

AN EXCITING PART OF BEING A STUDENT WELLNESS AMBASSADOR

is engaging with your student peers through social media to conduct outreach for mental health and wellness. Use the monthly topics calendar to identify a theme, topic, campaign, or information to share on student mental health. This quick guide will give you a roadmap on using social media to promote events on your campus, provide information to share on student mental health, and connect students on your campus with key mental health resources.



**THE
 PREP
 WORK**

Managing social media accounts for a student campaign or college resource center is a bit different than running your personal account. Here are 3 key things to keep in mind as you establish your online social presence as a **Student Wellness Ambassador**.

1 IDENTIFY YOUR SOCIAL MEDIA CHANNELS

Think about the social media platforms students are using today, identify the channels that your college is currently using, and the ones you'd like to use. Be sure to review your college's social media guidelines and note any approval process that you may need to follow while posting on behalf of the school.

Identifying and working with the college's Office of Communications Known by many names (Office of Communications, Community Relations, Public Relations, Marketing and Communications) this office is often responsible for internal and external communication. This includes press releases, website, social media, and internal college communications.

College and District Public Information Officers can be located here:

<https://www.cccco.edu/About-Us/News-and-Media/College-and-District-Public-Information-Officers>.

This will lead you to the initial contact at your college. Or you can look on your college website under the Office of Communications or Public Relations. **Search for "Media Contacts" to identify the person on campus who would be your primary contact for posting information online regarding Student Wellness Ambassador activities.** They may have the title Digital Communications Specialist, Information Office, Director of Communications.

Many times, the district or college will have a Style Guide to reference. This provides the parameters for using the college logo(s), color scheme, fonts, images, etc. Look on the college website for "style guide" or posting guidelines. For a sample, visit https://www.sdccd.edu/docs/District/cpr/StyleGuide2017_ForWEB.pdf.

When considering your social media channels, keep in mind that each platform has its strengths and weaknesses based on the content being shared. For example, Facebook is great for sharing article links and longer video content, whereas Instagram is great for quick visual sharing of images and videos or vlogging. Meet students where they are.

2 STRUCTURE & STRATEGIZE

The types of posts you will share, and the platform of which you will use all depend on the content. Here are the 5 most common types of posts that we've found:

STATIC

These types of posts help raise awareness and give the brand, org, or campaign a personality and voice. This can be done through a unique hashtag or a specific design style – the key is consistency.

INSPIRATIONAL

Do you have a go-to quote that helps boost your morale or gives you that extra dose of encouragement? Share it! These are great "filler posts" that you can use to diversify your content calendar. Be mindful of the month's theme, approaching holidays, and current events [both on and off campus] to use as a source of inspiration.

INFORMATIVE

These types of posts are a great way to provide a new perspective on topics and share statistical data that people typically don't think about or consider. Find fun and insightful facts that contain a little bit of shock value. The point is to grab the viewer's attention, so have fun creating the visuals for these posts.

REFLECTIVE

These types of posts can prompt your peers to reflect, share, and engage with the content. For example, you could ask your fellow students to share their favorite way to celebrate passing a midterm, or tips that they find useful to decompress from a hard day. These posts can also recap events and workshops, as well as highlight memories and experiences with #throwbackthursdays and #flashbackfridays.

CALL-TO-ACTION

Need to promote an upcoming event, or want to hear directly from your fellow students? Use these types of posts to give clear instructions. Whether it's clicking the link in your bio to learn more, or to repost and share content, be direct in the "ask".





There are a variety of other post types, so feel free to **explore and find the ones that you would like to replicate**. Just remember to establish a cohesive look and feel to your posts. This will create a “brand identity” that your peers will recognize.

Check out this write-up on developing a strong visual identity for social media (note: it is specific to Instagram, but the concepts can be applied to any social media platform): <https://www.lucidpress.com/blog/how-to-develop-strong-visual-identity-brand-instagram>

Student Wellness Ambassadors are encouraged to use Each Mind Matters or SanaMente brands in your community. [Click here](#) to download the Each Mind Matters and SanaMente Logos and Brand Guidelines. The brand guidelines are a helpful tool that will walk you through how to easily use the Each Mind Matters and SanaMente brands to raise awareness about mental health. Any questions about the logos or brand guidelines, please contact info@eachmindmatters.org.



BE SURE TO CHECK OUT THESE ORGS AS AN ADDITIONAL SOURCE OF INSPIRATION!



3 SET GOALS & MEASURE YOUR SUCCESS

As a student, you know that time is money. Make sure your time and efforts aren't wasted. Determine your goal for each post or campaign. Make sure that it is specific, realistic, and measurable.

Here are a few ways to monitor success:



FOLLOWERS

Increase your volume by including the social media handle on any and all print materials (flyers, posters, etc.) and digital correspondence. It's OK to encourage people to “stay up to date” by following these accounts. Also, be sure to follow other related accounts and engage with their posts. This will help raise your visibility to that account as well as their followers.



ENGAGEMENT

Different post types will warrant different levels of engagement. Pay attention to the post types that have higher activity than others and adjust your content calendar accordingly to maximize engagement.



CONVERSION

Most social media platforms don't have a built-in system to track audience demographics, hyperlink clicks, etc., but there are a variety of no-cost and inexpensive tracking tools that can provide this data. A few notables: Hootsuite, Sprout Social, Sprinklr, and Brand24

Understanding and analyzing this data will give insight on the information your fellow peers find most valuable, and the type of content to create.

THINGS TO CONSIDER WHEN POSTING

BE BUSINESS-CASUAL

Social media is all about connecting with people - in this case, your fellow student peers. But remember, you're representing an organization as well as your institution. Think before you post! Check your spelling and grammar and read your post out loud. Do not include your personal views and opinions on these accounts, nor language that would seem inflammatory. Consider if the post has the potential to be interpreted negatively or become bad publicity for the organization or school.

Find a tone that is professional, but authentic, friendly and relatable.

BE ACCURATE

Check the facts! Be sure the information that you're sharing is accurate, and credible. Cite sources and provide links whenever possible. If you're reposting from another account, be sure to credit that account.

INVITE CONVERSATION

Welcome comments [good and bad] and be respectful. A rule of thumb: if you would not say it in person, don't say it online. Delete and report spam and try to respond rather than censor.

HAVE FUN

As you know, social media is all about being social. Share, engage, like, and comment to build and strengthen the community around you.