Social Media Training

For All Tyndale University Departments and Centres

Our Goal
is your success
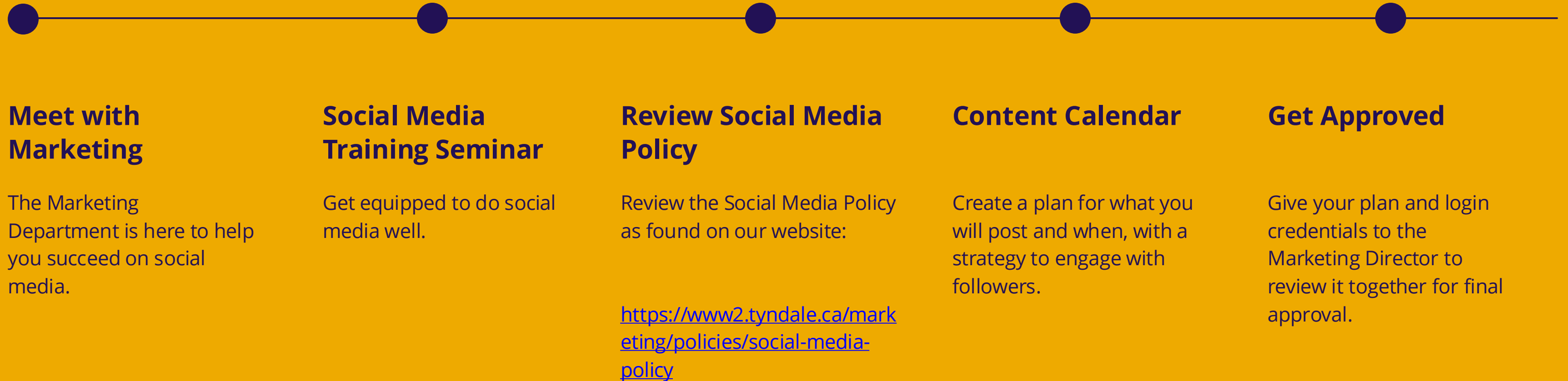
We want you to succeed on social media, and this training will help you do that.

Agenda

1. Timeline

2. Content Calendar & Creation

3. The "Social" of Social Media

4. Best Practices

5. Different platforms

Timeline

Meet with Marketing

The Marketing Department is here to help you succeed on social media.

Social Media Training Seminar

Get equipped to do social media well.

Review Social Media Policy

Review the Social Media Policy as found on our website:

https://www2.tyndale.ca/marketing/policies/social-media-policy

Content Calendar

Create a plan for what you will post and when, with a strategy to engage with followers.

Get Approved

Give your plan and login credentials to the Marketing Director to review it together for final approval.

SEARCH

ABOUT   ACADEMICS   ADMISSIONS   STUDENT LIFE   STUDENT SERVICES   CONTACT

Marketing & Communications

Creative Services

Get Started →

Templates & Downloads

Tyndale Brand & Style Guides ›

Marketing & Communications Policies ›

Tyndale WebHelp

Tyndale's Social Media Policy

This is a guide for administrators of official Tyndale University social media accounts.

Introduction

Tyndale University recognizes that social media platforms are becoming increasingly important forms of communications for our students, colleagues and the greater Tyndale community. These platforms can be great tools for interacting, and sharing news, events and resources.

With growing interest for departments, programs and groups to create and utilize social media platforms, the Marketing and Communications Department has developed this social media policy to serve as a guide for any faculty and staff operating an official social media account created to represent Tyndale University and its affiliates. This policy is promote proper social media usage within the Tyndale University community by providing a set of required standards for social media communication to ensure accuracy, consistency, integrity and protection of the Tyndale University brand.

This is the guiding policy for anyone who administers an official social media account, whether as a student or an employee. An official account is defined as any social media platform intended to correspond with the external and/or internal Tyndale community. This includes all accounts who use Tyndale's name, logo or likeness, and all departments, programs, and clubs affiliated with Tyndale.

