

Y at Virginia Tech Social Media Guidelines

Advertising an Event

The following list consists of guidelines indicating when the Y@VT should advertise an event, along with the reasoning behind that guideline.

1. **Guideline:** If the event is considered small, the Y@VT should create the event on Facebook and Twitter 2-3 weeks before the event occurs.
2. **Guideline:** The Y@VT should create the events on social media sites and start inviting people on the weekend if possible.
3. **Guideline:** If the event is considered large, the Y@VT should create the event on Facebook and Twitter 3-6 weeks before the event occurs.

New Event Creation

The following list consists of guidelines indicating how the Y@VT should create an event, along with the reasoning behind that guideline.

1. **Guideline:** Every event page should require an event photo, even if it is a stock photo of something related to the event.
2. **Guideline:** Every event page photo should have a consistent YMCA at VT logo.
3. **Guideline:** Event creator should invite members of the community they think would be interested to the event, or delegate that responsibility to someone who can reach the most members who would likely be interested in the event.
4. **Guideline:** Event creator should post pictures and videos from past events. If these don't exist, make an effort to take a few photos that represent the event and post them.
5. **Guideline:** Link the Facebook event page in your Twitter post for the same event.
6. **Guideline:** Attach most relevant picture of event to the Twitter post for the event.

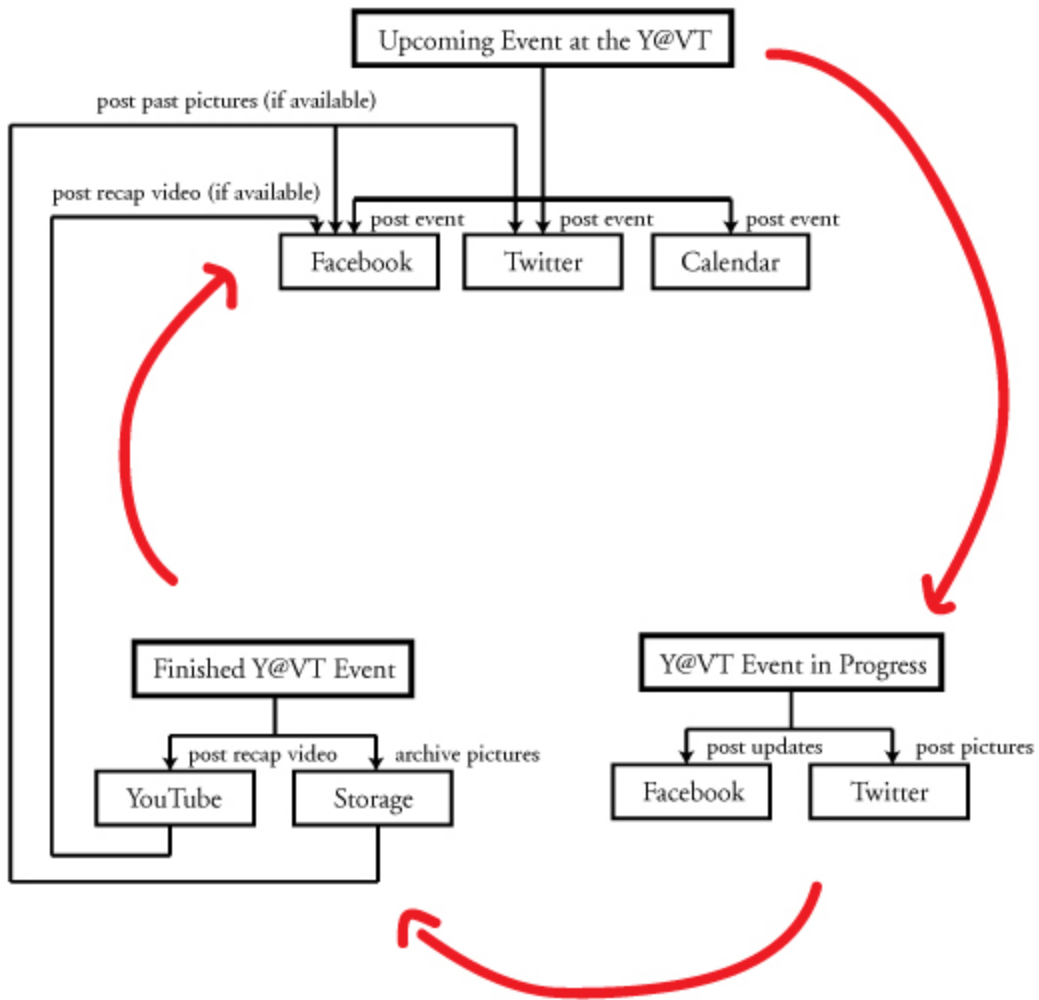


Figure B. Distribution Model for Social Media