



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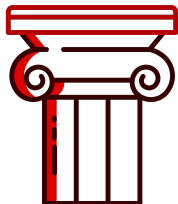
We want all who
engage with the **U**
to find a welcoming
community that
fosters ***belonging***
and believes in
their ***success.***



University Brand Pillars

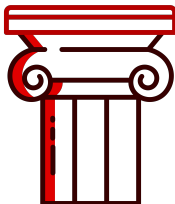
INSPIRE

student
success



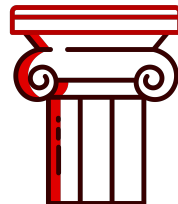
INNOVATE

to create new
discoveries



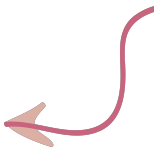
SERVE

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**

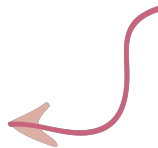




University Branding (cont.)

- **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



Student Social Media Ambassadors

Creating a Student Ambassador Team



Objectives:

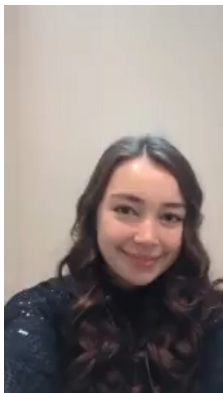
- Be authentic
- Showcase student perspective & personality
- Leverage trends
- Increase engagement, views and followers
- Produce more content



