1.0 Purpose/Objectives.

1.1 This policy addresses starting or closing a Health Sciences affiliated social media account.

1.2 This policy provides requirements, guidance and best practices on friending, sharing, branding, and blocking or removing content.

1.3 This policy addresses how Social Media Managers should oversee social media for their areas.

1.4 This policy establishes an HSC Social Media Steering Committee to address complex cases, ensure proper use and approve opening or closing social media pages.

2.0 Scope.

2.1 The University of New Mexico Health Sciences workforce (Defined in Section 8) includes employees, whose responsibilities include the management and oversight of the Health Sciences' various social media accounts. These employees, and their managers, represent the entirety of personnel authorized to speak on behalf of the Health Sciences in social media. It is the sole responsibility of these representatives to engage with, and respond to, members of the community who comment on, or reach out to, the Health Sciences through social media.

2.2 All accounts associated with Health Sciences clinical, educational or research areas are considered Health Sciences affiliated social media accounts. Individual users' accounts are private and not included in this policy.

2.3 Health Sciences employees currently manage several dozen social media accounts across multiple platforms including, but not limited to: Facebook, Instagram, YouTube, Twitter, and LinkedIn.

3.0 Content.

3.1 Requesting a Health Sciences Departmental Social Media Page

3.1.1 No member of the Health Sciences workforce is permitted to create a new social media account on behalf of, or associated with, the Health Sciences without approval from HSC Social Media Steering Committee.

3.1.2 To request approval for a new social media account, complete the **New Social Media Account Request** form (Attachment A, Page 21). Attach and email the completed form to HSC-SOCIAL@salud.unm.edu with the subject line: "Request for new HSC social media account".

3.1.3 In addition to completing the New Social Media Account Request form, requestors shall attend a HSC Social Media Steering Committee meeting to discuss the proposed page with the committee.

3.1.4 Submitting a request does not guarantee an approval.

3.2 HSC Social Media Steering Committee

3.2.1 The HSC Social Media Steering Committee shall include at least one (1) member of the Health Sciences Communications Office, one (1) member of the Health System Marketing Office and at least two (2) Health Sciences department, clinical or college Social Media Managers (Defined in Section 8). The committee shall have educational

and clinical representation. The committee shall be chaired by the HSC Social Media Specialist. The committee shall not exceed seven (7) representatives.

3.2.2   The Committee shall meet at least quarterly.

3.2.3   The Committee is responsible for reviewing applications for new accounts, evaluating current accounts on a periodic basis for viability, voting on closing accounts, providing training and guidance to Health Sciences Social Media Managers.

3.2.4   The HSC Social Media Steering Committee shall serve as a resource and provide:
- guidance on posting, commenting and deleting/blocking
- information on latest trends or developments
- assistance with creating interactive content, maintain consistency and best practices standards and by providing collaboration for sharing content across the Health Sciences.

3.3   Evaluating Social Media Accounts

3.3.1   Periodically, the HSC Social Media Steering Committee will evaluate social media accounts to determine the account's viability. The evaluation could result in a recommendation to the Dean or supervisor to provide more oversight, training or close the account.

3.3.2   Evaluation Criteria Includes:
- Review of the performance analytics over the last 90 days.
- When was content last posted and the quality of the posts?
- Is there engagement (likes/favorites/page visits)?
- Are people still commenting and conducting back-and-forth conversations?
- Is the audience for whom the account was intended still visiting and engaging?
- Is community activity (likes/shares/comments) the same few people? Or has there been genuine growth of the audience?
- How much of a Full Time Employee's (FTE) time is dedicated to management?
- Does the amount of time spent managing the page outweigh the account activity?

3.3.3   If the Dean or supervisor agrees the account should be closed, the HSC Social Media Specialist will work with that social platform to have the page removed.

3.3.4.   When social media statistics show a marked decline and the effort outweighs the benefit, the account will be shut down. The HSC Social Media Steering Committee will work with appropriate manager to write a "Closing" message to include: The last date of activity (30 to 60 days in the future), information about, and links to, other HSC social accounts on the same platform for information and to stay connected.

3.4   Social Media Credentials

3.4.1   The Health Sciences Communications Office shall maintain a master list of all HSC social media account usernames and passwords. Each Social Media Manager is responsible for submitting log-in credentials to the Health Sciences Social Media Specialist.

3.4.2   Department social media accounts shall not be linked to personal social media accounts. If an administrator is required for the platform to allow a business account, then a general administrator account needs to be created to oversee the business account.

3.5   Crisis Response Guidance for Faculty & Staff

3.5.1. In the event of an emergency, Health Sciences Social Media Managers shall only share official and approved communications provided by the Public Information Officer or Chancellor's office.

3.5.2. Information found online shall not be shared, and will not be approved by the HSC Social Media Steering Committee nor Specialist. Doing so may lead to false or confusing information reaching the community and spreading online.

3.6   Responding to negative, inflammatory or incorrect comments on Social Media

3.6.1. Management of social media accounts shall at all times follow University policies regarding freedom of expression. Social Media Managers shall hide or remove comments, block users, or otherwise limit discussion on an account only in accordance with guidance provided in this policy, its attachments, and other guidance from the PIO and/or HSC Social Media Steering Committee.

