UChicagoArts and Arts Entities Social Media Guidelines

These are best practices, style guides, and examples for all Arts Organizations on campus, as created and collected by the Marketing department.

General Overview

Remember that whatever you post to social media channels is a reflection of the University of Chicago, whether the content is public (i.e. Tweets, posts, events, etc) or private (i.e. a response to a private message from a reader). Even though multiple people are creating the content, everything must look and feel as if it came from a single source — voice, tone, image selection, text formatting, etc.

- Consider how social media presence not only ties back to the web presence, but helps extend it.
- Be consistent in presenting a cohesive UChicago Arts presence:
  - Consistent branding, colors, tone, images, graphics, etc.
  - Match social media content to what is on the website.
- Be an educator. Your goal is to show people the scope of UChicago Arts and its initiatives!
- Avoid sales. Don’t market programs, explain them.
- Your priority is to answer questions and inform readers.
- Never post without a supervisor’s approval.

Voice

- Be clear, direct, and trustworthy.
- Be conversational, personable, and friendly. Find opportunities to use inclusive language (“you”, “we”, “us”).
- Be eager to convey enthusiasm about arts on campus.
- Don’t hesitate to carve out your own identity based on the department or unit you are representing.
- Be a platform for communicating arts scholarship, theory, and practice, but keep the manner down-to-earth and approachable. Don’t be afraid of levity in moments when it’s appropriate.
- Use active voice.
- Clarity is key. Explain, don’t get bogged down in bloated language or unnecessary detail. Be succinct.
- Keep sentences at a modest length.
- Avoid using adjectives to describe things — they’re almost never necessary.
- Relay personality without detracting from the subject.

Tone

- Never dial it up to 11, 10 is loud enough. While you do want to express excitement and instill a sense of excitement in fans, you don’t want to come off as disingenuous or forced by going over the top. Be authentic — you don’t really need that many exclamation marks or adjectives like “great” or “excellent” to describe everything.
- One idea at a time. Readers are short on time. Social media moves in real time, with new content constantly being created. Your readers have neither the time nor the attention to parse through dense lists or groups of content.
- Write invitations. Include an RSVP. Speak in an inviting way, shaping language so as to engage people in discussions with us and our fans.
- Embrace the odd moment. UChicago is quirky, a fact that has served the University well, embraced by students and alums alike. When you see fun, offbeat, unusual and/or charming things, celebrate them.
- Surprise people. Blow their minds. UChicago Arts is a unique product on campus, but many people don’t know its scope or history. Educate fans with fun facts and tidbits to give them cause to be as excited about our history and future as we are.
- Pictures say a thousand words. Visuals are shared more frequently than the written word. Every post should take something attractive (photo, video, etc) and elevate it, not detract from it. They also contribute to engagement in our posts.
- Video is king of all content - most views, shares, and engagement. Utilize short snippets and make sure you’re staying up to date on best practices for each platform.

Post Structure

- Know your channel. Cater to the social media content delivery channel, don’t fight it. Consider the possibilities and limitations of each channel as you craft posts.
- Avoid starting new accounts on different platforms (i.e. - SnapChat got your fancy, but you haven’t mastered Twitter? Wait until you have a good grasp of Twitter and the capacity to successfully maintain and engage your community before moving on. If your audience doesn’t use that platform - then why do you want to use it to reach them? Be diligent).
- Clarity means no more misunderstandings. Clear communication is not only about what we say, but how we say it.
- Hook, line, sinker. With social media, people appreciate brevity, but sometimes you need more than one sentence to explain something properly. If you have a longer post, separate it into two parts. Start with an engaging statement or question (acting as your hook, to grab people’s attention), then conclude with necessary follow-up information.

Best Practices

PHOTOS

Whether individually or part of a set, always choose images that are striking, truthful, and distinguished.

- Pick images that tell a story — and make sure it’s a good story.
- Less is more! Albums should aim for quality, not quantity. 15 images is usually good.
• Don’t be repetitive, whether through composition, subject matter, or individuals pictured. Multiple slight variations on a single shot or pose diminish impact.
• Remember the Golden Rule: though we strive for honesty and authenticity in our images, try not to pick photos that will embarrass the subjects. Post photos of others like you would want others to post photos of you!
• Watch out for truncated bodies and disembodied body parts, blurring, underexposure, overexposure, poor lighting, and other distracting elements.
• Avoid posed or stiff portrait approaches.
• If you find yourself bargaining, saying “I guess it’s OK” or “It’s not that bad,” don’t post it. Like all the content we post, the goal is to blow people away.
• Make sure the image is in line with the voice of the channel that has already been established.
  • For example, if the UChicago Arts Instagram has been used to highlight works of art, posting a selfie of a student at an exhibit might be out of character if it’s not up to the same photographic standards.

