOI  
Details



**McCurley Dealerships** @BILIM... 3d  
A great sunday calls for a great breakfast!  
RT @Starbucks: Breakfast vision 🍳  
#SweetBerry #MultigrainBagel  
pic.twitter.com/k2gOyButcH  


Hashtags have a powerful reach and can engage new audiences when used correctly. They are also easy to track when identifying trends and conversations.

# TWITTER

The quick, continuous conversation unique to Twitter provides organizations the opportunity to respond to audience questions and network with users in the same industry.



TWEETS49.9K

FOLLOWING101K

FOLLOWERS7.62M

FAVORITES8,868

LISTS1

Follow

Settings

Starbucks Coffee

@Starbucks

Inspiring and nurturing the human spirit -- one person, one cup, one neighborhood at a time.

Seattle, WA

starbucks.com

Joined November 2006

Tweet to Starbucks Coffee

18 Followers you know



900 Photos and videos



Tweets

Tweets & replies

Photos & videos

Starbucks Coffee

@Starbucks

15h

@yvonneiraan @frappuccino lyam!

1 2 7

View conversation

Starbucks Coffee

@Starbucks

15h

@ClarissaNex yaaay! and if you're a My Starbucks Rewards member, you get an extra hour... 3-6 pm instead of 5 pm! #frappuccinohappyhour

1 3 5

View conversation

Starbucks Coffee

@Starbucks

15h

@Ayye\_Its\_Aizen @Spotify good luck on your finals! 🍀

1 2

View conversation

Starbucks Coffee

@Starbucks

15h

@CameWing10 @frappuccino cccccccookie!

1 2

View conversation

Starbucks Coffee

@Starbucks

15h

@janlyn... sorry about that :( you can definitely ask for 'light ice' if you d like!

1 5

View conversation

Starbucks Coffee

@Starbucks

15h

@JakeSandt We suggest you try the new Oprah Chai Herbal Blend. It's available at both Starbucks & @TEAVANA stores. sbux.co/1atSF6

1

View conversation

Who to follow

Refresh · View all

Chance The Rapper

@C...

Follow

PARTYNEXTDOOR

@PAP...

Follow

The Weeknd

@theweeknd

Follow

Find friends

Trends

Change

#InspireGreatness

Music can #inspireGreatness Celebra los Latin #Billboard2015

Promoted by StateFamLatino

#DartDay

Wimbledon rumors: Bryson, Titans Eagles, Chargers, Sam Bradford... 12.7K Tweets about this trend

#WordFilmPlots

Just started trending

#clickbaitbooks

Gareth L Powell on Twitter Just started trending

#AsianGotTalent

Just started trending

Carson

Earthquake: 3.6 quake strikes near Carson 15.1K Tweets about this trend

#GabbarsBackTomorrow

# Twitter Quick Tips

**Build a community on Twitter** by following organizations, fans and industry professionals.

**Twitter is a constant conversation.** Engage with other users by liking, commenting or retweeting. If your organization collaborates with another group for an event, feel free to mention them in a tweet. Many organizations and government officials are on Twitter. For example, the Ophelia's Place Twitter handle for tagging in posts is @ophelias\_place.

**A tweet with a picture** included usually performs better than a tweet without a picture. Don't forget to repurpose your Instagram photos!

**Include a relevant hashtag** with your post to increase reach and discoverability.



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# Campaign Ideas

## Hashtag Campaign.

Build your tweets around a hashtag. Ask followers to share a few words or a picture describing their experiences with your organization. All tweets will be discoverable with a simple search of the hashtag. Listening and encouraging your audience to engage with your organization builds valuable relationships and generates content. Simply retweet relevant stories to your own page.

## Inform Audience.

In addition to sharing links to information from your organization's website or Facebook, you can retweet articles and resources from professionals in your Twitter community. Show your audience that you care about their needs by becoming a resource for information they find useful.



