Social media: Getting started

Before setting up a new social media for your county, region or program, make sure there isn't already an existing one. If there is an existing account, update the admin permissions to that account instead of creating a new account.

Learning the social medium:

Once you have decided to use a particular social media service, learn about how it works. If you have used the service as an individual, make sure you understand the differences of using it as a business or organization and what options you have.

Start small, with one or two accounts, rather than trying to use every social media tool available. Only take on what you know you can maintain. You or someone else in your office must be able to interact on the account every day. The best plan would include multiple administrators on an account who can cover in the event of absences and busy work times.

Guidelines:

- Accounts must be administered by University employees.
- No posting of personal opinions on Mizzou-branded accounts
- Accounts should identify the program or department represented
- Posted content must reflect Mizzou's brand tone.
- Be aware of HIPAA and FEROA privacy requirements.
- All MU Extension-branded accounts shall post guidelines for engagement.
- Provide a link to the guidelines in bio and about pages of social media accounts. Text should read:
    - Social media guidelines: bit.ly/mizzousocial

Employee Personal Social Use:

- Be thoughtful about your posting's content and potential audiences.
- If you affiliate with Mizzou on your personal accounts, be aware how your posts connect to the university. Be civil and do not share personal information without permission.
- Employment information in your personal profile or username holds you to a higher level of responsibility.
- Do not post confidential or proprietary information about the University of Missouri, its students, its alumni or your fellow employees.
- Refrain from postings that have the appearance of speaking on behalf of the University.
- You are encouraged to share University news and events that are a matter of public record with your family and friends.

Setting up your organizational account:

Facebook

1. Use an approved, branded profile and cover photo. Designs can be found in a SharePoint folder. Keeping our identity consistent across MU Extension will help users recognize our organization.

2. Name your account with this convention: for counties, MU Extension in Boone County, for regional offices, MU Extension in the Northwest Region, for program offices MU Extension —— Youth, Family and Nutrition. Add your user name with this convention: @MUExtBooneCo.

Follow the instructions below to change your account or user name. You will need to be an admin to request a name change.

a. Click About on the left side of your page.

b. Click Edit next to your page's name.

c. Enter a new page name and click Continue.

d. Review your request and click Request Change.

e. To edit user name, click Edit next to user name and follow same instructions.

4. Add Mu Extension as an administrator on your account so the communications team can help you with the account when you need it.

Add Admins:

a) **On the blue menu bar at the top of the page, click on the icon and page name to go to the main page.**
b) **Directly below the blue Facebook menu bar, there is the page menu bar with options including Page, Inbox, Notifications, etc. On the right side of that bar, click Settings.**
c) **Click on Page Roles on the left menu.**
d) **Start typing Mu Extension in the Assign a New Page Role bar. Once the "Mu Extension" account pops up, click on it.**
e) **Change the dropdown at the right of the box to Admin.**
f) **Click Add.**

5. Follow the University of Missouri Extension account and share and like posts.

6. Complete the "about" section in your social media account to give people more information about MU Extension and your office. In the section, include a description of your office, and note that it is part of University of Missouri Extension. If you can add a street address, make sure you add "Missouri" to the address.

Short samples: Live. Learn. Grow. Through science-based information, we help Missourians solve problems and make informed decisions. Find out how we can improve your life at extension.missouri.edu. Social media guidelines: bit.ly/mizzousocial

Live. Learn. Grow. Every day, our faculty and staff our committed to make a positive difference for Missourians by sharing science-based information that will grow our economy, make education accessible and improve health and well-being. Social media guidelines: bit.ly/mizzousocial

Long sample: University of Missouri Extension uses science-based knowledge to engage people in understanding change, solving problems and making informed decisions. More than a million Missourians each year turn to MU Extension for practical advice on competing in the global marketplace, balancing the responsibilities of work and family, protecting natural resources and adapting to new technologies.

For assistance with social media strategy and planning, contact Laura Lindsey, marketing coordinator, at lindseylau@missouri.edu. Social media guidelines: bit.ly/mizzousocial

Twitter

1. Use an approved, branded profile and cover photo. Designs can be found in a SharePoint folder. Keeping our identity consistent across MU Extension will help users recognize our organization.

2. Sample bio: Live. Learn. Grow. Through science-based information, we help Missourians solve problems and make informed decisions. Social media guidelines: bit.ly/mizzousocial

Live. Learn. Grow. Every day, our faculty and staff our committed to make a positive difference for Missourians by sharing science-based information that will grow our economy, make education accessible and improve health and well-being. Social media guidelines: bit.ly/mizzousocial

3. Provide a link to your webpage.

Instagram

This is a photo-based social platform. It is not a best practice to post pictures of event flyers. Instead, find an engaging photo and add details about the event for best engagement.

1. Use an approved, branded profile and cover photo. Designs can be found in a SharePoint folder. Keeping our identity consistent across MU Extension will help users recognize our organization.

2. Basic information:

- About section: Live. Learn. Grow. Through science-based information, we help Missourians solve problems and make informed decisions. Social media guidelines: bit.ly/mizzousocial

- Include contact information outside of Instagram (e.g.: phone number, email address)

- Website field: provide URL to your web page.

YouTube

If you are interesting in learning how to use YouTube to communicate your message, please contact Rob Mize at **mizer@umsystem.edu.**

Additional Resources

MU Social Media Guidelines

MU Social Media Guidelines for personal use