

# UNM Fine Arts Social Media Guidelines

## 5 primary goals of our social media accounts

1. Promote an active community to recruit new students and faculty
2. Listen about what people are saying about our college.
3. Engage to connect with your followers and increase awareness about UNM Fine Arts.
4. Promote college and services, “this is how we are different and stand out from our competitors.”
5. Public relations and announcements.
6. Student service vehicle.

Promote UNM Fine Arts, this is actually big deal for consistent branding we are not “College of Fine Arts” anymore, change your email signatures for consistent branding.

## Overall Social Media Submissions:

You can submit posts to feature on our official social media accounts, send them through our submission portal. Marketing team will determine if the content meets UCAM and UNM Fine Arts standards.

<https://finearts.unm.edu/socialmedia/>

## **Do's:**

1. Include photo(s) and video(s)
2. Include a relevant caption
3. Include who, what, when, where, and why
4. Include a link for Facebook and Twitter (No live links in Instagram post)
5. **Interact personally with our social media!** (Follow, like, re-post, tag us @UNMFineArts, and encourage students to participate too)

## **Do Nots:**

1. Submit a PDF
2. Submit an image with text (it will be flagged by Facebook not us)

## Our Fine Arts Hashtags:

#UNMFineArts	#NMTrue	#NMDance
#UNMMusic	#NewMexicoTrue	#NewMexicoArt
#UNMFilm	#NMArt	#ABQArt
#UNMArt	#NMFilm	#ABQ
#UNMTheatreDance	#NMMusic	#EveryonesALobo
#UNM	#NMTheatre	

Listen to your audience, this will pay off the most. Ask them what they want to see or how you can help them through social media.

Do test other times and hashtags to ensure your posts are optimal, the social media algorithms are constantly updating.

Acknowledge/answer any and all comments, but especially the negative ones in a positive and respectful manner. If it's something difficult please escalate it to your supervisor or the marketing team immediately.

**Helpful links:**

From UNM UCAM:

<http://social.unm.edu/guidelines/index.html>

<http://social.unm.edu/best-practices/index.html>