More Resources:
• University Communications Photography Guide
• Photographic Style Guide

TEXT
• When posting links to long-form content, summarize, don’t truncate. Pick an engaging and representative quote if space allows.
• Keep important information up front — don’t make readers dig to find the point.
• Don’t go through stylistic contortions to emphasize information.
• For Twitter, 140 Characters or less. For Facebook, Sprout Social, a leading social media consulting group, recommends 80 or less to reach max engagement and shareability.
• Check your post on Sprout’s Social Character Counter.

ENGAGE
• Respond to comments, tweets, and mentions
  • Conversation is the most targeted and meaningful form of social media engagement
  • Respond within 24 hours
  • Engage in one-on-one conversation, but keep discussions public so others may join
  • Answer visitor questions and respond to feedback
  • Use university resources, such as uchicago.edu websites and other staff members, to research answers to questions you don’t know
• Build online communities
  • Research and list key influencers (on Twitter, Facebook, from blogs, etc.)
  • Monitor key influencers on social media channels at least weekly
  • RT, link to, and follow relevant posts and/or accounts
  • Follow everyone that follows you
  • Engage with key influencers, but be strategic and mindful in the conversations you initiate and how you respond to their content

Abbreviations
• Respect your elders. Consider who you are referencing in your posts when you write them. Just as you should respect these people in your personal life, you want to ensure that UChicago Arts respects its relationship with them by properly addressing them.
  Wrong: Prof. Mearsheimer, John Mearsheimer, J. Mearsheimer, Mearsheimer
  Dir. Susanne Ghez, Exec. Dir. Susanne Ghez, Ghez
  Right: Professor Mearsheimer, Professor John Mearsheimer
  Executive Director Susanne Ghez, Exec. Director Susanne Ghez
• Dates matter. It’s about consistency. You want to ensure that everything appears like it’s coming from one source.
• Date and time formatting should be as follows:
  • Pipes for the Season starts Sun, Dec 16, 5 pm
  • Pipes for the Season is on Sun, Dec 16, 5–8 pm
  • Pipes for the Season is on Sun, Dec 16, from 5 to 8 pm
  • Pipes for the Season is on Sun, Dec 16, 5–8:30 pm
  • Pipes for the Season is on Sun, Dec 16, from 5 to 8:30 pm
  • So many Arts abbreviations, so little time. Just because you may know what DOVA, CSRPC, APL, or TAPS mean doesn’t mean everyone else does—especially not fans who aren’t associated with the University.
• Where are we? Always follow UChicago nomenclature and editorial style guidelines when referring to the University. “UChicago” is preferred for social media mentions. More at communications.uchicago.edu/identity.

Our Channels
UChicago Arts
Twitter: www.twitter.com/#!/uchicagoarts
Facebook: www.facebook.com/uchicagoarts
Flickr: www.flickr.com/uchicagoarts (inactive)
Youtube: www.youtube.com/uchicagoarts
Instagram: www.instagram.com/uchicagoarts
Logan Center Channels

Facebook: [www.facebook.com/LoganUChicago](http://www.facebook.com/LoganUChicago)

Twitter: [www.twitter.com/LoganUChicago](http://www.twitter.com/LoganUChicago)

Facebook: [www.facebook.com/LoganCenterExhibitions](http://www.facebook.com/LoganCenterExhibitions) (Managed by Logan Center Exhibitions)

Facebook: [https://www.facebook.com/logancenterfamilysaturdays/](https://www.facebook.com/logancenterfamilysaturdays/) (Managed by Logan Community Engagement with advice from Logan marketing)

Foursquare: [www.foursquare.com/logancenter](http://www.foursquare.com/logancenter) (inactive)


Café Logan FB Place: [Café Logan](http://www.facebook.com/CafeLogan) (unofficial page, not currently used frequently) (inactive)

Café Logan Foursquare: Café Logan (inactive)

See the [UChicago Social Media Directory](http://www.uchicago.edu/) for partner social media channels:

**Social Media Platform Best Practices**

This guide was created by Clare Austen-Smith to streamline social media practices for UChicago Arts Channels. It’s important to remember that while this is up to date for industry practices as of July 2017 social media changes frequently and fast. Therefore, to be useful, this must be a responsive document and any time changes to social media practices are implemented, this document should also be updated. If you have any questions, contact Clare at austen.smith@uchicago.edu.

