ICFAD
INTERNATIONAL COUNCIL OF FINE ARTS DEANS

THE
UNIVERSITY
OF UTAH

Generating Student-produced Social Media Content and its Value,
a discussion for Communications Professionals and their Deans

March 28, 2024

Presenters

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MarComms Specialist,
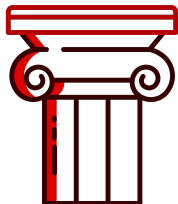College of Fine Arts

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We want all who engage with the U to find a welcoming community that fosters **belonging** and believes in their **success**.
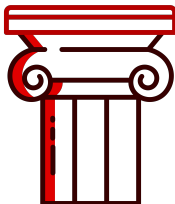
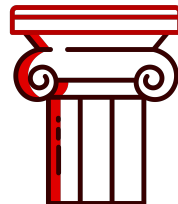# University Brand Pillars

INSPIRE student success
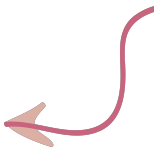
INNOVATE to create new discoveries

SERVE every Utahn

- **fonts** for print and web use
- **logos, seals, and medallions** for use by colleges, divisions, departments, programs, units, and services
- **colors** for primary and accent use
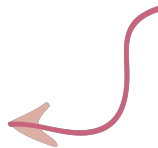
Discover more at **brand.utah.edu**

University Branding (cont.)

- **AI guidelines** with examples for accepted and prohibited use
- **Social media best practices** for use by colleges, divisions, departments, programs, units, and services
- **Style guides** for editorial and inclusivity

Discover more at **brand.utah.edu**

Student Social Media Interns

manage multiple projects as it relates to marketing, data analytics either individually or collaboratively

create and post content on multiple platforms like FB, IG, TT, YT, X (can be 5-20hrs/wk)

participate in social strategy meetings to share progress or report results

Creating a Student Ambassador Team

Objectives:

- **Be authentic**
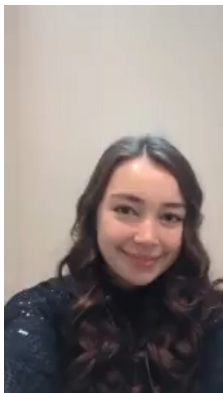- **Showcase student perspective & personality**
- **Leverage trends**
- **Increase engagement, views and followers**
- **Produce more content**

Types of Student-Generated Content

Day-in-the-life

Relateable

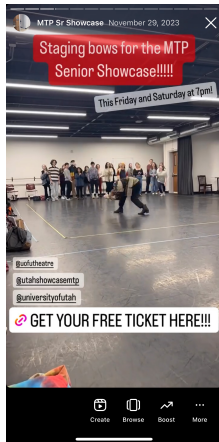# Types of Student-Generated Content
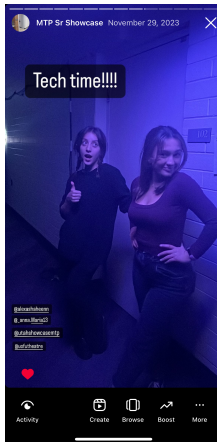
Trends

Student Interview

me waking up at 6am to get some last minute cramming before my final
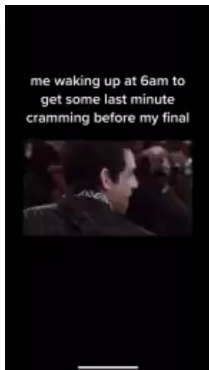
24hr Instagram Takeover

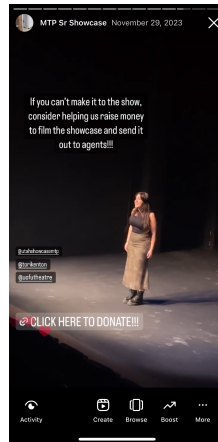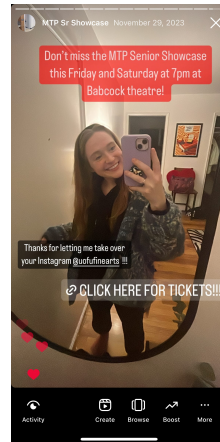**1) Introduction**

2) Rehearsal

3) Backstage

4) Onstage

5) Wrap-Up

Guidelines for Takeovers

Only post to the 24hr Story.

Proofread. Use appropriate language.

Ask permission before filming and posting.

Use captions when you are speaking.

Share a minimum of 5 posts (see formula).

Log in the night before and get verified.

Instagram Accounts
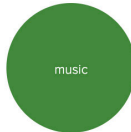

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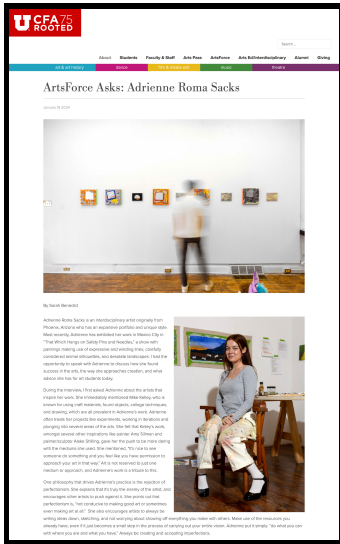
College of Fine Arts - Brand

Find your voice. Fuel your passion. Ignite your future. The University of Utah College of Fine Arts faculty and programs challenge, immerse and ultimately prepare the committed student for a rewarding career in the arts.

College of Fine Arts - Student Guest Blogs

ArtsForce Asks
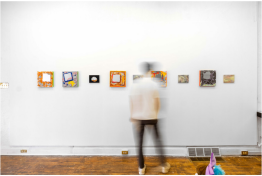
ArtsForce Asks: Adrienne Roma Sacks

ArtsForce Trek

RECAP: ArtsForce Career Trek to the Utah Symphony

College of Fine Arts - Spotlights

HI, I'M CARLOS MIRANDA.

Quantitative Impact

In the last three months, from Jan - Mar 2024, the CFA has been gearing approx. 4 out of 5 posts towards students and 8-10 takeovers per month.

@uofufinearts

The results are in!

- +18.8% accounts reached (1/3 followers + 2/3 non-followers)
- +43.5% accounts engaged (2/3 followers + 1/3 non-followers)
- +5.2% profile visits compared to Sep - Dec 2023
- +6.1% impressions (avg. 300 per single post on Stories)
- +2.8% followers (this month alone, seeing more follows and less unfollows)
- Generally, our posts with highest numbers are high quality images or videos featuring a single person or a group of people.

Qualitative Impact

"Participating in the Instagram story takeover for the ACDA conference was an **exhilarating experience** for me. I loved having a new opportunity to **showcase my creativity and passion** for dance through a different medium that served as a **valuable learning journey**, **fostering my confidence** and **proficiency in digital content creation**. This experience was not only fun and exciting but also taught me the importance of **adaptability and quick thinking** in the fast-paced world of digital marketing."
-Lily Hammons, Dance student

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"Thank you for the opportunity! I have **loved my experience in the College of Fine Arts** these past four years."
-Camden Barrett, Theatre student & Giving Day Ambassador

"Thank you for the (takover) offer. I'm excited to **keep expanding**."
-Caroline Ciet, Theatre student

Thank **U**