

# SMUG: Social Media Users Group



S – T – R – A – T – E – G – Y

“It’s a cruel, cruel summer.”

[Listen](#)

# SUMMER 2011: if we were starting all over...

William & Mary was an early adopter of social media. The game has changed.

Let's reflect on:

- experimentation
- 5 years of experience
- stakeholder feedback

*Let's rethink it all.*

It's really pretty simple.

Dear SMUG,

Your social media strategy is a communication strategy.

Sincerely,  
Susan

# Locked in a conference room with snacks...

... these became the elements of a social media strategy

➤ **Purpose**

➤ **Values**

➤ **Policy**

➤ **Oversight**

➤ **Brand**

**Management**

➤ **Techniques**

➤ **Content**

I can be spontaneous if I can plan for it.

➤ **Purpose**

➤ **Values**

Don't spend your time managing exceptions.

➤ **Oversight**

➤ **Policy**

You're representing W&M, not speaking on behalf of W&M.

University Relations, namely Brian Whitson, is the official spokesperson for W&M

Emergency communication is the purview of the W&M Emergency Management Team.

If you're not sure, call.

Let's get this done William & Mary!  
#TribePride

➤ **Brand Management**

➤ **Techniques**

➤ **Content**



Questions? Comments? Opinions?



[www.wm.edu/smug](http://www.wm.edu/smug)