The below guidelines were put together from various sources, most notable [Sprout Social](http://www.sproutsocial.com/).

**Twitter**

- Three to six tweets per day are acceptable
  - Balance original content with retweets from other entities/artists/etc
  - Make sure to @ mention any involved individual/organizational parties
  - Utilize hashtags whenever possible but not excessively. If there is not a hashtag specific to the event, rely on the #uchicago hashtag.
  - Tweets can be planned out in an excel spreadsheet and loaded into HootSuite to accommodate a weeks worth of tweets. This makes it significantly easier to copy and add links, etc.
  - Bulk Uploading
    - Posting on Twitter via HootSuite’s main advantage is that you can upload up to 350 tweets per day
    - HootSuite has the information in it’s help section on how to structure your spreadsheet, etc.
    - You can also check Box for old spreadsheets to copy the structure from.
    - Common mistakes in bulk uploading are incorrect file format or date. Make sure to create your spreadsheet in Google Sheets, then download as a .csv as HootSuite does not work with Excel-to-CSV files.
- Basic Tips
  - Keep tweets to 125 characters or less so others can RT and/or respond. If not, the text of the tweet will be cut off.
  - Embed links in the middle of tweets, refraining from using them at the beginning or end.
  - You no longer need to avoid beginning a tweet with a Twitter handle, or including a ‘.” first, such as .@UChicagoArts (source)
- Tone
  - For UChicagoArts, the tone is professional, but accessible and informal
  - Use active / participatory language whenever possible. “You” should be the subject of the sentence – UChicagoArts
    - “Come to the cabaret! The UT production of "Cabaret" performs this week, Thursday, Friday, and Saturday at 7:30 pm [https://www.facebook.com/events/1412509879031338/](https://www.facebook.com/events/1412509879031338/)…” (6/2/14)
  - Use questions to engage the reader and elicit a reply – UChicagoArts
    - ‘Missed ‘Pink Chiffon’? Check out the work as well interviews with the students about collaborating on the exhibition. [http://bit.ly/1Jv5GKO](http://bit.ly/1Jv5GKO)” (4/28/15)
    - “How many ways can you make fake blood? 'Staging Terror,' one of @UTTAPs’s most popular courses, has you covered [http://bit.ly/1I1bwCW](http://bit.ly/1I1bwCW)” (4/4/15)
  - So far @ #studsfest, we’ve heard spot on Studs impersonations from @andrewpatner of @WFMTClassical & Tom Weinberg of @MediaBurnVideo. You? (5/10/14)
- Hashtags
  - Use hashtags to aggregate posts
  - Create hashtags for major events
  - Create hashtags for post series, i.e. #StudsFest for the Studs Terkel Festival
  - Select hashtags carefully and confirm they do not have an inappropriate meaning
  - Hashtags should be short
    - Examples:
      - #LoganCenter
      - #UChicagoArts
      - #MadeAtLogan
      - #PlaceLab
      - #HydePark
      - #Artennial
Links
- Shrink links with bit.ly so we can track the number of clicks each link receives

Using Twitter handles
- quoting another tweet or article directly, use "Via @handle: text text text"
- If paraphrasing or referencing something in a more indirect way, use "via @handle" at the end of the tweet or MT if you “mention” part of a tweet rather than RT the full tweet
  - UChicagoArts example: "Via @DNAinfo: Neighbors of the #BGLab site "A Museum of 'No-Longer-Art' Opens in Hyde Park at @UChicCollegium via @chicagomag http://chi.mg/1OiILFE" (4/23/15)

When referencing a specific person or organization, check if they have a twitter account so you can tweet at them.

