

Simmons Social Media FREQUENTLY ASKED QUESTIONS

What can I do as staff/faculty to support Simmons' social media?

Thank you for supporting Simmons on social media! Some of the easiest and most effective ways to support these efforts is to engage with our content. This can be as simple as liking or commenting on a post, which expands the reach and makes it more likely other people will see our content. On LinkedIn, you can repost and/or comment about an article or an event that's coming up. Facebook is a great place for parents and alums, so if you see content there that is relevant, please consider liking and/or commenting on it.

We are using Twitter, though less frequently. If you're on Twitter, please consider sharing comments, likes, or retweets of our content. If you see a video that Simmons uploaded to YouTube that stands out to you, please share it on Facebook, LinkedIn, or Twitter. We have a number of accounts on Instagram and following any of them is one way to offer your support. If there's a particular post you like, share it on your story so someone that follows you can enjoy it too. If you have a TikTok account, follow us. We're posting more content there and are hoping to grow our following on the app.

Are we utilizing TikTok as a social media platform?

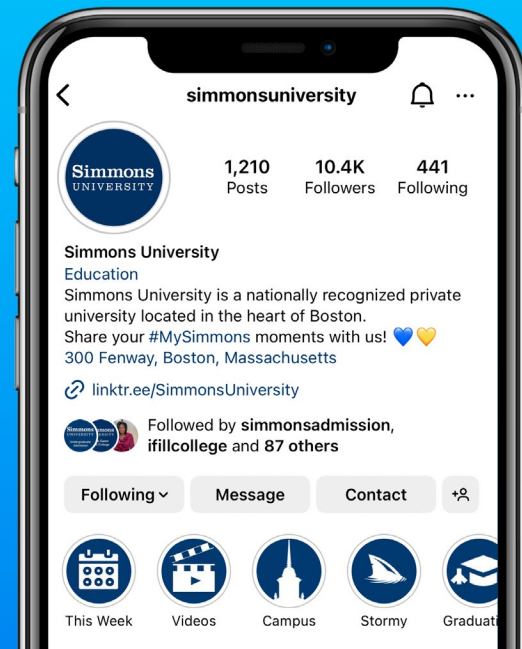
Yes! One of the goals in the University's Marketing Communications (UCOMMS) department is to enhance Simmons' presence on TikTok and Instagram Reels. This includes creating specific content for TikTok (e.g., student interviews, vlogs on campus, showing off events, etc.) and dedicating time to planning, filming, and editing this content. The content on TikTok is less formal than what you might see on YouTube or LinkedIn, and is carefully thought through from a strategic and marketing perspective to target a younger audience.

What are the benefits of engaging with Simmons social media content?

Engaging with Simmons social media is totally optional. For those interested in engaging, it is a helpful way to elevate the profile of this institution, support Simmons admission, enrollment, branding, and programming efforts, and show your passion for this institution. The goal is to create organic engagement on a variety of platforms that will reach and engage key audiences, including prospective students, potential donors and funders, and other key stakeholders.

Who do I talk to if I want to talk to someone regarding social media?

You can direct any questions, comments, and/or concerns related to social media to social@simmons.edu and someone from the UCOMMS team will be in contact with you.



SIMMONS ACCOUNTS

 **INSTAGRAM**
@SimmonsUniversity
@SimmonsAdmission
@SimmonsSharks
@SimmonsStudentLife
@SimmonsSGA
@LPWooten

 **TWITTER**
@SimmonsUniv
@SimmonsSharks
@LPWooten

 **LINKEDIN**
Simmons University
Lynn Perry Wooten

 **TIKTOK**
@SimmonsUniv

 **FACEBOOK**
@SimmonsUniversity

 **YOUTUBE**
@SimmonsUniversity