

- THE UNIVERSITY OF CENTRAL FLORIDA -

SOCIAL MEDIA CIVIC PARTICIPATION ENGAGEMENT PLAN

| PACKAGE CONTENTS |

PAGES 1-5

This packet contains at the coordinated methods and strategies that the University of Central Florida's Student Government Association will take to reach students in anticipation of the 2020 election. This includes the Social Media Action Plan, Social Media Report, and the proposed Social Media Campaign as well as the Social Media Audit.

COMMUNITY COALITIONS | POLITICAL EFFICACY | VOTER REGISTRATION | CIVIC EDUCATION | VOTER TURNOUT



THE POWER OF SOCIAL MEDIA

INTERFACE

THE CHALLENGE AT HAND

In 2008, then-Senator Obama ran one of the most successful presidential campaigns ever as the underdog in race for the Democratic Nomination. What set him apart from the rest of the field was his use of social media. This was the edgy, hip *Obama Machine* that helped him topple the Clinton Machine and eventually John McCain and the Republicans. His team bolted together social networking applications “under the banner of a movement”, which equipped his team to create, “an unforeseen force to raise money, organize locally, fight smear campaigns and get out the vote.”

Twelve years later, Democratic candidates are aware of the strategy used by President Obama. Now, they are all in a race to out-do each other in the world of social media. As all 2020 candidates, regardless of party affiliation, search to engage college students, it ought to be the responsibility of our University to take the most active and coordinated effort possible to engage student participation in the election. That means creating this packet to be as tactful as possible when trying to reach out to students and ensure that they know who is on the ballot, what it means voting for that person/or initiative, and where/when students can vote. This Social Media Action Plan will be used in direct coordination with our Campus-Wide Civic Engagement Plan, detailed by administration at the University, as well as the revised Charge Your Vote Action Plan, which will be available to all students and faculty starting in the Fall Semester of 2019.

The Challenge Ahead is this: with just under 69,000 students, three specialized campuses (UCF Downtown, Medical City, and the Rosen College of Hospitality Management) and ten Connect Campuses: Altamonte Springs, Cocoa, Daytona Beach, Leesburg, Ocala, Sanford/Lake Mary, South Lake, Valencia East, Valencia Osceola, Valencia West, social media is the best and most efficient way to reach the entirety of the UCF Community.

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Using the Student Government Associations' Facebook, Twitter, and Instagram, we were able to conduct a full audit of the reach of our social media reach to students. Comparisons between followers, regular reach, referral, civic engagement-related posts, and shared information from local or state elected officials. This information is necessary when understanding how we need to improve in the first steps of the actual, revised civic engagement plan.



The Social Media Evaluation reviews the purpose and effectiveness of Social Media programs and how they are could be best utilized. It takes a look at other forms of social media to see if they could be a more effective way of dispersing politically-relevant information. The action plan should be used as an action plan for Registered Student Organizations that may also want to optimize their social media experience and outreach initiatives.

Sometimes it's necessary to admit that the system that you have in place is not working as well as it could. That's the purpose of the social media action plan – to understand where the shortcomings are and how we can work to make the outreach campaign as effective as possible. The campaign will go over the UCF Brand, marketing resources, and our proposed course of action for digital communication and student/community outreach.






SOCIAL MEDIA AUDIT

AN OVERVIEW: To move proactively with any plan, it is wise to know where we stand presently. Using the Student Government Associations' Facebook, Twitter, and Instagram, we were able to conduct a full audit of the reach of our social media reach to students. Comparisons between followers, regular reach, referral, civic engagement-related posts, and shared information from local or state elected officials. The vast majority of students have indicated that they interact with their University's Agencies, Departments, and Registered Student Organizations (RSOs) via Facebook rather than Instagram or Twitter. Those two services are commonly associated with leisure, whereas Facebook can be seen as a business, academic, or professionalism tool. For that reason, students look to the Student Government Association for the majority of their information pertaining to general student life. This is consistent with the numbers we found: the Student Government Association Page has just over 16,000 followers. While that is a significant number, it still does not reach all 68,000 students. There needs to be a much larger push for students to "like" the SGA Facebook Page so that we can have the most effective outreach campaign possible. There are two columns on the audit chart that will be adjusted in preparation of the 2020 election year. The significant deficit of politically-related content is disconcerting as it may allude to some confusion regarding the University's 2018 Early Voting Location or Voter Registration eligibility.