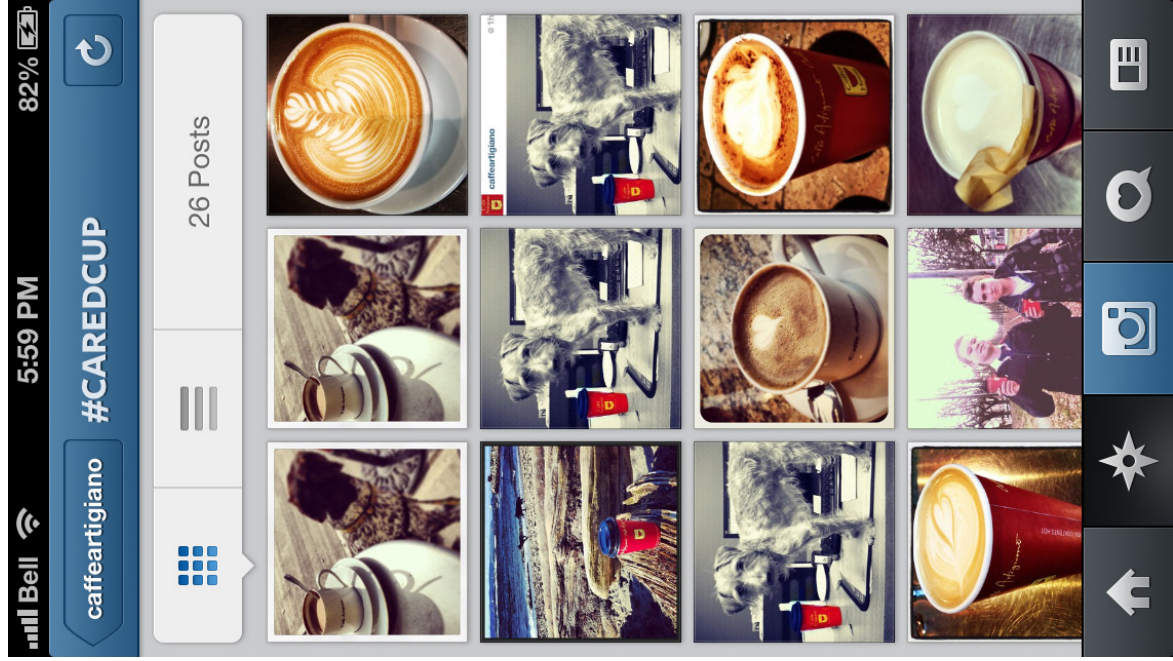
**Insta**

# INSTAGRAM



Photos and videos are the primary focus of the platform. High quality visuals can serve as a marketing tool and increase the professional appeal of the organization.

