



Concordia University Wisconsin and Ann Arbor supports the use of social media by faculty, staff, and students to connect with their community as part of their professional affiliation with the university. Our team believes in collaboration, coordination, and cross-divisional promotion with a general philosophy that fewer accounts are stronger and more strategic than many small accounts. Before you launch a social media presence for your team, department, or program, consider whether the university's main accounts can meet your needs and whether you have the capacity to sustain the account long into the future successfully.

These guidelines better inform students, faculty, and staff of the opportunities and outcomes associated with social networking. They are not intended to be a comprehensive "how-to" guide or to encourage individual offices and programs to create their own social media platforms. Instead, they are meant to help you evaluate whether doing so will allow you to meet your goals.



CUWAA's official social media strategy is to offer a daily peek under the curtain of our uncommon Concordia life together to help our multiple audiences deepen their relationships with each other and their affinity for CUW and CUAA. We seek to produce content that entertains, inspires, engages, informs, and equips members of our communities through compelling storytelling, timely news sharing, captivating photos and videos, and engaging candid moments.

The Strategic Communications team devotes countless hours to "serving up" quality content to equip others to be ambassadors of the university. Our ultimate goal is for our content to be passed on. Shared posts and blogs with "check out what Concordia's up to" are our greatest reward.

CUAA
Facebook : @cuannarbor
Instagram : @cuannarbor
LinkedIn : Concordia University Ann Arbor
TikTok : @cuannarbor
YouTube : @cuannarbor
X: @cuaa

CUW
Facebook : @cuwisconsin
Instagram : @cuwisconsin
LinkedIn : Concordia University Wisconsin
TikTok : @cuwisconsin
YouTube : @cuwisconsin
X: @cuwisconsin

The Strategic Communications team strives for continuous improvement. While we carefully track the university's social analytics and monitor online conversations relating to Concordia, we sometimes miss areas of concern. You play a role in helping us represent the university well. If you see an error or something of concern on a university-affiliated social media account, please don't hesitate to bring it to our attention!



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Through the power of the Holy Spirit, we boldly endeavor to elevate CUWAA as a rising regional university. We relentlessly prioritize faith and the truth of God's Word while remaining steadfast in our commitment to providing an uncommon and transformational student experience for all.

If you've decided that creating a new account is in your area's best interest, you can create consistent content, and you've decided which social media platform is best for your audience, the next step is registering your account.

To register an account, please send the username and password details to news@cuw.edu and the contact information of the person(s) overseeing the account.

Strategic Communications can provide support and learning resources for creating and maintaining engaging social media accounts that meet the university's branding and best practices. We will add your new account to the university's social media directory when appropriate.

When setting up a new account, we advise that the username start with "CUW" or "CUAA" so



As a Lutheran Christian learning community, we are mindful of how our words, actions, and images may be perceived. Content representing CUWAA must support the mission and be engaging, friendly, and supportive of Live Uncommon, the university's brand.

Content that supports Live Uncommon:

- Academic and research-related updates
- Concordia blog stories
- Events and activities
- Student and faculty achievements
- Unique stories about students and faculty, past and present
- Campus culture and student life updates
- Traditions and important moments

The content you publish should be unique to your office or department's personality. If your content pertains to the entire university, consider sending it to the Office of Strategic Communications.



Good social media content is accessible to all. The following best practices and resources will help ensure you create accessible content on your social media platforms. Social media apps are ever-changing, so our guidelines may change periodically as more accessibility features are available.

- Go with your gut on what to/not to share.
- Always include a photo, video, or a website link to more information in your Facebook post or tweet.
- Consider how your photos and videos might appear to multiple audiences. Is it authentic? Is it an accurate representation? Could it offend someone?
- The content you share should be True, Helpful, Inspiring, Necessary, and Kind. **Think** before you post.
- Amateur videos can be perfectly suitable for sharing on social media and, in some cases, better suited for this purpose. Contact the Office of Strategic Communications for more information.
- Take care not to link to websites with misleading or false information.
- Keep an eye on your comments section and direct messages.
- Do not engage with trolls.

Note: The Office of Strategic Communications and its social media managers reserve the right to hide, delete, or disable comments.

Consider your audience when thinking about what to share on social media. Who are you talking to? Who does your department or office serve, and what are your goals?

Students look to social media to learn more about important information, news, and events