

## Web Community Meeting

September 28<sup>th</sup>, 2014

### **Social Media and System Updates**

#### Social Media – Ashley Sumner

- Set SMART Goals
  1. Specific
  2. Measurable
  3. Achievable
  4. Relevant
  5. Time-based
- Why set goals?
  1. Get everyone on the same page
  2. Align with institutional goals
  3. Remind yourself why your purpose is important
  4. Be able to determine real success
- How to make a great social media account
  1. About You: Put as much info. as possible for guests to view
  2. What is Content?: text, inks, images, videos, sliders, logo, contact info., description, mission, hours, sales pitch, documents, presentations
  3. Make Friends: Campaign, contest, advertising
  4. Make Sure Your Friends Like You 😊 : Must be a two way relationship
    - Do not promote all the time
    - Encourage giving and taking
    - Do not be overbearing
    - Do not be a doormat
  5. Be a Good Friend:
    - Relavent
    - Interesting
    - Authentic
    - Consistent-content, voice, interests, frequency, goals, interaction
    - Trustworthy, loyal, kind, obedient, cheerful, thrifty, brave, clean, courteous, friendly
  6. Facebook Account Becomes a Community:

- Not easy, takes time
  - Loyal fan base is very valuable
  - Social Media Literacy
  - Connect UVU voice in the social media sphere
- Benefits of Social Media
  1. Branding
  2. Feedback
  3. Sales, Development
  4. Customer Relations Management
  5. Awareness
- Contact Ashley Sumner (Bates) for help or questions  
801-863-6808  
ashley.sumner@uvu.edu

### System improvements

- OU Campus v10 move is complete
  1. Publish all files- images, docs, pdf
  2. Attend a training if you have not yet
  3. All images must reside in the images folder
  4. All PDFs, docs, ppt, etc. must reside in the docs folder
  5. You can create subfolders for organization within these folders
  6. Must check out a file before viewing/editing the properties of the page
- System Issues WDS is working on:
  1. Speed of new system – Solved in the first part of August
  2. Slider issues
  3. File permissions and locations
- Optimizing Images for the web
  1. Online tutorials
  2. WDS training meetings and Web Community Meetings

### New OU Campus Basic Trainings and Advanced Trainings

- Visit [uvu.edu/wds/trainings](http://uvu.edu/wds/trainings)

### Getting help

- Support Tickets- submit if: (please give as much detail as possible)
  1. Cannot edit

2. Site is broken
  3. Email form
  4. Help remembering how to do anything
- Project Request- submit if:
    1. Need a new web site
    2. Redesign
    3. Forms
    4. New Site Functionality
  - Prioritization
  - Submit as soon as a need arises. Submit with ALL the required information

New UVU Catalog Site

New UVLink System

For Questions please contact Web Development Services

- [websupport@uvu.edu](mailto:websupport@uvu.edu)