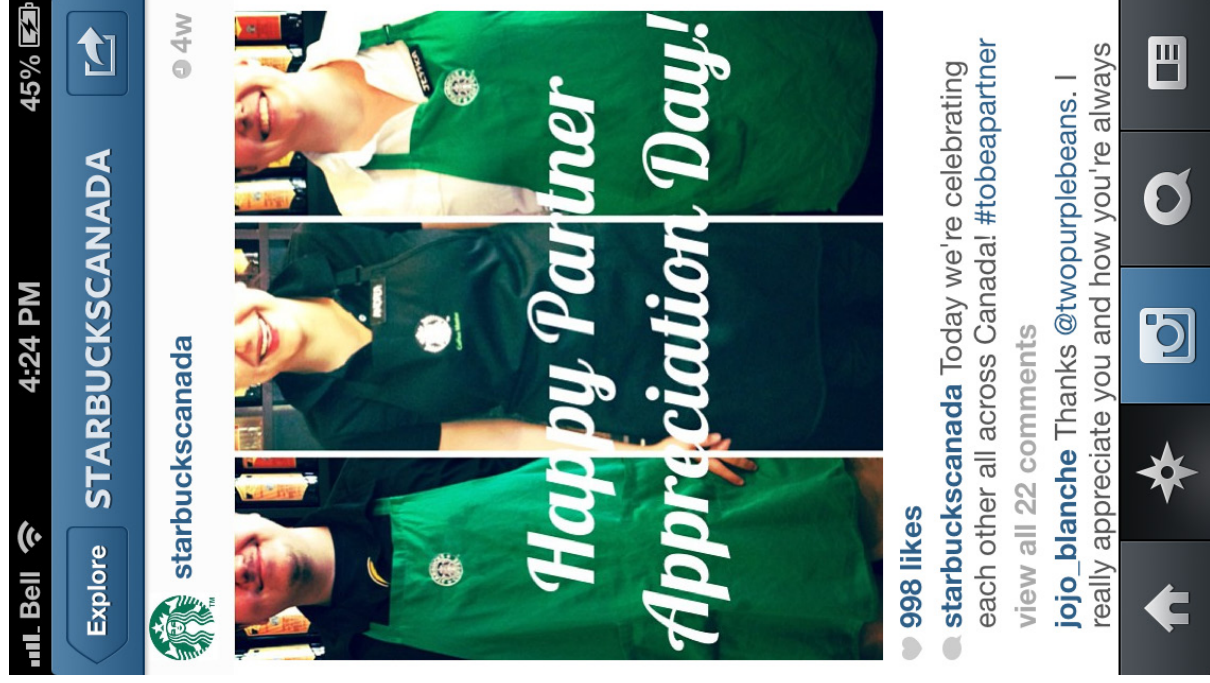
# INSTAGRAM



Hashtags have a powerful reach, which can connect the organization with new audiences. This allows organizations to track consumer input on product and service development to learn what they like.



# INSTAGRAM



Platform provides an organization with the ability to build its brand. Using a central hashtag, showing the people involved and telling stories through visuals can humanize the organization.

# Instagram Quick Tips

**Use visual storytelling** on Instagram to build organization's identity and share personal interest stories. Take the opportunity to show, one photo at a time, what your organization is all about.

**Choose photos** that are aesthetically pleasing, engaging and interesting to target audience.

**Take a moment to utilize the editing software on Instagram.** The preset filters are easy to use and can greatly enhance any photo.

**Write a short, descriptive caption.**

**Use hashtags (#)** to make your photo easier to find and connect it to larger movements and communities. Popular women empowerment hashtags include: #LeanIn, #BanBossy, #Empowering, #Education, #Success and #LikeAGirl.

**Try to post three or four times each week.** Utilize use-friendly analytics sites like [iconosquare.com](http://iconosquare.com) to discover optimized posting times.

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# Campaign Ideas

## Highlight Success Stories

Use a unified hashtag like #TransformationTuesday or #WhatsYourTransition to highlight student success stories. Graduate profiles, quotes from students and transformation stories show the impact that the organization has on the community. Encourage followers to use the chosen hashtag to share their own success story with the community.

## Humanize the Organization

Help followers put a face to a name and feel more connected to the organization by periodically sharing staff profiles. Include title of staff member, what they love about the program and a few fun facts with the portrait.

## Weekly Motivational Quotes

Always a crowd favorite, weekly motivational quotes can help boost account followers and likes. Choose one day out of the week, #MotivationMonday works well, to share a beautifully scripted quote. Check Pinterest for quote ideas and designs.