3.6.2. When a Social Media Manager does not feel comfortable encountering or responding to negative, inflammatory, or incorrect information about the University or Health Sciences in social media, , they shall escalate the situation to the Committee chair by sending an email to: HSC-Social@salud.unm.edu. Include the following information:
- A screenshot of the comment/post
- The time and date
- If it is not obvious via the screenshot, or if you're not able to take a screenshot, include the social media platform (e.g. – Facebook, Instagram) along with a link to the comment/post

3.6.3. The Health Sciences Social Media Specialist can recommend a response for the Social Media Manager to post or approve the removal of a comment or blocking of another account. The Health Sciences Social Media Specialist can allow blocking a user if the user is harassing, inciting violence, racism or bigotry, or posting inappropriate content that would be offensive to the audience.

3.6.4. Please see the **HSC Social Media Platform & Manager Guides** (Attachment A) for further information.

3.7   Press Inquiries

3.7.1. Health Sciences Workforce shall notify the HSC Public Information Officer about any contact by media.

3.7.2. If you are the recipient of an inquiry from a Reporter, do the following:
- Take down their name
- The name of the outlet they work for
- The details of their request, and their deadline.
- Tell the reporter they will hear back from someone as soon as possible, and in time for their deadline.
- Be courteous, respectful and professional, but do not engage in conversation or idle chatter.
- Send the information via email to mrudi@salud.unm.edu

4.0 Responsibilities.

RESPONSIBILITIES	
Position/Title/Group	**Requirements/Expectations/Duties**
Health Sciences Social Media Specialist	- Shall maintain record of Log-on credentials of the Social Media Managers - Shall recommend responses and/or approval the removal of a comment or blocking of an account
HSC Social Media Steering Committee	- Shall operate according to requirements set forth in this Policy - Shall review and make a determination on applications for new accounts - Shall periodically evaluate existing accounts - Shall provide training, guidance, information and assistance to Social Media Managers
Social Media Managers	- Shall submit Log-on credentials to the Health Sciences Social Media Specialist - Shall only share official and approved communications provided by the Public Information Officer in the event of an emergency - Shall not share information found on-line - Shall alert the HSC Social Media Steering Committee as soon as possible regarding any negative, inflammatory or incorrect comments. - Shall use the information found in this document and attachment to guide social media activity
Social Media Account Requestor	- Shall complete the New Social Media Account Request Form - Shall attend a Health Sciences Social Media Steering Committee
Health Sciences Workforce	- Shall not create a Social Media account without proper authorization from the Health Sciences Social Media Steering Committee - Shall notify the HSC Public Information Officer about any contact by media with required information
Public Information Officer or Chancellor's Office	- Shall provide approved communications in the event of an emergency
Health Sciences Communications Office	- Shall keep a list of all Health Sciences Social Media accounts
Dean and Supervisors	- Shall provide oversight and training as needed to Social Media Managers

5.0 Records. Applicability/Retention.

Records will be maintained according to the applicable Records Management, Retention and Disposal Policy

6.0 External Reference(s).

None

7.0 Internal Reference(s).

- Acceptable Computer Use (Policy 2500)
- Best Practice Resources
- Copyright and Fair Use
- FERPA and Students' Privacy
- Freedom of Expression and Dissent (Policy 2220)

- **HIPAA and Patient Privacy**
- **Information Security (Policy 2550)**
- **Office of Government Relations Policy & Procedures**
- **Respectful Campus (Policy 2240)**
- **Social Media Directory**
- **University External Graphic Identification Standards (Policy 1010) and UNM Identity Standards**
- **UNM's Web Standards**

8.0   Definitions.

Workforce (Health Sciences or Component): Employees, volunteers, trainees, students and other persons whose conduct, in the performance of work for a covered entity, is under the direct control of such an entity, whether or not they are paid by the covered entity.

Component: A component is one of the major divisions, units or subsidiary corporations of the UNM Health Sciences. Included are: UNM Hospitals, UNM Medical Group, Inc., UNM Sandoval Regional Medical Center. Inc., School of Medicine, Colleges of Pharmacy, Nursing and Population Health, UNM Health Sciences Rio Rancho Campus, Health Sciences Chancellor's Office of Research and HSC Administration.

Social Media Managers: Identified individuals responsible for managing one or more social media account(s) within the Health Sciences.

9.0   Key Words.
Social Media, Policy

10.0   Attachments.
Attachment A. **HSC Social Media Platform & Manager Guides and New Social Media Account Request Form**

11.0   Approval Authority.

APPROVAL and Information			
Item	**Contact Information**	**Date**	**Approved/ Reviewed**
Document Owner	Alexandria Sanchez, Public Information Officer, 505.313.3429, alexsanchez@salud.unm.edu		
Committee	Health Sciences Core Team	10/07/2019	*Reviewed*
Office	Office of University Counsel	12/18/2019	*Reviewed*
Consultant	Gail Hammer, Health Sciences Policy Manager	10/03/2019	*Reviewed*
Committee	Health Sciences Social Media Steering Committee	*Will Review Future Revisions*	
Official Approver	*Dr. Paul Roth, Chancellor Health Sciences.*		
Official Signature		1/8/20	
	Document Origination Date	10/7/2019	
	Document Effective Date	01/10/2020	

