

Social Media Checklist

This Social Media Checklist provides an at-a-glance look at the essential information WKU-affiliated social media accounts should include and actions you can take to promote engagement with our audience. This is a self-guided checklist, but you may consult WKU University Marketing for an in-depth audit of your accounts by completing the request form at www.wku.edu/webservices or by emailing webservices@wku.edu.

ACCOUNT

- Usernames on all social media accounts include WKU, preferably at the beginning. [Example: @WKUDeptName]
- Profile names include Western Kentucky University or WKU, preferably at the start of the profile name. [Example: WKU Department Name]
- Profile or header images utilize an official WKU logo signature.
- Description or “About Me” section acknowledges that we are an official WKU account.
- Description or “About Me” section includes a URL to our wku.edu website.

CONTENT

- Images are good quality, not pixelated or blurry.
- Graphics follow a consistent branding theme, preferably featuring WKU's primary branding colors of red and white.
- Images and graphics are adjusted for the ideal image dimensions on each platform.
- Posts include a WKU branded hashtag, such as #WKU or #ClimbWithUs.
- Posts include keywords or hashtags for relevant topics.
- Posts are checked for spelling or grammatical errors, broken links, and other possible errors before posting.
- Posts that are “pinned” at the top of our social media page are updated regularly with the most accurate information.
- Posts that are scheduled in advance are double checked to verify that they are scheduled for the correct time and date.

AUDIENCE AND ENGAGEMENT

- Private messages and notifications are checked frequently for opportunities to respond.
- For each platform, all social media accounts follow the main WKU account, accounts for your academic college, and other relevant WKU-affiliated social media accounts.
- Relevant content is reshared from WKU departments and offices as appropriate.