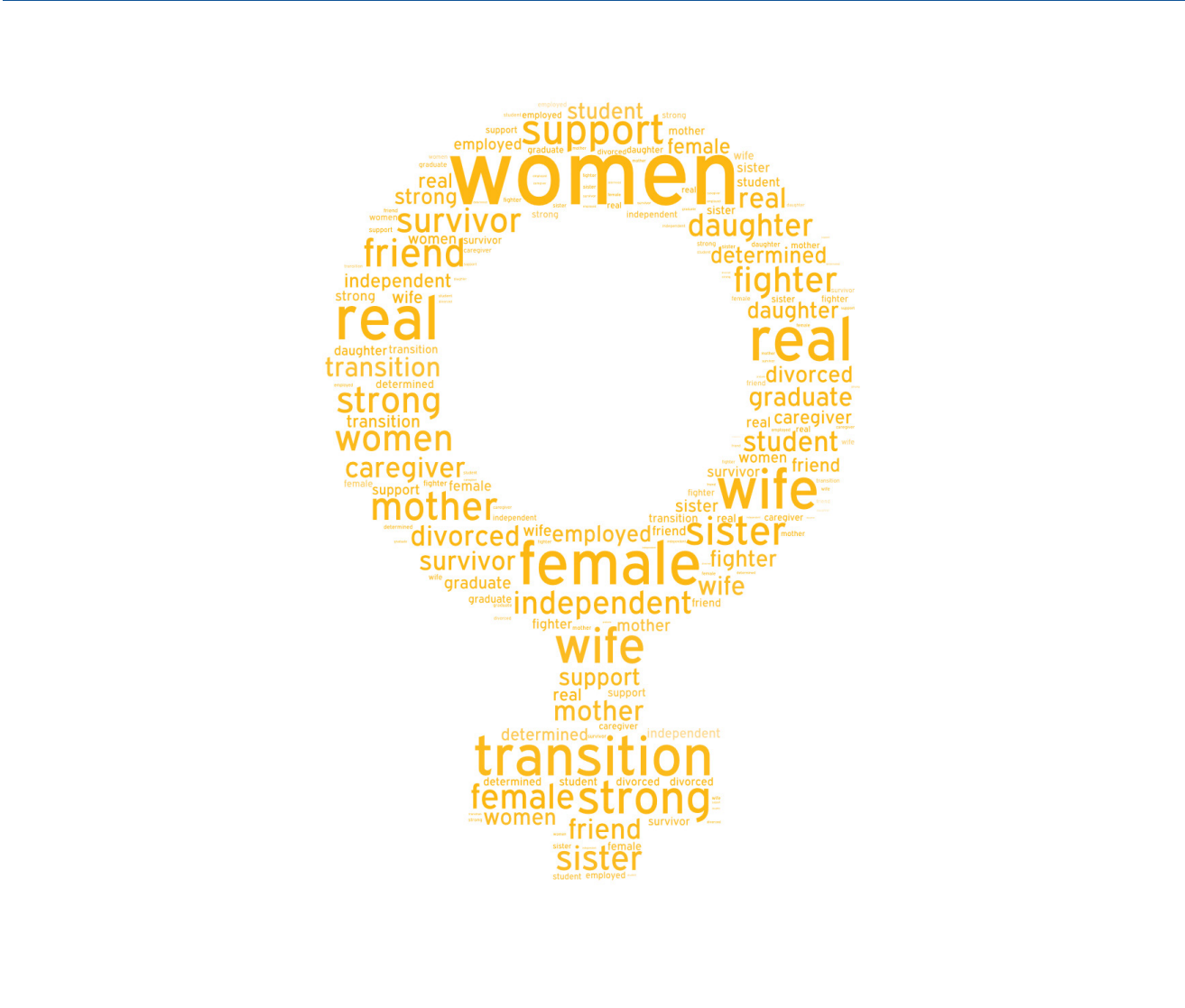
## **SOCIAL MEDIA CONTENT PACKET**

This packet includes an editorial calendar with Facebook content for June and July 2015 and all materials required for launching the Facebook account. Please see the attached packet for profile photo, cover photo and material for the about sections on Facebook. Content examples for Twitter were included for future reference and implementation.



# Social Media Packet

## Summer 2015



**University of Oregon Student PR Team**

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kgordan@uoregon.edu

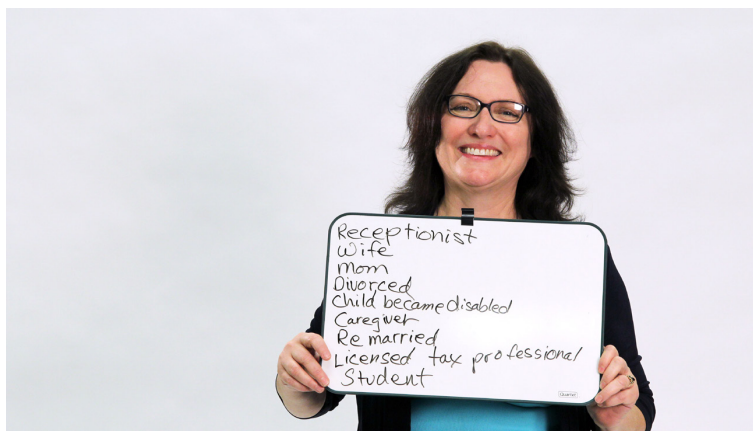
nikkipirucki18@gmail.com

# Facebook

**Profile Picture:** WomensProgram.jpeg



**Cover Photo:** Margaret.jpeg



**Name:** LCC Women's Program

**Start Date:** Founded in 1971

**Address:** Bldg. 1 Room 202  
4000 East 30th Ave.  
Eugene, OR 97405

**Phone:** (541) 463-5353

**Email:** Parkerm@lanecc.edu

**Website:** <http://www.lanecc.edu/wp>

# Facebook

**Hours:** Monday: 8am - 5pm (Closed 3pm - 4pm)  
Tuesday: 8am - 5pm  
Wednesday: 8am - 5pm  
Thursday: 8am - 5pm  
Friday: 8am - 2pm

**Short Description:** Lane Community College's Women's Program empowers a diverse group of women students with programs that offer support, community, guidance, education, and resources as they develop new skill sets.

