

MARKETING & SOCIAL MEDIA

If you are a part of a student organization, office, or program you have a brand. Your brand is your reputation with students; what is most notable about your organization? Before you begin the marketing process, you must first understand and define your organization brand 's brand.

As the Public Relations Chair of your organization/club, think about the following questions:

1. What are you wanting to accomplish through social media?
2. How does your social media account support your organization's mission and values?
3. Who is your target audience?
4. What are the core values of your organization?
5. What do you want to highlight on your social media?

MAKING MARKETING A PRIORITY

A recommended timeline for flyers/poster designs is to request them six weeks before your event or program - the goal is for them to be distributed two full weeks before your event to give different audiences time to see them and plan to attend. You can also consider the various ways to distribute these posters.

FREE MARKETING RESOURCES FOR TEXAS STATE STUDENTS

BRANDING GUIDELINES - The Brand Guidelines page gives you the essential elements you need to represent Texas State clearly and strongly. You can access information about fonts, official colors, and necessary statements you must include in your publications.

ADOBE CREATIVE CLOUD - Adobe Creative Cloud is an expansive collection of over 20 professional-level tools for graphic design, image and video editing, effects creation, web, and application development.

LINKEDIN LEARNING - LinkedIn Learning provides video courses taught by industry experts in software, creative, and business skills. They even have one about Adobe Creative Cloud.

SOCIAL MEDIA TIPS

1. Set up a marketing schedule to ensure you always have content to post on your page
2. When editing pictures or posters, you can save them as the date that you plan to post them.
3. Utilize hashtags for current Texas State classes such as #TXST27 and #TXST28. Also creating hashtags for your event allows your audience to navigate to all posts from your event with one click.
4. Do not post QR codes on social media; link them in your bio or on the story.

SOCIAL MEDIA PLATFORMS

FACEBOOK

- Older audience and family members
- More likely to reach alumni
- This is great platform for informational post with wordier content

INSTAGRAM

- Younger audiences
- Very aesthetic focused, so make sure to keep your brand consistent
- People go to Instagram to see pictures, so try to keep posters on other platforms or utilize the story option

While there are many other social media platforms, these are just a few to get you started and the most commonly used ones at Texas State for organizations. Feel free to create accounts on other platforms based on your organization's individual needs!