WE MUST KNOW WHERE WE STAND TO MOVE FORWARD

AUDIT + ANALYSIS

SITE	HYPERLINK	PROFILE NAME	FOLLOWERS	DATE OF LAST ACTIVITY	FREQUENCY OF POSTS	MONTHLY REFFERRAL TRAFFIC
 FACEBOOK	https://twitter.com/UCFSGA	@UCFSGA	16,453	Less than one day ago	Very Frequent	3,500
 TWITTER	https://www.facebook.com/SGAUCF/	@UCFSGA	6,938	More than 2 weeks ago	Not Frequent	
 INSTAGRAM	https://twitter.com/UCFSGA	@UCFSGA	5,800	One week ago	Very Frequent	2,745

WHAT WE FOUND: It was evident that the Student Government Association needs to do a much better job at Social Media outreach as a whole, especially when it comes to civic engagement-related material. Facebook is the primary method of communication for the student agency (at least in comparrison to Twitter or Instagram. There were no posts shared by local elected officials. That includes non-partisan offices like that of the County Mayor or Supervisor of Elections. There were also no shared posts from any local elected representatives like that of the Florida House Representative or the Florida State Senator that Represents the School. No posts were shared from either of the two Senators in the United States Senate or from our one Congressperson in the United States House of Representatives. If students see the Student Government Association as a place that they should be able to get information from, information relating to the district and the happenings of politics should also be found in a consistent location. With that being said, there were four posts relating to voting in the November General Election on Facebook, but none relating to the August Primary Election on the Facebook Page. The Twitter Account had one shared Tweet from the University’s President. The Instagram Account was absent of any politcal material. Based on net increase though, it appears that more students are relying on Instagram to interact with their Student Government Association. With that, we ought to prioritize the communication of outreach through that platform over the next year.

% OF CHANGE LAST MONTH	% OF CHANGE LAST YEAR	AVERAGE POST REACH	CLICKS PER POST (2018)	CLICKS PER POST (2020)	CIVIC ENGAGEMENT POSTS (2018)	CIVIC ENGAGEMENT POSTS (2020)	SHARED POSTS OF LOCAL CIVIC LEADERS (2018)	SHARED POSTS OF STATE CIVIC LEADERS (2018)	SHARED POSTS OF GOV'T AGENCIES (2018)
-28%	NET	~13,657	97	TBD	4	TBD	0	0	0
				TBD	1	TBD	0	0	0
+55	+2000	~200	~200	TBD	0	TBD	0	0	0