**Long Description:** The Lane County Community College Women's Program has served women in the Lane County area since the 1970s. The program is the longest standing learning community on campus. The Women's Program is the umbrella organization for the Women's Center on the LCC campus and the Women in Transition Program. The Women in Transition program has helped over 6,000 women in the Lane County area reach their individual goals. The program is open to all women over the age of 18.

**Mission:** The mission of the Women's Program is to provide an educational environment where women are empowered to improve their lives.

## Content Ideas:

### Important Dates:

Sunday of Week 20 - Mother's Day  
March - Women's History Month  
March 8 - International Women's Day  
Any LCC Women's Program Event

### Websites:

(Provide information that you can post about)  
<http://www.un.org/womenwatch/>  
<http://womenshistory.about.com/library/cal/bl00.htm>

Use Google Images for stock photos. Click on the Settings wheel, then click "Advanced Image Search," and scroll down to "Usage Rights," and click on "free to use or share."

### Organizations to follow:

<https://www.facebook.com/WomenPeaceMaker>  
<https://www.facebook.com/pages/Women-In-Transition/168983453161507>  
<https://www.facebook.com/pages/WIT-Women-in-Transition-Lane-Community-College/298536800278> (Follow all 45 people that currently like this page)

We recommend posting original content two-three times a week. Reposts should not exceed more than two times a week.

## Facebook Editorial Calendar

# June 2015

Date	Post Content	Assets Needed	Author	Notes
<b>Week 2</b>	Launch Facebook			
June 9 11 am	<p>The Lane Community College Women's Program has served women in the Lane County area since the 1970s. The program is the longest standing learning community on campus.</p> <p>The Women's Program is the umbrella organization for the Women's Center on the LCC campus and the Women in Transition Program. The Women in Transition program has helped over 6,000 women in the Lane County area reach their individual goals. The program is open to all women over the age of 18.</p>			
June 9 1 pm	<p>If you're looking to gain valuable skills and a community of support, come to the Women in Transition orientation tomorrow, June 10, at Lane Community College from 1:30 pm to 4:00 pm.</p> <p>To find out more information about our ongoing weekly orientations call LCC Women's Center at (541) 463-5353 or visit the Women's Center on the LCC main campus in Building #1, Room #202.</p>	Picture of the flyer		wit_ orientation_ flyer_april-june. jpeg
June 11	<p>The Women in Transition program helps women gain skills for professional and academic purposes through two core classes.</p> <p>Life Transitions helps students explore new life directions and navigate transitions such as relationship patterns, healthy relationships and personal growth. Career and Life Planning focuses on helping students plan their careers and their lives.</p> <p>After students complete these required courses there are several other classes and resources open to the women to strengthen their skills and improve their lives.</p>	Picture of the logo		WP primary version w-tag- line Pantone. jpeg
<b>Week 3</b>				
June 15	<p>"The Women In Transition program gave me my voice."</p> <p>What is your next transition?</p>	YouTube Video: Campaign Video		WIT VIDEO Project-HD 720p.mov

# June 2015

Date	Post Content	Assets Needed	Author	Notes
June 18	<p>"Everybody that I sat with felt like they had a piece of my life as a part of their life. I was able to find common ground with every single woman in that class."</p> <p>What's your next transition?</p>	Margaret Poster		MargaretPoster.jpeg
<b>Week 4</b>				
June 23	<p>Good luck to all of our students whom are beginning their summer classes today. Remember: It's never too late to make a transition.</p>	Picture of something that resembles summer		
June 25	<p>The Women in Transition Program has helped over 6,000 women achieve their personal goals since its beginning in the 1970s!</p> <p>To join our community of success, find out how you can become a part of the program at: <a href="http://www.lanecc.edu/wp/women-transition">www.lanecc.edu/wp/women-transition</a></p>	Picture of a group of women from the program		
<b>Week 5</b>				
June 30	<p>Did you know that when women come together in community and connection, they actually get stronger? In fact there are scientific studies that have measured women's immune systems, blood pressure, heart rate, and processing capacity in their brains, and what they found was women actually get smarter and healthier together.</p> <p>To learn more about this check out our interview from @MckenzieRiverBroadcasting: <a href="http://www.lanecc.edu/sites/default/files/wp/interview_with_vicki_and_cara.mp3">http://www.lanecc.edu/sites/default/files/wp/interview_with_vicki_and_cara.mp3</a></p>			