Student Social Media Ambassadors

Types of Student-Generated Content

Day-in-the-life

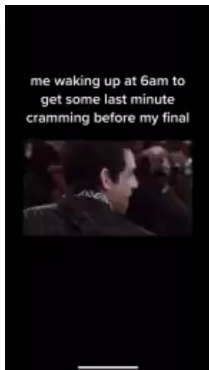


Relateable



Types of Student-Generated Content

Trends



Student Interview



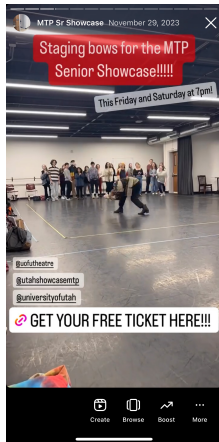


24hr Instagram Takeover

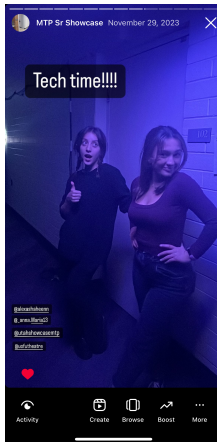
1) Introduction



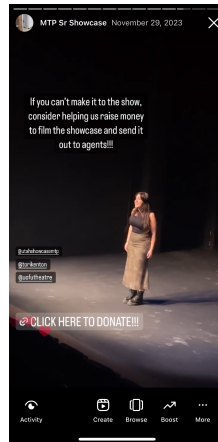
2) Rehearsal



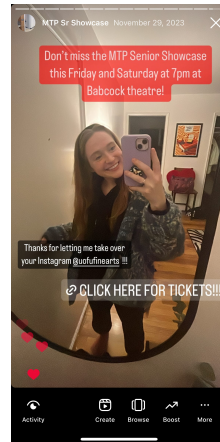
3) Backstage



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



@universityofutah



@uofufinearts



@uofuartspass



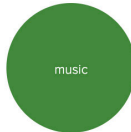
@uofu_art



@uofudance



@uofufandmad



@uofumusic



@uofutheatre

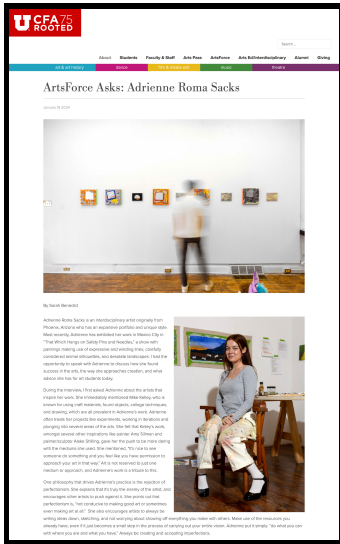
College of Fine Arts - Brand

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

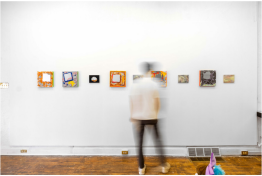


U CFA 75 ROOTED

About Students Faculty & Staff Arts Press ArtsForce Arts Ed/Interdisciplinary Alumni Giving

ArtsForce Asks: Adrienne Roma Sacks

January 19, 2024



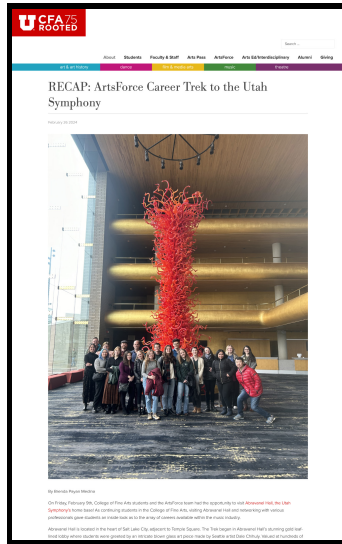
By Sarah Marwick

Adrienne Roma Sacks is an interdisciplinary artist originally from Phoenix, Arizona who has an expansive portfolio and unique style. Most recently, Adrienne has exhibited her work in Mexico City in "The Which Happens on Sunday This and Thursday," a show with paintings making use of expressive and evoking lines, carefully considered animal silhouettes, and abstract landscapes. I had the opportunity to speak with Adrienne to discuss how she found success in the arts, the way she approaches creation, and what advice she has for art students today.

During the interview, I first asked Adrienne about the artists that inspire her work. She immediately mentioned Mike Kelley, who is known for using craft materials, found objects, collage techniques, and drawing, which are all prevalent in Adrienne's work. Adrienne often treats her projects like experiments, working in ceramics and plunging into various areas of the arts. She felt that Kelley's work, amongst several other inspirations like painter Amy Sillman and performance artist Marina Abramovic, gave her the push to be more daring with the materials she used. She mentioned, "It's nice to see someone do something and you feel like you have permission to approach your art in that way." Art is not reserved to just one medium or approach and Adrienne's work is a blend of this.

One philosophy that drives Adrienne's practice is the rejection of perfectionism. She explains that it's truly the beauty of the arts, and encourages other artists to push against it. She points out that perfectionism is "too combative to making good art or sometimes even making art at all." She also encourages artists to always be writing their own story, sketching, and not worrying about showing off everything you make with others. Make use of the resources you already have, even if it just becomes a small step in the process of learning and your entire vision. Adrienne put it simply, "No need you can with where you are and what you have." Always be creating and accepting imperfections.

ArtsForce Trek




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RECAP: ArtsForce Career Trek to the Utah Symphony

February 20, 2024



By Wendie Papp-Widmer

On Friday, February 23rd, College of Fine Arts students and the ArtsForce team had the opportunity to visit **Abnormal Hall**, the **Utah Symphony's** home based in continuing students in the College of Fine Arts, visiting Abnormal Hall and networking with various professionals gave students an inside look as to the array of careers available within the music industry.

Abnormal Hall is located in the heart of Salt Lake City, adjacent to Temple Square. The Trek began in Abnormal Hall's stunning grand hall, and today where students were greeted by an art and design space, an art and design space, an art and design space, and an art and design space.



College of Fine Arts - Spotlights



<https://givingday.utah.edu/o/university-of-utah-39/i/giving-day-2024/s/college-of-fine-arts-scholarships>

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

"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 (takeover) offer. I'm excited to **keep expanding**."

-Caroline Ciet, Theatre student



@uofufinearts

Thank

