Basic* Social Media at Texas State

Social media is an extremely effective way to engage students, alumni and the community and showcase the work of your department or organization. Maintaining a social media account for an organization is very different than maintaining a personal account. Employees of Texas State University who manage social media channels for their departments face a unique challenge as they often act as a voice of the university.

In this training session, we will discuss setting up a University social media account, how to grow and engage your audience and review some best practices, as well as answer any questions you have. This session is ideal for anyone who is in the beginning stages of managing a social media account for the University or supervises someone who does or wants to learn more about our social media efforts at Texas State University.

*Advanced Social Media workshop will be held on April 4th, if this would be more suitable for your skill level. It will cover strategy, analytics and best practices in depth.