12. Document History.

HISTORY LOG					
Date and Date Type: (Specify: Origination, **Effective or Retired Date**) In addition: Add **Review Date** when Effective Date does not change due to no major updates.	**New/ Revision #**	**Title of Document:**	**Description of Change(s):**		**Approved By: Print Name/Title**
Origination Date: 10/7/2019 Effective Date: 01/10/2019	New	Health Sciences Social Media Policy	Original		Dr. Paul Roth, Chancellor UNM Health Sciences

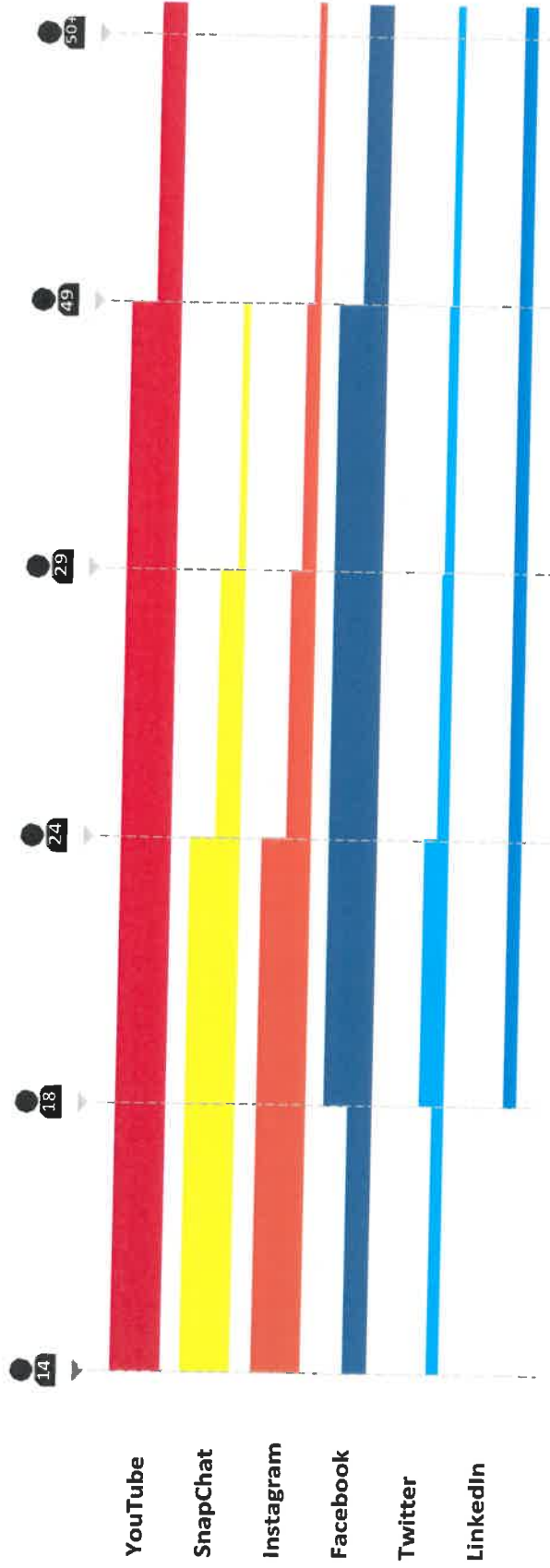HSC Social Media Platform
& Manager Guides

Table of Contents

HSC Social Media Platform Guides

Social Media Usage by Age Group

Age markers: 14, 18, 24, 29, 49, 50+

- YouTube
- SnapChat
- Instagram
- Facebook
- Twitter
- LinkedIn

Content Overview

Images

The majority of social media platforms accept static imagery. However, if you have text on an image in Facebook and Instagram it can cover no more than 20% of the image.

Text

With audience attention span getting shorter, it's best to limit the amount of text in a post and look to insert Emojis to communicate personality and grab people's attention. In January 2017, **Quintly[1]** found that Instagram posts with emojis had a 15% higher interaction rate than posts without emojis.

Video

In a **Facebook study[2]**, users found video 5x more engaging than Images. It is recommended videos be no longer than 15 seconds. When possible, you should communicate the main message of your video in the first 3-5 seconds.

Incorporating text into your video can significantly help communicate your message (and get around the 20% rule for images on Facebook and Instagram - See **Images**).

By default, most Social Media channels with newsfeeds have the sound turned off, so the importance of incorporating text (and/or subtitles) in video cannot be overstated. Correctly-sized subtitles can also make your content ADA Compliant.

Carousel (Facebook/Instagram)

The carousel format lets you show 2 or more images and/or videos, headlines and links or calls-to-action in a single ad. Especially effective on mobile, video carousels get high engagement rates.

Stories

An immersive creative format that enables people to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours. First seen on SnapChat but now available on both Instagram (where it is extremely popular) and Facebook.

[1] https://www.quintly.com/blog/instagram-emoji-study
[2] https://publ.adinsights.com/facebook-users-video-more-engaging-images/
[3] https://www.w3.org/WAI/standards-guidelines/

Audience Segmentation & Targeting

There are 5 categories for targeting. Depending on the platform, targeting can be configured in a myriad of ways to meet your marketing objective(s). For example:

Marketing Objective:

"Raise awareness around the College of Population Health and it's undergraduate program for prospective female students"

1. Interests & Behaviors

Reach an audience based on things they like and do, both on, and off, social media.

