

Social Media FAQs

Q: Can a personal account be used to post professional information?

A: If affiliating with the university in any way on your personal account, consider adding a disclaimer: “These views are my own and do not represent the views of MU Extension.” Be aware how your posts connect to the university. Sharing employment information in your personal profile or username holds you to a higher level of responsibility.

Q: Can a professional account be used to post personal information?

A: Professional accounts that affiliate with MU Extension should refrain from posting personal information. This includes community news that is not sponsored by MU Extension.

Q: When is it appropriate to use the stacked MU logo as a profile picture on a social media account?

A: Any MU Extension account should use the stacked logo: *insert QR code for this here*

Q: Which social media platform is best to reach our clientele?

A: There is not one social media platform that best fits all programs in MU Extension. You know your community best — find out which platform(s) they use, and focus your efforts there. It is better to manage one platform really well than to spread your efforts haphazardly across multiple. If unsure, Facebook is a good place to start for establishing a web presence.

Q: Is the primary focus of social media to increase awareness of MU Extension resources or to disseminate knowledge?

A: Both! Social media has a number of purposes. Experiment with sharing different types of information (resources, knowledge, events, faculty/staff spotlights, etc.) and see what gets the most engagement.

Q: How do I increase visibility of the account?

A: Follow others to get more followers. Tag relevant partners in posts. Regularly share, like and comment on their posts, too. Include your social media info in email signatures, PowerPoint presentations, handouts, videos, webpages, etc. Reach out to MU Extension and/or A&E communications directly to have posts amplified by these accounts.

Q: How do I increase engagement with the posts?

A: Craft engaging content by focusing on photos and videos and using minimal text. Use hashtags. Consider asking managers of other accounts to share and retweet your post for visibility from a wider audience.

Q: How often do I need to post?

A: Try to post 3 times/week, consistently. If you don't have enough content, share or repurpose content from the A&E and MU Extension pages. For Facebook, increase posting up to one post per day if you have plenty of content and followers are engaging. Avoid more than one per day, as the algorithm will hide your content. For Twitter, more frequent posts (>1/day) are OK.