To learn more, please contact Marketing and Communications at marketing@tyndale.ca.

- Getting Started
- Administrators
- Goals
- Measuring Success
- Representing Tyndale
- Best Practices for Posting
- Tips to Enhance Engagement
- What to Avoid

Getting Started

While many departments often desire to have social media accounts, they are necessary in very few instances. Before requesting to start a social media account ask yourself:

- Will enough people realistically follow our account to make it a worthwhile time investment?
- Will we have a dedicated administrator who will have time to manage the account?
- What type of content do I intend to post on my account?
- Do we have a grasp on who our audience is and what our strategy will be in reaching them?
- Are there existing official channels sharing similar content?
- Are there existing official channels that are already reaching our intended audience (which would result in duplicating efforts)?
- Would it be more effective to have existing Tyndale accounts share updates from our area?

> All official Tyndale accounts must be registered with the Tyndale Marketing and Communications Department. If you have not already done so, please complete the Request A Social Media Account form.

Administrators

In the event that a social media administrator departs or changes jobs:

1. Immediately remove admin access for the former employee.
2. Notify the Marketing and Communications Department by email at marketing@tyndale.ca
3. Find someone to fill the administrator's role

Each approved account must add a member of the Marketing and Communications Department as an administrator on the account. Although Marketing and Communications does not intend to actively engage in maintaining these sites, this will allow the university to properly track pages and ensure access in the event of an emergency or the departure of the main administrator.

Please note there is more to review on the website

WHAT IT IS

- A community of like-minded people
- **Evolving / Changing platform**
- **A lot of work**
- **Assessment of legitimacy**
  - **The new "Google"**
- **Fun**
- **Casting the net wide**
- **A "taste" of what you offer**

WHAT IT IS NOT

- Bulletin board for **announcements**
- **"Set it and forget it"**
- **Easy**
- **Boring**
- **Fast-growing or far-reaching (unless you use its tools well)**
- **Making the sale**
- **The "full meal" of what you offer**

CONTENT

What are you going to post that will be of VALUE to someone who does not know you yet?

What can you post consistently in both QUALITY and FREQUENCY?

Remember: always include a CTA to visit your website or join your newsletter!

Entertainment

Video trends

Funny videos

Educational

Topics that your centre covers

→ **Offer your audience something tangible they can take away**

Events, papers, seminars

Lifestyle

Speakers speaking

Group discussions

One-on-one sessions

Inspirational

Case studies

Testimonials/Success stories

Quotes
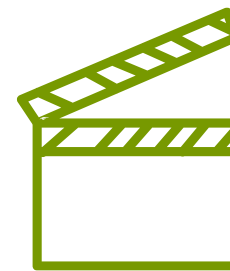
Behind-the-scenes

Setting up for an event

Planning meetings

Greeting people

Products/Services

What does your centre offer?

Show (don't tell) that

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CALENDAR

What are you going to post?

→ Short form videos

→ Carousel posts (posts consisting of 3+ images/slides)

How often are you going to post?

→ Post 3 times a week

What systems will you create to make this easy for your Centre to accomplish?

→ Who is going to make the content? What will the ideation and execution processes look like?