Monitoring and posting
- Use HootSuite to monitor @UChicagoArts; other arts handles; hashtags; staff/faculty/students
- Use Hootsuite to post, track, and schedule tweets

UChicagoArts Examples:
- @UChicago
- @dova_Uchicago
- @RenSoc
- @oimuseum
- @FLWPT (Robie House)
- @Hairy Who (Hyde Park Art Center)
- Staff, faculty, or students on Twitter
- See Addendum for list of known UChicago Twitter feeds

Facebook
- 1 post per day
  - Tag artist/event/space/etc (whatever is relevant) in your post in the caption or photo – use your discretion whenever possible.
  - There should always use a good photo in our posts – this immediately weights the content/post as “important” to Facebook’s internal algorithm (EdgeRank).
- Content and tone should be similar to tweets, but can have more explanation (because there is no character limit)
  - Begin with a question or a way to engage the audience
  - Use active verbs
- Use “Comment” feature on posts to include more information or additional links, or actual link to facebook event (Facebook weights sharing of actual events low, and will suppress your event from newsfeeds of your followers compared to an image or text post with the event link in the comments).
  - If including a link, paste that into the subject line box first and wait for the link to load. When it is ready, you will see the link and its metadata appear. Then put the text of the post in the subject box. At this point, you can delete the link URL since it’s already attached to the post, but if you want to keep it there make sure it’s in bit.ly or ow.ly format so that it’s more aesthetically pleasing.
- Hiding posts
  - Occasionally, users will post advertisements, spam, or inappropriate comments. These will not show up as featured on the homepage – but instead appear in a box on the left side of the page.
  - The idea is not to censor, but rather, to remove anything that is truly inappropriate.
  - Do not hide or delete negative comments simply because they are negative. Check with your supervisor if necessary before responding.

Responding to questions, comments
- As with Twitter, answer questions, respond and “like” people’s posts frequently.
- Facebook is one of the primary avenues for people to ask us questions, many of which are time sensitive, so be sure to respond in a timely manner.
  - When responding, make sure you are using Facebook as UChicagoArts rather than your personal email. This will be indicated by the thumbnail icon in the top right of the post bar.

Posting Photo Albums
- Limit uploads to around 20 images at a time
  - Make sure images have been approved by the necessary parties including Mitch Marr, Nora Semel, Leigh Fagin, and/or members of event team before uploading
  - Title
    - Keep titles straightforward and explanatory
    - Include a date if images are from a particular event e.g. “Valentine’s Day Community Rally – February 14, 2015”
  - Album description
    - Can vary based on type of images and how much time you have
    - For events, include title of event, date and location
    - Include a brief, sentence-long description explaining the images (optional)
    - Include a link to the UChicagoArts website
    - Always include the photo credit information even if the photo was taken by a UChicago staff member or intern
    - Individual photo captions
      - Again, these can vary
      - Sometimes captions will be the same as the album description, other times just date and photo credit
      - See OPL: https://www.facebook.com/oplsouthside/photos_stream?tab=photos_albums for examples
      - Once someone from communications has reviewed the album, publish to Facebook wall

Instagram
- 1-2 posts per day
Always use relevant hashtags to University, university event, visiting artist, outside partner, etc.
Tag artist/event/space/etc (whatever is relevant) in your post in the caption or photo – use your discretion.
Use hashtags! There is a huge artist community on Instagram, and even tagging photos of a mixed media painting with #mixedmedia can expand our audience and engagement.

Content Ideas

- Photos, photos, photos! No photo for your event? Try Photostore, Unsplash.com, or the Arts Photos Box folder.
- Videos
- Historical posts about arts on campus
- Art quotes
- Discounts on admission, tickets, or food/beverage
- Tickets giveaways
- Competitions or contests (involve legal department)
- Q&As w/ key figures
- Guest tweeters/Instagram Takeovers
- Virtual tours
- Influencer invitations
- Live tweet exciting events
- Facebook Live professor Q and A
- Engage in Twitter chats
- Host live webcasts

Content Sources

- UChicago Arts: arts.uchicago.edu
- UChicago News: news.uchicago.edu (arts & humanities section)
- UChicago Multimedia: news.uchicago.edu/multimedia
- University of Chicago Magazine: mag.uchicago.edu
- UChicago Museum Websites and Facebook Pages:
  - Arts + Public Life: https://www.facebook.com/artspubliclife/; arts.uchicago.edu/apl
  - Smart Museum: smartmuseum.uchicago.edu
    facebook.com/smartmuseum, twitter.com/SmartMuseumUCHI
  - Renaissance Society: renaissanceociety.org
    facebook.com/therenaissancesociety, twitter.com/rensoc
  - Oriental Institute: oi.uchicago.edu
    facebook.com/orientallnstitute, twitter.com/oiomuseum
  - Logan Galleries: arts.uchicago.edu/logan/gallery
  - UChicago Library: lib.uchicago.edu/e/collections.html
    facebook.com/uchicagolibrary, flickr.com/photos/uchicagolibrary/
  - Robie House: gowright.org/research/wright-robie-house.html
  - Rockefeller Memorial Chapel (not a museum, but twitter active):
- Among many others

- UChicago Arts Calendar: arts.uchicago.edu/events
- UChicago College: college.uchicago.edu
  facebook.com/uchicagocollege, twitter.com/uchicagocollege

Schedule

UChicago Arts and the Logan Center uses HootSuite to schedule our social media. This is a paid account which allows you to manage Instagram, Twitter, and Facebook from one location.