Likes Neil deGrasse Tyson, NASA, shows interest in science, reads Scientific American

2. Demographics

Reach an audience by age, gender, education, household income, parental status.

16-18 years old, female, high school

3. Location

Target by ZIP code, County, State, Region, Country and location category (like "universities").

87107, Bernalillo County, New Mexico, Western US, United States

4. Custom Audiences

Retarget audiences who have already seen or engaged with your content.

Saw previous Ad from UNM

5. Look-alikes

Expand your reach and find audiences similar to your existing ones.

Similar to audience "Male high school segment"

Target Audience:

16-18 years old female high school students, who like science, from New Mexico, who have been exposed to UNM content

FACEBOOK

Great for reaching ... Adults 50+

Facebook is the #1 social media platform for reaching 50+ aged audiences (older alumni, donors, older community).

Good for reaching ... Adults 18-49

The majority of American adults use Facebook, although it has some stiff competition in the 18 - 24 age range from Instagram and SnapChat.

Not good for reaching ... Teens 14-18

Teens 14-18 years old use multiple social media platforms and favor YouTube, Instagram, and SnapChat over Facebook.

Page Promotion Tactics

Page promotions are Facebook ads you create directly from your Facebook Business Page using content you have posted to your Page:

Boost a Post
Get more people to see and engage with your Page posts.

Boost an Event
Drive awareness to increase registration to your event.

Promote Your Page
Drive the Page action most important to you (likes, shares).

Promote Your School/Dept./Clinic Locally
Encourage people nearby to visit your location.

Know Your Audience Better
Find people interested in UNM and ask them to share their contact info.

Communications Objectives

To fully unlock the power of targeting on Facebook, consider allocating a portion of your budget to Facebook Ads Manager. With this platform, you can generate:

Awareness + Reach (Promote School/Dept./Clinic or Event)
Awareness and reach objectives maximize the number of people within a specifically-targeted geographic location who see your ads. You can also track how often they see them.

Leads (Prospective Students, Candidates)
Lead ads allow you to collect information from potential students and/or employees/recruits. The information you can collect includes, but isn't limited to, names, email addresses, phone numbers, and more. In addition, you can ask people custom questions.

Brand Consideration (Drive traffic to Website/Event Page)
Get people to start thinking about your dept./school/clinic and look for more information about it by leaving social media and visiting your website or event landing page.

Resources

For more in-depth guidance and detail on advertising with Facebook:
https://www.facebook.com/business/help

INSTAGRAM

Great for reaching ... Teens 14-18

Instagram is extremely popular among teens, only YouTube scores higher for audience reach with this group.

Good for reaching ... Adults 18-29

It has stiff competition from Facebook and SnapChat in the 18-24 age range, with usage dipping for 24-29 year old's.

Not good for reaching ... Adults 50+

Where Facebook stays steady for the older demographics, Instagram use tails off quickly.

In App Promotions

The easiest way to run ads in Instagram is by promoting posts you've shared. You can also track how many people are seeing and interacting with your promoted post by tapping the **View Insights** button in the Instagram App.

Communications Objectives

Instagram also uses Facebook Ads Manager. With this platform, you can generate:

Awareness + Reach (Promote School/Dept./Clinic or Event)

Awareness and reach objectives maximize the number of people within a specifically-targeted geographic location who see your ads. You can also track how often they see them.

Brand Consideration (Drive to Website/Event Landing Page)

Get people to start thinking about your dept./school/clinic and look for more information about it by leaving social media and visiting your website or event landing page.

Instagram Stories

An immersive creative format that enables people to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours.

Stories are set to surpass feeds as the primary way people share things with their friends within 2019[1]. Although available on SnapChat and Facebook, they are vastly more popular on Instagram - in 2018, 300 million users were active on **Instagram Stories** versus 191M on SnapChat and 150M on Facebook.

Stories are a 'frictionless' way to load-in website content. When users 'swipe up' on an Instagram Story Ad to learn more, website content is loaded into the App without taking the user out to a web browser (a very disruptive experience on a mobile device).

[1] https://blog.hootsuite.com/social-media-trends/#storytime

Resources
For more in-depth guidance and detail on advertising with Instagram:
https://business.instagram.com/advertising/

SNAPCHAT

Great for reaching ... Teens 14-18

Snapchat is extremely popular among Teens.

Good for reaching ... Adults 18-29

It has stiff competition from Facebook and Instagram in the 18-24 age range, with usage dipping for 24-29-year old's.

Not good for reaching ... Adults 29-50+

The numbers are conclusive, Snapchat is definitely the youngest of the social media platforms.

Communications Objectives

Snapchat uses its own Ads Manager. With this platform, you can generate:

Awareness + Reach (Promote School/Dept./Clinic or Event)

Awareness and reach objectives maximize the number of people within a specifically targeted geographic location who see your ads. You can also track how often they see them.

Brand Consideration (Drive to Website/Event Landing Page)

Get people to start thinking about your dept./school/clinic and look for more information about it by leaving social media and visiting your website or event landing page.

Snapchat Stories

An immersive creative format that enables people to view and share everyday moments through photos and videos that disappear (unless saved) within 24 hours.

Whereas other platforms have adopted Story functionality and added it to their already-established experience, Snapchat is a platform built solely around the Story format.