→ Designate at least 2 people to work together on content creation

CALENDAR

🟢 Carousels

🟡 Reels

→ Share all posts to stories

→ Post stories (quick videos) of all in-person events
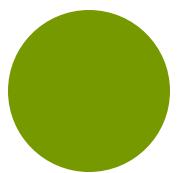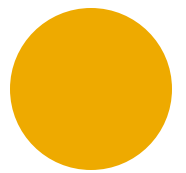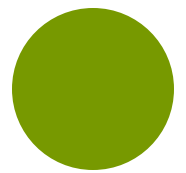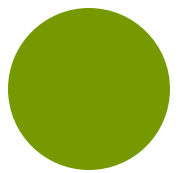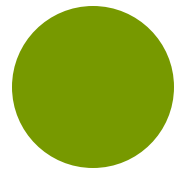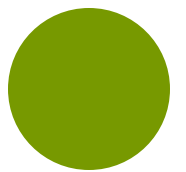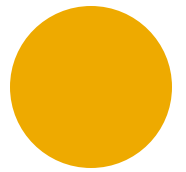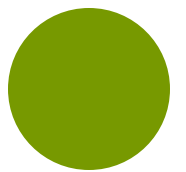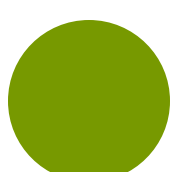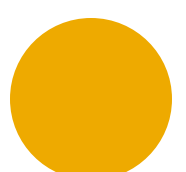
	S	M	T	W	T	F	S
Week 1		🟢		🟡		🟢	
Week 2		🟢		🟢		🟢	
Week 3		🟢		🟡		🟢	
Week 4		🟢		🟢		🟢	
Week 5		🟢		🟡		🟢	

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CALENDAR

	S	M	T	W	T	F	S
Week 1		🟢		🔵		🟢	
Week 2		🟢		🟠		🔴	
Week 3		🟢		🔵		🟢	
Week 4		🟢		🟠		🔴	
Week 5		🟢		🔵		🟢	

🟢 Education

🔵 Inspiration

🔴 BTS

🟠 Lifestyle

CALENDAR

	S	M	T	W	T	F	S
Week 1		Carousel - Inspiring Quote		Reel - Invitation to Event		Carousel - Education tangible	
Week 2		Carousel - Case study		Carousel - Success story		Carousel - BTS images prepping for event	
Week 3		Carousel - Education tangible		Reel - Speaking/event compilation		Carousel - Inspiring Story	
Week 4		Carousel - Inspiring quote		Carousel - Promo of services offered		Carousel - Event recap (BTS images)	
Week 5		Carousel - Testimonial		Reel - Testimonial		Carousel - Inspiring Quote	

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Photos of people perform best

Events promoted through text are fine in moderation

THE "SOCIAL" OF SOCIAL MEDIA

Social media isn't just about posting content, but about engaging with your audience. Your audience is everyone who follows your account and those who might come in contact with your content.

→ Reply to comments as they come in

→ Reply to direct messages as they come in

→ "Like" the good things your account is tagged in

→ "Share" the good things your account is tagged in

→ Create stories where the audience can interact with it (polls, responses to questions, etc.)

BEST PRACTICES

- Have at least 2 people working together to create content
- Have at least 1 person designated to respond to comments or direct messages
- Post 3 times a week

  → An inactive account is worse than having no account
- Post things that you would find interesting or entertaining (within your niche)

  → Usually if it's fun to make, it's fun to watch/consume!
- **Using an automatic scheduler can be helpful (like Later, Sprout, Hootsuite, Canva, etc.)**
- **Plan at least 2 weeks of content at a time (if not more)**
- **For Reels without audio, use a trending audio**
- **Don't create a Business account → create a Creator account)**

BEST PRACTICES

- Research what others in your niche are doing

- Check your stats to see what performs well

- Use templates for things like inspirational/success stories, quotes, testimonials

PLATFORMS

Working professionals
Showcase achievements
Connect with industry leaders
Post events, webinars, infographics, testimonials.

Millennials, Gen X, Gen Z
Videos have far-reaching potential
Static posts are mostly for followers
META ads are good

Baby Boomers
META ads are good

Mostly Millennials and Gen Z
Good for posting live coverage and generating real-time engagement.
Drive traffic to your website
Share press releases and short announcements.

NEXT STEPS

1 Create a Content Calendar (2 weeks min.)

2 Submit Calendar, username, and password for approval

Marketing and Communications Department

Thank you!

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