# July 2015

Date	Post Content	Assets Needed	Author	Notes
<b>Week 1</b>				
July 3	<p>"I think about the women I was with and my teacher everyday, and what they have done for me as far as support and encouragement, and I hope they have come as far as me since I have taken the courses." -Karly Dewees</p> <p>Read the rest of Karly's interview here: (link to the interview on the website)</p>	<p>Photo of Karly</p> <p>Link to interview</p>		KarlyDewees.jpeg
<b>Week 2</b>				
July 6	<p>"It really helped me discover what I was worth, and that I was capable of so much more than what I thought I was."</p> <p>What's your next transition?</p>	Denise's Poster		DenisePoster.jpeg
July 8	<p>Are you feeling lost on campus, and looking for some help and support?</p> <p>Lane Community College's Women's Program empowers a diverse group of female students with programs that offer support, community, guidance, education, and resources as they develop new skill sets.</p> <p>Stop by during our office hours or contact us at (541) 463-5353</p>			
<b>Week 3</b>				
July 14	<p>Did you know that today women earn almost 60% of university degrees in the United States and Europe but still get paid less than men? Take advantage of the resources the Women in Transition program provides to master new skills and technology in order to help you stand out in an ever-changing economy! #changetheratio</p> <p>Check out the article below to find out the ten key findings that Pew Research Center found out about women in the work place. <a href="http://www.pewsocialtrends.org/2013/12/11/10-findings-about-women-in-the-workplace/">http://www.pewsocialtrends.org/2013/12/11/10-findings-about-women-in-the-workplace/</a></p>			

# July 2015

Date	Post Content	Assets Needed	Author	Notes
July 16	<p>"What I would love for women to know about the Women in Transition program is how transformative it is. It's amazing how much a difference 10 weeks can make in a woman's life."</p> <p>What's your next transition?</p>	Karyn's Poster		KarynPoster.jpeg
<b>Week 4</b>				
July 20	<p>On this day in 1848, Three hundred people attended the first convention held to discuss women's rights, in Seneca Falls, New York; 68 women and 32 men signed the "Declaration of Sentiments," including the first formal demand made in the United States for women's right to vote: "...it is the duty of the women of this country to secure to themselves their sacred right to the elective franchise."</p>			<a href="http://www.scholastic.com/teachers/article/important-dates-us-womens-history">http://www.scholastic.com/teachers/article/important-dates-us-womens-history</a>
July 24	<p>Today we remember the late Bella Abzug on her birthday. Bella was an American lawyer, U.S. Representative, social activist and a leader of the Women's Movement. She also was a part of the group of women who found the National Women's Political Caucus. #LeadingWomen</p>	Picture of Bella Abzug or her quote.		Quote: "Women will change the nature of power, rather than power changing the nature of women"
<b>Week 5</b>				
July 27	<p>We encourage all women to pursue professions and lifestyles that fulfill their passions and allow for financial success. Our focus is to help you gain the necessary skills to achieve this. For some inspiration check out this @TEDtalk by @Sheryl Sandberg, the Chief Operating Officer of @Facebook. #MotivationalMondays</p>	Youtube Video: Sheryl Sandberg: Why we have too few women leaders		<a href="https://youtu.be/18uDutyIDa4">https://youtu.be/18uDutyIDa4</a>
July 30	<p>"They definitely gave me the wisdom and guidance that I needed at the time just to get through college, and how to handle life."</p> <p>What's your next transition?</p>	Patricia's Poster		PatriciaPoster.jpeg

# Twitter

**Profile Picture:** WomensProgram.jpeg



**Cover Photo:** Karyn.jpeg



**Name:** LCC Women's Program

**Twitter Handle:** @LLCWomensProgram

**Company Bio:** The LCC Women's Program empowers a diverse group of women with programs that offer support, community, guidance, education, and resources.

**Location:** Eugene, OR

**Website:** <http://www.lanecc.edu/wp>

**Theme Color:** 3b94d9





## **Content Ideas:**

### **The Women's Program Hashtag Ideas:**

#WhatsYourTransition  
#EveryoneTransitions  
#ShowUsYourTransition

### **Particular Day Hashtags:**

Do not use these every week, just incorporate them on occasion and form posts around the concepts

#MotivationMondays - Empowering quotes  
#TransitionTuesdays - Before and after stories of women in the program  
#WomenWednesdays - Pictures and brief quotes from women in the program  
#ThrowbackThursdays - Old program pictures  
#FunFactFriday - Facts about empowering women in history and current events/statistics about women empowerment on a broader scale

### **Large-Scale Hashtag Campaigns:**

These are broader campaigns which we can use the hashtags on relevant women empowerment posts to gain more followers on our official pages.

