

Student Organization Social Media Audit

First things first, you need to establish what platforms you have at your disposal. **Does your organization have:**

- | | |
|---|----------------------------------|
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Blog |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Tumblr |
| <input type="checkbox"/> Website | <input type="checkbox"/> Flickr |
| <input type="checkbox"/> TribeLink Page | <input type="checkbox"/> MySpace |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Other: |
| <input type="checkbox"/> TikTok | |
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*If you don't know if your group has an account on one of these platforms, the best thing to do is **google your organization's name with William & Mary** and see what comes up.*

- Sometimes when you do this you find things that you didn't know existed.
- Maybe in 2014 someone on your organization's exec board decided that they needed a Tumblr page that no one has updated since that one member 6 years ago, but if you can find it, a potential member can find it.
- If you google and nothing comes up, how can you do a better job getting your organization to have a web presence?

*So now the big question- **Ok I have some of these platforms, Now What?***

Here are some questions for you to consider as you look at your internet presence:

1. Go look at your organization mission statement and ask yourself: **How are we advancing our mission or telling others about our mission through Social media?**

Your Platforms should tell a story that is bigger than the preset you've put on all your photos.

If your group's mission is "to advance the knowledge of the William & Mary community around world health issues" and all your posts are glamor shots of your executive board then I would rethink your content.

2. Which platforms can we realistically maintain?

This is a HUGE piece of the puzzle. **Social media takes time.** We forget when we scroll through Instagram that brands (and celebrities) have TEAMS of people who maintain and come up with content for them. Having 6 different platforms to maintain can be more detrimental than helpful (Depth over Breadth anyone?).

Go back to point number one, which platforms are most advantageous to advance your organization's mission?

Maybe you are a dance group so YouTube is a vital way to get your choreography out there, but YouTube may make no sense for a group who is a political action group. You decide what meets your mission and then craft a plan to maintain.

3. Social Media Account Set Up Tip: If you are setting up an account for the organization, use the organization's email account instead of an individual member. This will make transition from one year to the next a lot easier.