Frequently asked social media questions

What should my profile look like?

Your profile should include three main things:
• On-brand profile picture and imagery
• Short description that includes the words Ohio State and/or Buckeye and your group’s focus (location for clubs, topic of interest for societies)
• A way for Buckeyes to learn more. This can include a link to your website, contact information or both.

What should I post?

Focus on posting three types of content: shareable, conversational and promotional.
• Shareable content includes anything fun, entertaining or informational that relates to your club or society.
• Conversational content includes interaction with fellow Buckeyes, such as asking or responding to questions, or sharing club or society members’ content.
• Promotional content includes anything that promotes your club or society’s events, fundraisers or membership.
• A good rule of thumb is to provide 80 percent shareable and conversational content and 20 percent promotional content.

What shouldn’t I post?

Alumni groups should not post:

• **Photos and content you do not own:**
  o This includes photos, videos or other content found on the Internet or provided by other sources that you do not have rights to use. We suggest photos and other content be obtained from your regional engagement specialist. You are encouraged to post appropriately shared and attributed content.
  o Images of former Ohio State athletes: You are not permitted to use images of past players who have exhausted their Ohio State eligibility without permission from both the athlete and the Ohio State Licensing Office. This will ensure there are no conflicts with established relationships or contracts.
• Photos that violate NCAA rules:
  o If a bar or restaurant is using a student-athlete's name, picture or likeness through social media to sell a product (e.g., clothing, movie tickets, etc.) or to promote a commercial business, either with or without the student-athlete’s knowledge or permission, please contact the Ohio State Compliance Office at 1-866-294-9350 as soon as possible. Student-athletes and the institution they attend are required to take steps to stop such activity in order to retain the student-athlete’s eligibility.

• Excessive use of alcohol:
  o Avoid making alcohol the primary focus of any post.

• Unsportsmanlike content:
  o Be respectful. Avoid posting disrespectful or intolerant text, images or content.

How can I get my social media content noticed, shared or promoted?

There are three ways you can get your content noticed, shared or promoted by official Ohio State social media channels: Use relevant handles or usernames, use relevant hashtags and provide engaging content.

• Using relevant handles or usernames in your social media posts will help those accounts find, and potentially share, your content.
• Using relevant hashtags in your social media posts will help main Ohio State accounts find and share your content.
• Providing engaging content that appeals to a global Buckeye audience will make it more likely for your club or society’s social media posts to be shared by main Ohio State accounts.

Questions?

For additional assistance, comments or questions, contact:

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