#LeanIn - Encourages women to pursue their ambitions, and change the conversation from what women can't do to what they can do  
#ChangeTheRatio - Used on posts having to do with equal opportunities and access for women in careers. It has been used across all industries and has helped spark a conversation around the issue  
#LikeAGirl - Used to empower women and young girls by changing negative stereotypes

### **Organizations to follow:**

@WomenInTheWorld  
@FamousWomen  
@UN\_Women  
@EmWatson  
@HuffPostWomen  
@womenscenter  
@womensday  
@womenintech  
@safeworld4women  
@WomensHealthMag  
@WomenOfHistory

# Twitter

## Recommendations:

1) We recommend posting or retweeting 1-2 times every weekday; at least one of those posts should be original content. For every Facebook post there should be a similar Twitter post, but not always vice versa.

2) Use websites like Bitly to create shorter URLs for Twitter.

Example:

The URL below is too long for a Twitter post.

<http://www.lanecc.edu/wp/optional-linked-classes>

Copy that URL into the Bitly task bar and it will generate the URL below, which is short enough for a Twitter post.

<http://bit.ly/1ByYky2>

## Content Examples:

"I'm going to do what I want to do. I'm going to be who I really am. I'm going to figure out what that is." -@EmmaWatson #MotivationMondays

Did you know that women actually get smarter and healthier together? Learn more about this here: <http://bit.ly/1QHq0cN> (include a group picture)

Since the Women and Transition Program began in the 1970s, it has helped over 6,000 women achieve their personal goals! #ThrowbackThursdays

Did you know that today women earn almost 60% of university degrees in the USA and Europe? #EducatedWomen #FunFactFriday

"Do what you have to do, until you do what you want to do." -@OprahWinfrey  
#WomenWednesdays (include picture)

We offer two core classes, Life Transitions and Career and Life Planning, to help women meet their individual life goals.

Find out more about the Women in Transition Program and its empowering courses at: <http://www.lanecc.edu/wp/women-transition>

#FunFactFriday May 15, 1869 – Women's suffrage: in New York, Susan B. Anthony and Elizabeth Cady Stanton form the National Woman Suffrage Association.

# Social Media Examples


## Facebook

**LCC Women's Program**  
Just now · 🌐 · ▼

If you're looking to gain valuable skills and a community of support, come to the Women in Transition orientation tomorrow, June 10, at Lane Community College from 1:30 pm to 4:00 pm.

To find out more information about our ongoing weekly orientations call LCC Women's Center at (541) 463-5353 or visit the Women's Center on the LCC main campus in Building #1, Room #202.

**WOMEN IN TRANSITION ORIENTATION**





**Come learn about our courses which EMPOWER WOMEN to become economically and emotionally self-sufficient through access to education and training!!**

**CHOOSE ONE OF THESE SESSIONS:**

- Tuesday, April 28, 1:30 pm - 4:00pm
- Wednesday, May 13, 10:00am - 12:30pm
- Tuesday, May 19, 1:30 pm - 4:00 pm
- Wednesday, May 27 10:00am - 12:30pm
- Tuesday, June 2, 1:30pm - 4pm
- Wednesday, June 10, 10:00am - 12:30pm

To attend one of these, or another of our ongoing weekly orientations,

Call the LCC Women's Center at (541) 463-5353, or visit the Women's Center, LCC main campus, building #1, room 202. <http://www.lanec.edu>



Like · Comment · Share

**LCC Women's Program**  
Write a comment... 📷 😊

## Twitter

**LCC Women's Program**  
@LLCWomensProgram

Looking to gain valuable skills & a community of support? Come to the WIT orientation tomorrow at LCC! @LaneTitans

🔗 🔄 ⭐ ⋮

**WOMEN IN TRANSITION ORIENTATION**



**Come learn about our courses which EMPOWER WOMEN to become economically and emotionally self-sufficient through access to education and training!!**

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4:31 AM - 31 May 2015