Stories are a 'frictionless' way to load in website content. When users 'swipe up' on a Snapchat Story Ad to learn more, website content is loaded into Snapchat without taking them out to a web browser (a very disruptive experience on a mobile device).

Snapchat Geofilters

Filters are custom graphics, available for a set time, in a set geographic area, that audiences using Snapchat can overlay over their pictures.

By drawing a Geofence boundary, you can get hyper-local with the location you are targeting. For example, a custom graphic filter could be themed around a fundraising event at the Isotope Stadium on the UNM campus.

You Tube YOUTUBE

Great for reaching ... Teens 14-18 & Adults 18-50+

YouTube is the #1 Social Media Site across all demographics.
However, as a video streaming service, it offers limited ad options.

Communications Objectives

YouTube has a number of different video ad types to choose from. The majority of these are shown on the front end of videos, or embedded within a video (akin to a single ad TV commercial break):

Awareness + Reach (Promote School/Dept./Clinic or Event)

The total number of people who were shown an ad. This helps you understand how many times people were shown your ad across different devices, formats, and networks.

Conversions (Drive to Website/Event Landing Page)

Counted when someone views your content and then takes an action on your website that you've defined as valuable to your school/dept./clinic, such as schedule a campus tour.

Views

Counted when someone watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

YouTube, Powered by Google

Although YouTube falls under the Social Media umbrella, it is important to remember its primary function - a video search engine.

When searching on Google, YouTube video results are prioritized. Say, for example, you have created a tour of the UNM campus and posted it to YouTube. A prospective student typing "UNM campus" as a Google search, should see your video, prioritized as the first result.

That means you need to carefully consider the **Keywords**, **Tags**, **Title**, and **Description** you are going to use.

Consider putting budget toward using the Google Keyword Planner:
https://ads.google.com/intl/en_us/home/tools/keyword-planner/

For a comprehensive guide on YouTube SEO and analytics, refer to this guide:
https://searchengineland.com/youtube-seo-101-289416

Resources

For more in-depth guidance and detail on advertising with YouTube:
https://www.youtube.com/ads/running-a-video-ad/

LINKEDIN

Good for reaching … Adults 18-50+

LinkedIn is THE platform for reaching post-grads, donors, alumni, and doctors from both clinical and academic backgrounds.

Communications Objectives

Along with the standard formats of image and video, LinkedIn has several unique ad formats:

Sponsored Content (Job Listing/Program Details/Event Page)

An ad unit made of a headline, main image, and a line of copy. It drives users from LinkedIn to a website/landing page.

Sponsored InMail (Send Personalized Messages to Prospects)

Uses LinkedIn Messenger to send messages when prospective candidates are active on the LinkedIn app or website. Use it to boost registrations with personalized invites to events or promote content downloads of infographics, whitepapers, and eBooks.

Text Ads (Job Listing/Program Details/Event Page)

An ad unit with a thumbnail image and space for a small block of copy. Good for promoting on a limited budget.

Not good for reaching … Teens 14-18

The Power of Groups

LinkedIn Groups allow for more engaging and relevant communication with close knit communities of peers and affiliates.

LinkedIn Groups have powerful community management features that are not available on other social media platforms. For example, LinkedIn sends a daily or weekly digest of all activities in the group to your members to keep them updated and engaged.

Consider Creating LinkedIn Groups for:

Grad students, donors, alumni, doctors (clinical and academic)

Follow These Three Steps to Ensure Success with LinkedIn Groups:

Optimize and edit your group information to include keywords that

Encourage group members to invite people.

Encourage group members to invite people. Advertise your group with LinkedIn Ads.

SlideShare

With over 18 million uploads in 40 content categories, SlideShare is one of the top 100 most-visited websites in the world. SlideShare allows users to scroll through a feed of presentations, and whitepapers uploaded by professionals with whom they can choose to connect with or follow.

Resources

For more in-depth guidance and detail on advertising with LinkedIn:
https://business.linkedin.com/marketing-solutions

TWITTER

Good for reaching ... Adults 18-49

Twitter's reach has dramatically dropped over the last year as the company seeks to rid its platform of spam, bots, and hateful content. It still has a solid base of users in the 18-49 age range.

Not good for reaching ... Teens 14-18 & Adults 50+

Although teens do use Twitter, the numbers are low, ranking 5th out of the 6 social platforms reviewed. This also holds true for adults 50+.

Communications Objectives

Twitter uses its own Twitter Ads platform. With this platform, you can generate:

Awareness (Promote Event/Press Release)
Promote your Tweets and maximize your reach.

Tweet Engagements (Promote Event/Press Release)
Promote your Tweets and get more Retweets, likes, and replies.

Followers (Prospective Students/Employees/Local Business)
Promote your account and grow your Twitter following.

Website Clicks (Drive to Website/Event Page)
Promote your website and get more traffic.

Twitter Engagement Tactics

Twitter is ideally suited for the HSC and its focus on community outreach. For example, have a doctor host a Twitter takeover for a set period of time responding to people's questions around a set topic.

Below are some Twitter best practices:

Short Copy
Tweets are automatically limited to 280 characters. However, Tweets shorter than 100 characters get a 17% higher engagement rate.

Use Hashtags Wisely
Utilize hashtags only when attempting to enter existing, relevant conversations or trying to create a new, branded conversation.

