

Social Media Job Expectations

Twitter @FHNToday User 1 Push all new content from FHNtoday.com and FHNgameday.com

- Push miscellaneous announcements
- User will focus on tagging people/groups when possible.
- Promote other social accounts weekly
- Push breaking news
- Check on Medium daily.
- Have at least 3 updates per week day
- Maintain look/profile of @FHNToday
- Research this and brainstorm ways to make medium even stronger.

Twitter @FHNToday User 2

Push all new content from FHNgameday.com

- Push miscellaneous sports announcements
- User will focus on tagging people/groups when possible.
- Promote other social accounts weekly
- Push breaking sports news
- Check on Medium daily.
- Have at least 3 updates per week day
- Research this and brainstorm ways to make medium even stronger.

Twitter @FHNToday User 3:

- Maintain weekly analytics report
- User will focus on tagging people/groups when possible.
- Follow back accounts
- Follow new accounts
- Maintain lists
- Check on Medium daily.
- RT appropriate members of the community. 1 or 2 per day
- Reply to @mentions
- Utilize: <https://analytics.twitter.com>

OK -- Pinterest User 1:

Focus on school-related topics like Homecoming, Pep Assembly's, etc.

- Focus on at least one board per week with multiple postings per day
- Work to maintain and update previous related boards when appropriate
- Share information at least once per week with Facebook and Twitter User #1 to promote
- Work to maintain/increase followers/board followed
- Check on Medium daily.
- Maintain overall look/profile of account

OK -- Pinterest User 2:

- Focusing on trending topics or things that are going viral.
- Focus on at least one board per week with multiple postings per day
- Work to maintain and update previous related boards when appropriate
- Share information at least once per week with Facebook and Twitter User #1 to promote
- Maintain weekly analytics of Pinterest
- Check on Medium daily.
- Research this and brainstorm ways to make medium even stronger:
<http://www.pinterest.com/journalism/how-journalists-can-use-pinterest/>

Tumblr User 1:

- Tumblr blog posts will focus on school fashion.
- Focus on posting at least 5 times a week total for the account.
- Share information at least once per week with Facebook and Twitter User #1 to promote
- Work to maintain/increase followers/followed
- Check on Medium daily.
- Work to establish/maintain look of blog

Tumblr User 2:

- Tumblr blog posts will focus on school fashion.
- Focus on posting at least 5 times a week total for the account.
- Maintain weekly analytics of Tumblr
- Check on Medium daily.
- Research this and brainstorm ways to make medium even stronger. One option:
<http://www.poynter.org/how-tos/214081/a-journalists-guide-to-using-tumblr/>

Twitter @FHNtodayNews User #1:

- User will post between 4 and 7 times per day.
- User will only use it to send messages.
- User will not engage in @replies on Twitter
- User will promote a How-To Sign Up for Text Messages page on FHNtoday via the main twitter accounts and other appropriate mediums at least one time per week.
- User will only send messages on weekends when appropriate.
- Messages will come from announcements and items forwarded by the advisers or EICs.
- User will not use the @ symbol in messages at all.
- User will keep messages to 140 characters or less.
- User will maintain weekly analytics of account.
- Maintain look/profile of @FHNtodayNews

Instagram User 1:

- User #1 will focus postings on great images from staff photographers.
- User will post at least 5 images per week every other week
- User will focus on tagging people/groups when possible
- Check on Medium daily.
- Share information at least once per week with Facebook and Twitter User #1 to promote
- Work to establish/maintain look of Instagram profile
- Latergram...

Instagram User 2:

- User #1 will focus postings on great images from staff photographers.
- User will focus on tagging people/groups when possible.
- Focus on posting at least 5 days per week every other week.
- Maintain weekly analytics of Instagram for overall and photographer images
- Check on Medium daily.
- Research this and brainstorm ways to make medium even stronger.
- Work to maintain/increase followers/followed
- Repost

Instagram User 2:

- User #2 will focus postings related to promoting the yearbook.
- User will focus on tagging people/groups when possible.
- Focus on posting at least 3 days per week.
- Maintain weekly analytics of Instagram as they pertain to the yearbook images
- Check on Medium daily.
- Research this and brainstorm ways to make medium even stronger.
- Work to maintain/increase followers/followed

Facebook User 1:

- Push all new content from FHNtoday.com and FHNgameday.com.
- User will focus on tagging people/groups when possible.
- Promote other social accounts weekly.
- Push breaking news
- Have at least 2 updates per week day
- Research this and brainstorm ways to make medium even stronger.
- User will work to post images/videos with each post.
- User will post images at least 4 days per week.
- Check on Medium daily.

Facebook User 2:

- User will maintain photo/video galleries.
- User will work any publicity/contests that include Facebook.
- Push miscellaneous announcements.
- Maintain look/profile of @FHNtoday.
- Maintain weekly analytics report.
- User will work to post images/videos with each post.
- User will focus on tagging people/groups when possible.
- Reply to questions posted on the page.
- Utilize Facebook Insights for weekly analytics.
- Check on Medium daily.
- Research this and brainstorm ways to make medium even stronger.
- Work to maintain/increase followers

Snapchat User 1:

- Stories should: be fun, not poke fun of others, tell a story, inform, feature people, be less than 90 seconds when possible, have a beginning, middle and end.
- Responsible for 2-3 stories per week.
- Reply to people via chat feature when necessary
- Download videos for archive each time.
- Track analytics of stories.
- Orchestrate Snap Story plan for team for week.

Snapchat User 2:

- Stories should: be fun, not poke fun of others, tell a story, inform, feature people, be less than 90 seconds when possible, have a beginning, middle and end.
- Responsible for 2-3 stories per week.
- Reply to people via chat feature when necessary
- Download videos for archive each time.
- Track analytics of stories.
- Upload and post videos to Youtube channel.