Advanced 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. Employees of Texas State University who manage social media channels for their departments face a unique challenge in this consistency changing space.

In this training session, we will discuss the many factors that make good content for social media and how to set goals, schedule/plan content and measure success with analytics. We will cover important topics like customer service and university policies as well as the basics of advertising on all major channels.

This session is ideal for anyone who is currently managing a social media account for the university or supervises someone who does. Attendees should have at least an entry level understanding of the main social media channels as basics will not be covered.