Time It Right
Page Insights help you learn what times people engage most with your content so you can optimize to post during those hours. Optimal posting time for Twitter is 3PM MT.

Hashtag Best Practices

Check to see if the hashtag is already in use

Search to see if there's existing content using the hashtag. If so, make sure you understand exactly how it's being used across platforms, but especially Twitter and Instagram.

Keep it focused

Only use hashtags that are likely to keep the tone you want in any conversation you're seeking to start or join. Consider that hashtags can be co-opted by users to turn a conversation negative if the hashtag is too broad or could be interpreted in other ways.

Use capitalization

If using multiple words together, review it very, very carefully for misinterpretations and misuse – use capitalization to help reduce confusion. Have several colleagues read it too. When using an acronym, always check for unintended/alternate meanings and interpretations.

Read the news closely

When considering joining a trending conversation hashtag, tread very carefully. Make sure that it is not something that may come to mean tragedy or misery for your intended audience or others.

Avoid trademarks

While they will reliably trend as part of cultural conversations, certain hashtags should be avoided. Examples: #NBAPlayoffs, #Grammys, #SuperBowl. Recently, companies have filed trademarks on hashtags (e.g. Pepsi, Capital One). This makes it even more important to ensure that a hashtag is not trademarked before joining a conversation or launching a program.

Don't reinvent the wheel

Use approved branded hashtags, that already have established equity, before creating a new one.

An Introduction to Key Performance Indicators

Choosing the Right Metrics (KPIs) for Your Social Media

KPIs measure how well social media posts, content, and campaigns are performing. And although there is a multitude of data points to track, the most important ones are:

- Whether people hear and are aware about the HSC
- How often people engage with HSC in social
- The rate at which engagement turns into conversions (See "KPIs for Conversions" below)
- The impact on the perception of the HSC (favorability, sentiment, brand)

It is important to get familiar with the KPIs for Reach, Engagement, and Conversions. You will want to understand how your social media is performing in reaching your goals and whether or not adjustments need to be made.

KPIs for Reach

Impressions – the number of times your message was served to the intended audience

Profile Views (LinkedIn) – the number of people who have visited your LinkedIn page for more information

Website Traffic – the amount of website traffic generated from social media

Search Volume – the number of searches related to your department or college and messages or content pushed through social

KPIs for Engagement

Clicks – the number of times your content was clicked

Likes – the number of Likes your content has received

Shares – the number of times your content has been shared

Comments – the total number of comments your content has received

Mentions – the total number of times your department or college has been @ mentioned

Video Plays – the number of times your video content has been viewed

KPIs for Conversions

Conversion-based KPIs are used when there is a specific action your content is seeking to elicit from the target audience. Conversion KPIs are not used for measuring Awareness-based campaigns (e.g. – announcing an award or new service)

Registrations (Events) – total number of registrations for your event

Campus Tours Scheduled – total number of tours scheduled

Admission Site Application Submissions – total number of applications submitted

Admission Site Requests for Information – total number of forms submitted

Application for Employment – total number of qualified applicants

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HSC Social Media Manager Guide

Social Media Manager Daily Tasks

Review
Review check-ins, comments, reviews, event attendance and direct messages.

Respond to the Community
Monitor your social media first, then move onto "off-property" mentions in other social channels. Note response opportunities. It is important for the community to see that your channel is actively being managed. Refer to the next page for the **Response Decision Tree** when evaluating community responses.

New Content Opportunities
Look for opportunities and content that could generate interest in your dept. or college. This includes mining relevant off-property conversations on Twitter, and identifying sharable content published to the HSC website by colleagues from another dept. or college.

Channel Curation (Facebook)
Pin most important and relevant content to top of page.

Periodic Channel Curation (Facebook)
Consider swapping Facebook header images out for more seasonally relevant images or in support of an HSC initiative.

Best Practices

Credentials
DO NOT use your personal social media log in credentials for management of official HSC accounts.

Mobile-first
When posting images and video, consider size and legibility of assets on mobile devices.

Tailored Content
Avoid posting the same content on multiple social media platforms. As much as possible, plan content specific to, and best-suited for, each social media platform.

Content Scheduling

Monthly Content Calendar
At least a week before the start of a new month, fill out a content calendar for your social media channel(s) by identifying key dates and events to schedule/create content around. A good place to start is by evaluating upcoming pop-culture events (if it's September for example, think about posts around back to school).

Weekly
Each week, re-evaluate your monthly content calendar. You may need to shift content around to accommodate last minute requests.

Posting Frequency
Optimum posting frequencies range from 3-5 pieces of content a week (per channel).

