

SOCIAL MEDIA POSTS AND/OR CAMPAIGNS



Overview

To ensure the College and University brand (including tone, style, respectability, etc.) remains strong and recognizable, social media account setup and/or campaigns can include the help of Creative Services. Review the information below to determine what role Creative Services will play based on medium and target audience. Typically, our social media networks include: Facebook, X, Instagram, LinkedIn and YouTube. Each network has a distinct audience, and can require different content, depending on the needs of the client. It is possible these messages could reach all of our target audiences (see below).

■ Social Media Request

	Task	Completed By	Timeline
1	Meet with Communications Director, Ryan Clark (ryan.clark@uky.edu), to discuss topics like: audience, medium and frequency of posts. We will also discuss style, tone, oversight and content creation.	Requester	
2	Creative Services will review, respond and meet with requester.	Creative Services	Within 2 business days of request
3	Along with requestor, can determine the above characteristics based on the need of the request and assign someone to oversee the account.	Requester and Creative Services	As needed
4	If agreed upon, Creative Services can approve the first set of posts, but we will not oversee every post made (nor do we need to). We will discuss what is expected of the content we share, and we can also re-share these posts if this is part of the request.	Creative Services	As needed
5	If this is a campaign, rather than a social media account, then we can help develop (or pull from existing) content to create the story arc of the campaign.	Creative Services	2 days

If Design Work is needed, such as graphics, or even photography, video, etc.:

	Task	Completed By	Timeline
1	For graphics and video: Send request to Will Hieronymus (wlhi223@uky.edu) and Sam Reynolds (sare222@uky.edu). Include desired due date, how this project will be disseminated, and all text content (which Ryan Clark can assist with, if needed). For photography: Clark will assign, depending on what is needed.	Requester	Determined by project and availability.

Target Audiences

- *Internal*: Primarily to be seen by faculty and staff of the College of Health Sciences
- *Current Students*: Primarily to be seen by current students of the College of Health Sciences
- *Prospective Students*: Primarily to be seen by prospective students and/or parents and guardians of prospective students
- *Donors*: Primarily to be seen by current and/or potential donors
- *Alumni*: Primarily to be seen by alumni of the College of Health Sciences
- *Friends of the College*: any other audience member who may see our content but does not fall into the above categories (i.e., parents of current, former or prospective students; counselors or other school administrators; or community members who are not necessarily alumni or donors).