DSA STAFF SPOTLIGHT

Please email me if you would like to participate or if you know one of your staff members who deserves a shout out.
Social Media Audit

UNT DIVISION OF STUDENT AFFAIRS
UBSC
University Brand Strategy and Communication

Social Media Managers Committee
Megan.Lawton@unt.edu

Wed, March 4 at 1:00 p.m. in Chestnut Hall, 210B
Social Media Checklists

Facebook | Twitter | Instagram

Helps keep track of your social media success and failures and gives you tools for growth.
DSA Scores

Don’t be discouraged by your scores. Remember, we all wear many hats.

DSA Instagram: 30

DSA Twitter: 46

DSA Facebook: 55
Social Media Style Guide

Social Media Brand Style Guide is needed!

What is DSA's voice?

We need a document that can be handed to a student or staff member so they know how to post on behalf of our division or department.

Template for departments coming soon!
Social Media Calendar

Social Media calendar is needed!

What are our major events?

Are there any holidays we want to jump in on?

What campaigns are we going to run?

Summer is a great time to work on your yearly or semester calendar.

Template for departments coming soon!
SOCIAL MEDIA RESOURCES
UNT URCM

https://social.unt.edu/
SOCIAL MEDIA WEBSITE

studentaffairs.unt.edu/social-media

List of Division of Student Affairs social media accounts.

If you have added or deleted any platforms from your department, please let us know and we will update it on our landing page.
THANK YOU

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