When to Share
Carefully consider when to share content from another HSC social media account to avoid repetitive content being shown to followers.
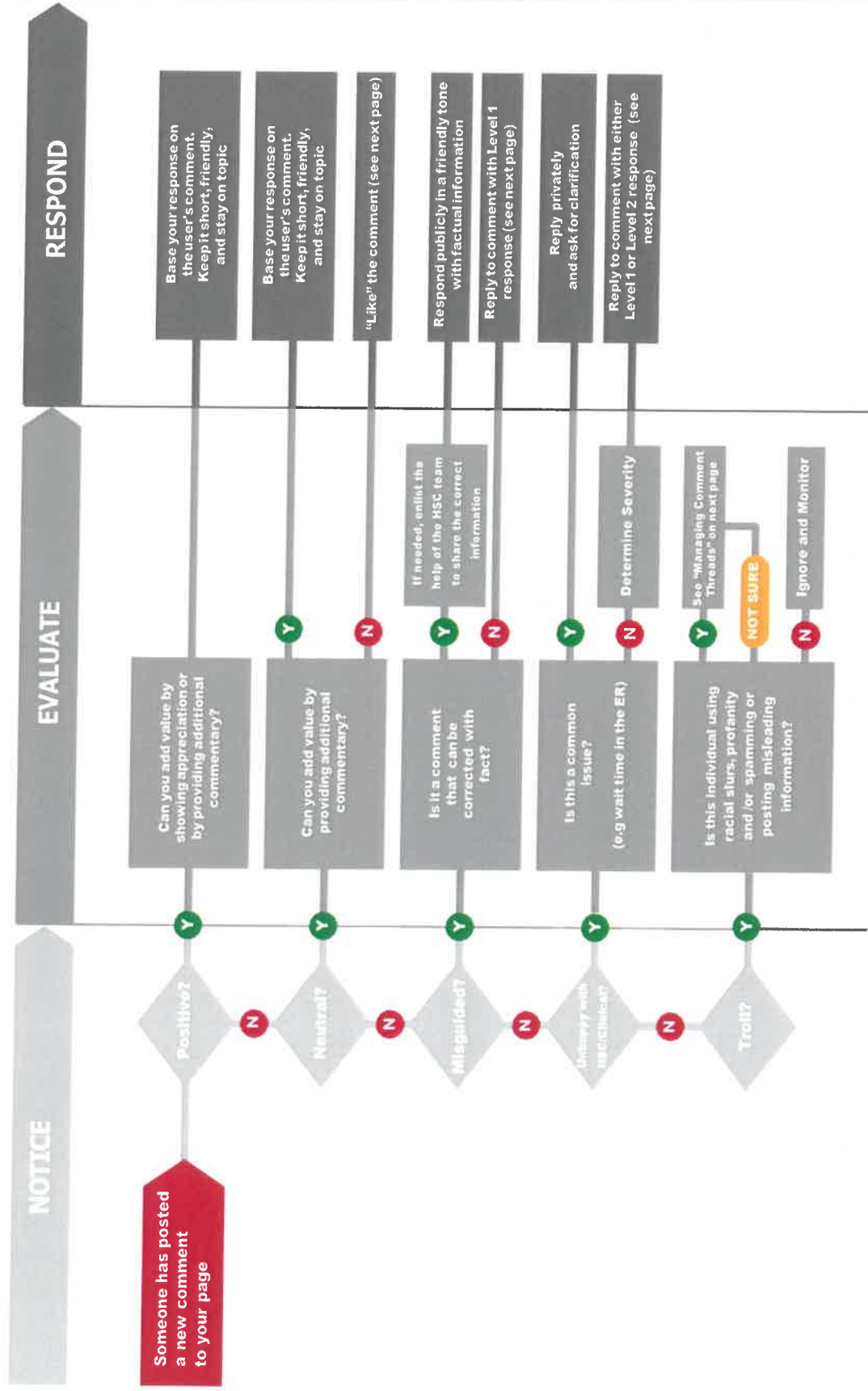
Video Subtitles
Add subtitles to your video content. Facebook reports that up to 80% of videos on Facebook are viewed without sound.

The 20% Rule
Avoid posting images that contain a lot of text. Consider different approaches for getting your message across - for example, create an Event in Facebook rather than posting a flier image.

Response Decision Tree

The following accounts for the majority of response types you will encounter. It is important to recognize when a situation is unique, and additional thinking and consultation with members of your team is in order.

NOTICE

Someone has posted a new comment to your page

EVALUATE

- Positive? — Y → Can you add value by showing appreciation or by providing additional commentary?
- N → Neutral? — Y → Can you add value by providing additional commentary?
- N → Misguided? — Y → Is it a comment that can be corrected with fact?
- N → Unhappy with HSC/Clinical? — Y → Is this a common issue? (e.g. wait time in the ER)
- N → Troll? — Y → Is this individual using racial slurs, profanity and/or spamming or posting misleading information?

Can you add value by showing appreciation or by providing additional commentary?
- Y →

Can you add value by providing additional commentary?
- Y →

Is it a comment that can be corrected with fact?
- Y → If needed, enlist the help of the HSC team to share the correct information
- N →

Is this a common issue? (e.g. wait time in the ER)
- Y →
- N → Determine Severity

Is this individual using racial slurs, profanity and/or spamming or posting misleading information?
- Y → See "Managing Comment Threads" on next page
- NOT SURE →
- N → Ignore and Monitor

RESPOND

- Base your response on the user's comment. Keep it short, friendly, and stay on topic
- Base your response on the user's comment. Keep it short, friendly, and stay on topic
- "Like" the comment (see next page)
- Respond publicly in a friendly tone with factual information
- Reply to comment with Level 1 response (see next page)
- Reply privately and ask for clarification
- Reply to comment with either Level 1 or Level 2 response (see next page)

Negative Comment Responses

Level 1 [Minor]

In general, followers leaving negative comments in a check-in, review, or on a conversation thread are wanting to be heard:

Example public posting: "I was waiting for 4 hours in the ER! Unacceptable!"