Its important to use the UChicago Arts HootSuite Account (Email Nora Semel norasemel@uchicago.edu for log in information) for scheduling all social media. Do not use a personal HootSuite account.

**UChicago Arts Social Media Checklist**

- **Daily Tasks**
  - **Tuesday**
    - Review all channels for feedback/comments/questions
    - Plan tweets for the week, send to Nora for approval
    - Plan Instagram for the week, send to Nora for approval
    - Plan Facebook for the week, send to Nora for Approval
  - **Wednesday**
    - Review all social channels for feedback/comments/questions
    - Nora will review scheduled content directly on HootSuite
    - Schedule tweets, instagram, facebook in HootSuite
      - In this case, week means Thursday to Wednesday, based upon Clare’s schedule. Whatever schedule you choose, make sure you are accounting for planning/scheduling/waiting for approval of social media messages while overlapping with previously scheduled social media so there is no lag time in our channels.
    - Weekly Tasks
Review and check in on goals and priorities for the week/month, adjust for any changes or new events.
Plan hours around any events that need or would benefit from live coverage
  - If UChicago Arts staff cannot be present (Clare, Nora, etc) utilize content from the hashtag, speaker, or any other university channels to repost/retweet or use for follow up social media the day after the event.
  - Weekly check in meeting with Nora to review weekly priorities, share updates, etc.
  - A great and more expanded checklist by Sprout Social can be found here, as well: https://media.sproutsocial.com/uploads/2015/09/MichaelPattersonSocialMediaManagersChecklist.jpg

Known UChicago Twitter handles

Looking for something that's not here? Try http://social.uchicago.edu/directory

- @UChicago
- @Uchicago Ras
- @UChicagoCIS
- @UChicagoHarris
- @UChicagoHousing
- @UChicago_romer
- @UChicagoPGE
- @UChicagoCLAS
- @dova_Uchicago
- @UChicagoMag
- @UChicagoAlumni
- @UChicagoLaw
- @UChicagoNews
- @UCPritzker
- @UChicagoPress
- @UCCanderCenter
- @UChicagoMed
- @smartmuseumChi
- @UChicagoPresents
- @UChicagoUEI
- @UChicagoArs
- @UChicagoLawOCS
- @UCPD
- @UofCDining
- @UChicagoCAPS
- @UofCACS
- @UofCpsac
- @ViewChicago (UChicago Admissions)
- @Hpknights
- @UChicagoLawApps
- @UChicagoSAGE
- @UChicago Ras
- @UChicagoCIS
- @UChicagoHarris
- @UChicagoHousing
- @UChicago_romer
- @UChicagoPGE
- @UChicagoCLAS
- @dova_Uchicago
- @uchicagoNSP
- @UChicagoEAF
- @UChicagoTM
- @ORCSA
- @UofCGH
- @BLDA_Uchicago
- @oppleouthside
- @UChicagoLocal
- @UChiEngagement
- @UChicago_GRAD
- @UChiCollegium

ARTS

- @RenSoc
- @SmartUchicago
- @ChicagoPresents
- @FLWPT (Robie House)
- @UCLS (Laboratory Schools)
- @dova_Uchicago
- @OrientalInst
- @FLWPT (Robie House)
Online Resources

Social media changes frequently, which is why it’s important to stay on top of changes and new media or platforms. For example, if Twitter stops allowing images or Facebook statuses have to be 140 characters, we need to know, and our best practices must reflect that!

Below are resources that are excellent for social media coordinators, etc. to read and make any adjustment to our best practices.

- www.sproutsocial.com
- www.mashable.com
- www.socialmediatoday.com
- http://www.socialmediaexaminer.com/
- www.hubspot.com
- Following Twitter, Facebook, and Instagram’s own accounts on their platforms