



So You Want an Instagram Page



Social media guidance for George Fox
departments, programs and teams



Social media is an essential part of our marketing efforts at George Fox. Each year, through organic posts and paid campaigns, we generate tens of millions of post impressions. Each impression represents an opportunity to share our unique brand story.

While our primary **@georgefoxuniversity** pages do the heavy lifting to reach a wide audience, it might also be appropriate for an individual department, program or team to create their own page, engaging a smaller niche audience.

In most cases, Instagram is the right social media platform for our audience, but this guidance also applies to Facebook, LinkedIn, Pinterest and TikTok.

Why social media?

- 1) To **drive admissions** by helping prospective students and families fall in love with George Fox.
- 2) To **elevate the brand** in the eyes of alumni, parents, donors and the community.
- 3) Other reasons include **creating a sense of community, sharing important information**, or simply **delivering our audience a bit of joy** in an otherwise dreary social media landscape – which also helps drive admissions and elevate the brand!

Should you start a page for your department or program?

Only if the answer is “yes” to these three questions:

- 1) Do you have a basic understanding of the social media platform through regular personal use?
- 2) Do you have a basic understanding of the George Fox mission and university messaging?
- 3) Do you have the time not only to create and post content, but to monitor comments and DMs?

The Instagram Graveyard

Did you know that there have been nearly 200 Instagram pages created by George Fox employees and students over the years? Of those, nearly half are “dead pages.” There have been no posts for months or even years. When prospective students or families seeking information about George Fox come across these pages, it brings that search to a screeching halt and hinders our admissions efforts.

You must post, on average, twice a month or more during the school year. If you cannot do that, we ask that you delete your page. Don’t contribute to the Instagram graveyard!



The Buddy System

Teamwork makes the dream work! We recommend pairing one full-time employee who understands George Fox messaging and is responsible for reviewing and monitoring every post with one work study student who understands the nuances of the social media platform and can help create compelling content for the page.

Brand Guidance

Our brand voice is **positive, hopeful** and **faith-infused**.

Remember in everything you do, you are speaking for George Fox University, not yourself.

Do:

- Celebrate the stories and achievements of students and alumni.
- Give followers a behind-the-scenes look into your classrooms.
- Show how Christ is at the center of everything we do.
- Show how students are known – personally, academically and spiritually.
- Advertise important events and deadlines via Instagram stories.
- Be thoughtful about written and visual presentation. Measure twice, post once.
- Use “we” language, not “I.”

Don't:

- Get political or controversial.
- Try too hard to be funny or sarcastic.
- Engage in arguments in the comments.
- Post and then forget about it. It's important to monitor!
- Post your personal opinion about world events or other things unrelated to George Fox.



Your Next Steps

If you've read all this and you believe that a social media page is right for your department, program or team, here are your next steps:

1. Designate one full-time employee who is responsible for regular posting and monitoring, and consider hiring a work study student to help create content.
2. Consider a department brainstorm session where you come up with several post ideas, based on the brand guidance above, and create a posting schedule.
3. Create your page, then email our social media manager, Jeremy Lloyd (jllloyd@georgefox.edu), with your login and password information. It will be added to a master document, and Jeremy will take the wheel in the case of a PR emergency.

Let's Collab!

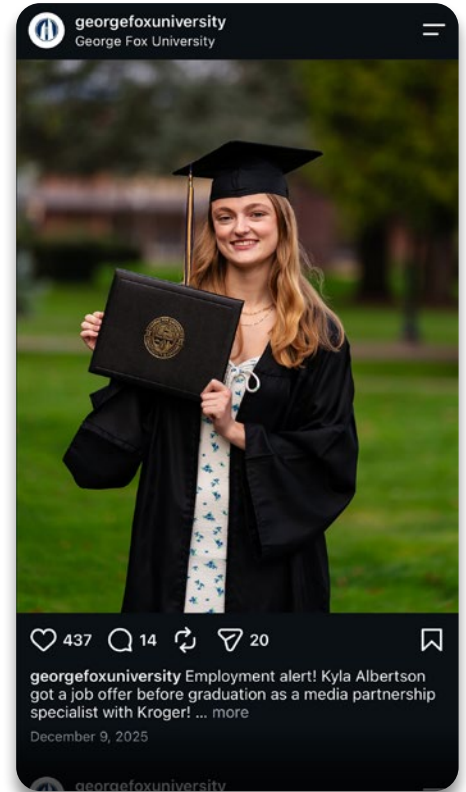
Here are three ways we can work together:

1. When you have a really great post that would be of interest to a wider audience, send a collab invite to **@georgefoxuniversity** on Instagram or Facebook. (AI summary: [What is a collab post?](#)). We may accept the collab, repost to our story or provide guidance for future successful collabs via DM.
2. Whether you start your own page or not, we want to hear about the visually interesting activities and inspiring stories coming out of your department. We may want to send a photographer, videographer or writer and feature it on the main George Fox social pages and beyond. We can't always say yes, but we always want to hear from you!
3. Have questions? Want to share a great idea? Running into a sticky situation with comments on your post that are getting out of hand? Need general guidance or help determining if a social media page is right for your program, department or team? Email **Jeremy Lloyd** (jllloyd@georgefox.edu).

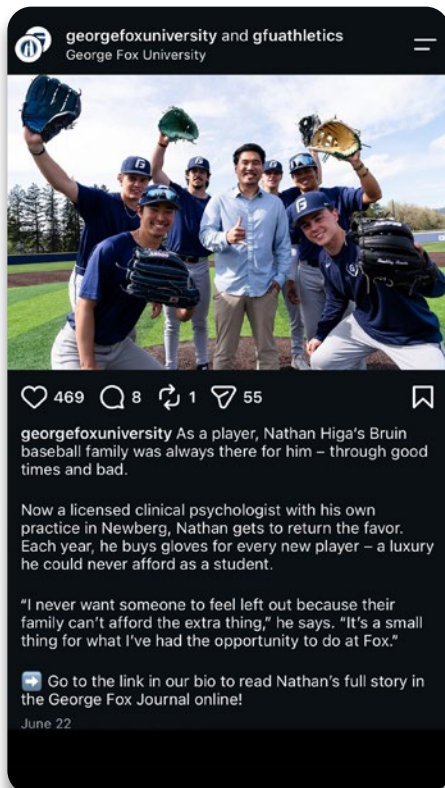




Student success



Alumni spotlight



Be known



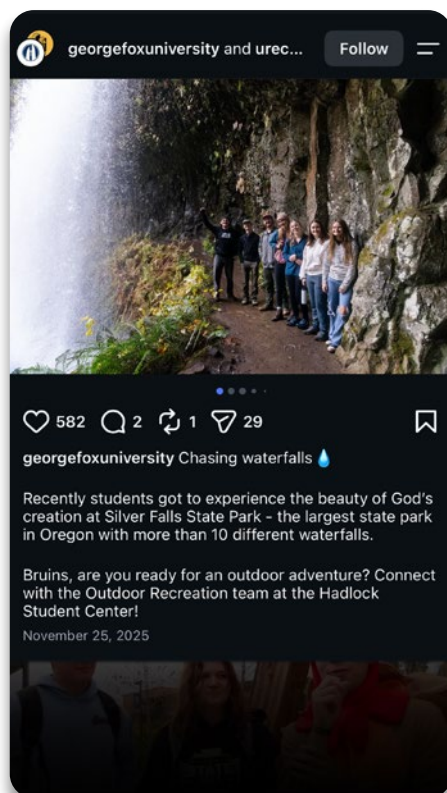
Major feature



Campus eye candy



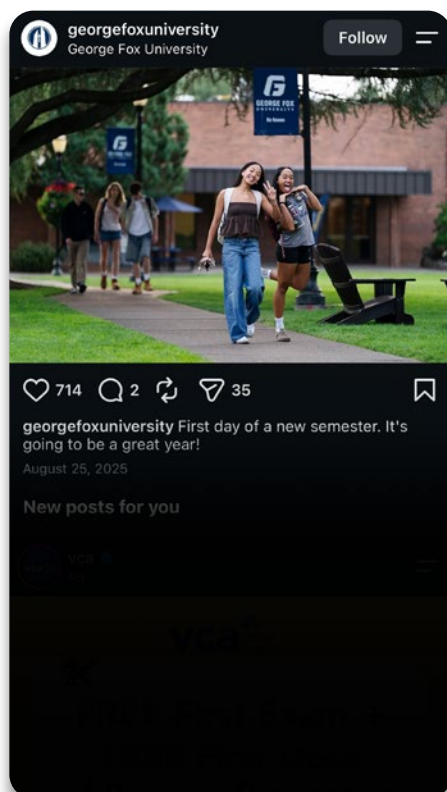
Experiential learning



Rankings and recognitions



What's happening on campus



Christ in everything



In the classroom