Example public response to posting: "[name] we are sorry to hear about your experience at the [clinic]. We will reach out to you directly - [initial]"

Direct message response to posting: "[name] we are always looking to improve the patient experience at the [clinic]. Please call [xxx-xxx-xxxx] to let us know how we could do better in the future. - [initial]"

Level 2 [Major]

Major negative comments are those directed at HSC staff around perceived discrimination, abuse and/or mistreatment:

Example public posting: "I was discriminated against because I'm [   ]!"

Example public response to posting: "[name] we are sorry to hear about your experience at the [clinic]. UNMH has a zero-tolerance policy for discrimination. We will reach out to you directly - [initial]"

Direct message response to posting: "[name] we are always looking to improve the patient experience at the [clinic]. Is there a good number we can reach you at? - [initial]"

Level 3 [Severe]

Official responses to Level 3 scenarios are to come from the Chief Public Information Officer. Examples of Level 3 scenarios include:

- Patient information data breach/hack
- Viral outbreak
- Natural disaster
- An active shooter or mass shooting
- Anything needing to be communicated out of an active Emergency Operation Center (EOC)

DO NOT share information found online, or not approved by the HSC. Doing so may lead to false or confusing information reaching the community and spreading online.

Hide a Comment When:

- A follower posts profanity, and it is their first offense.
- Posts misleading information and/or links to an external article.

Block a Follower Who:

- Has posted more than one profane comment.
- Continually posts misleading information and/or links to external articles.
- Has posted a racial slur.
- Has verbally attacked another follower.

Turn off Comments When:

- Commenting veers off topic and becomes a "shouting" match between two or more followers where profanity and insults are used. (You should also consider hiding comments/blocking followers depending on severity. See above.)

Not Sure?

Example: User has posted an image of someone making a specific hand gesture. The meaning of the symbol is in dispute; racist/not racist. (Work with colleagues and consider ignoring/hiding/blocking depending on severity. See above.)

Responding to Neutral Comments

Not all comments require a response. However, if the comment is helpful a "Like" communicates gratitude from the HSC.

For example, a user comments "Road work on Lomas Blvd. Traffic backed up. Look for other ways to get to UNMH."

Social Media Planning Worksheet

Project Name:

School / Dept:

Audience(s):

Priority 1:

Priority 2:

Priority 3:

- ☐ Awareness
- ☐ Conversion
- ☐ Lead Generation
- ☐ Event Registration
- ☐ Video Views
- ☐ Engagement

- ☐ Request Information / Provide Contact Details
- ☐ Application Submission
- ☐ Request Information from Admissions
- ☐ Call/Email an Admissions Counselor
- ☐ Schedule a Campus Visit

Platform(s): ☐ Facebook ☐ Instagram ☐ Twitter ☐ YouTube ☐ LinkedIn

Starting Budget: **Ending/Remaining Budget:**

KPIs:

Result(s):

Key Learnings:

Opening & Closing Social Media Accounts

Should you Create a New Social Media Account?

The HSC, and its departments and colleges, currently manage several dozen social media accounts across these five platforms: Facebook, Instagram, YouTube, Twitter, and LinkedIn.

It is HSC policy that no member of the faculty or staff is permitted to create a new social media account on behalf of, or associated with, the HSC without approval from the Social Media Steering Committee.

To request approval for a new social media account, fill out the questions on the **New Social Media Account Request** form on the next page.

Attach and email the completed form to HSC-Social@salud.unm.edu with the subject line: "Request for new HSC social media account".

Please note, submitting a request does not guarantee an approval.

HSC Social Media Steering Committee

Periodically, the HSC Social Media Steering Committee will evaluate social media accounts to determine the account's viability. From time to time, the evaluation will result in a recommendation to close the account.

Accounts are evaluated with the following criteria:

- Review of the performance analytics over the last 90 days
- When was content last posted?
- Is there engagement (likes/favorites/page visits)?
- Are people still commenting and conducting back-and-forth conversations?
- Is the audience for whom the account was intended still visiting and engaging?
- Is community activity (likes/shares/comments) the same few people?
- Has there been genuine growth of the audience?
- How much of a Full Time Employee's (FTE) time is dedicated to management?
- Does the amount of time spent managing the page outweigh the account activity?

Closing an Account

If the statistics show a marked decline and the effort outweighs the benefit, the account will be shut down.

The HSC Social Media Steering Committee will work with you to write a "Closing" message which will include:

- The last date of activity (30 to 60 days in the future)
- Information about, and links to, other HSC social accounts on the same platform they can visit for information and to stay connected

New Social Media Account Request

Your Name:

School / Dept:

Email:

What platform? ☐ Facebook ☐ Instagram ☐ Twitter ☐ YouTube ☐ LinkedIn ☐ Snapchat

What are we trying to accomplish with this new social media account?

Who are we trying to reach, and why can they not be reached using one of the existing HSC social media channels?

How will content be collected and/or developed? From where and by whom?

Who will be managing this new account?

☐ New Employee   ☐ Existing Employee

Dean/Designee Signature		Supervisor Signature	
Manager Signature		Contact Number	

How much time will be allocated to its upkeep and management? (weekly)

☐ 3-5 hours   ☐ 6-10 hours   ☐ 11-20 hours   ☐ 21-40 hours