DATA COLLECTED AS OF APRIL, 2019

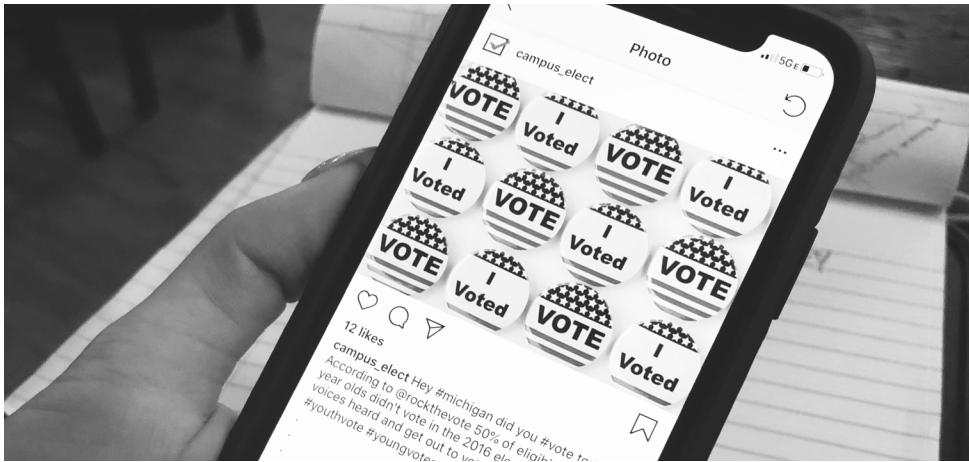
SOCIAL MEDIA EVALUATION

The Social Media Evaluation reviews the purpose and effectiveness of Social Media programs and how they are could be best utilized. It takes a look at other forms of social media to see if they could be a more effective way of dispersing politically-relevant information. The evaluation should be used as an action plan for Registered Student Organizations that may also want to optimize their social media experience and outreach initiatives.

Facebook should be the main location for student engagement for two reasons: [1] the University of Central Florida's Student Government Association already has the most amount of follows on this platform, and [2] text and aesthetically-appealing visual media will be pinnacle of social media outreach.

Instagram will be the second largest asset to our social media outreach initiatives. The trouble we have with this social media platform is that it relies of hold and engaging media. Non-partisan civic engagement does not necessarily hold those same attributes (i.e. voting is a low energy activity; canvassing can be tedious; and campus tabling can also be a dull activity). To properly use instagram, there are two forms of media that we can use. Those two options should be restricted to [1] students making large statements with signs and/or bullhorns on campus, or [2] aesthetically-pleasing infographics about when/where/how to vote on campus.

Twitter will be the last form of engagement, as it is primarily used for entertainment. If we do videos with elected officials or RSOs about their efforts to boost civic engagement, then this may be the best platform to do so.



The University of Central Florida is poised to be National Champions in Voter Registration, Voter Education, and Voter Turnout. This is clearly contingent upon concentrated commitment to the University's campus-wide civic engagement plan, the SGA Charge Your Vote engagement plan, and this Social Media Action Plan. At the core of each of these plans is this: The intersection of student success and civic engagement has been studied more and the results are clear – there's a positive correlation between civic engagement and several success indicators, including retention.

Almost 70 percent of Americans now get news on Facebook, with 10 percent getting news on Twitter or YouTube. But while the scale is evident, the nature of their impact is not yet clear—in large part because these platforms have, to date, shared little data about how their technologies are affecting society and democracy. It ought to be the position of the university to responsibly broadcast valuable, non-partisan, and factual information regarding college students and the impact of policy and politics.

As a university that supports civic engagement should inherently support using social media in as many ways as possible to broadcast the good work of representatives in surrounding areas. Social media offers many democratic benefits including: connecting students/citizens with each other (and their representatives), encouraging voter turnout, even supporting virtual town halls. They have given voice to diverse and minority viewpoints, whose access to broad-scale distribution was previously badly constrained. They have supported connectivity among democratic advocates in authoritarian regimes around the world—making it possible to build coalitions, take action, and exercise free speech.

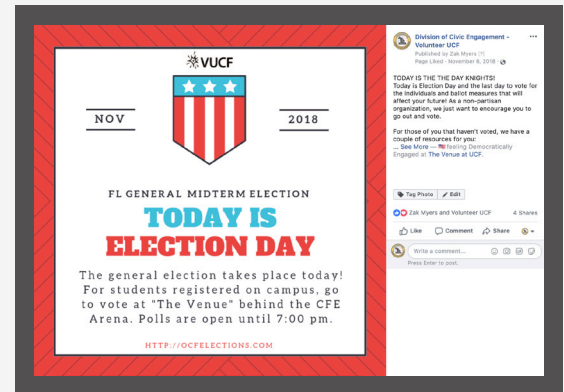
OPTIMIZING SOCIAL MEDIA **FACEBOOK**

UNDERSTANDING THE PLATFORM: Many use Facebook as a personal network to connect with their friends, family, or individual interests. Our civic engagement/SGA brand needs to fit into this atmosphere naturally in order to keep people interested in what we are posting.

THE OBJECTIVE: We still need to work on building and expanding a strong online following – this will require communication and coordination with the new Director of Communication within the Executive Branch. It will be important to use status updates or photos to share our mission, factual information, and events that students can attend to learn more about 2020 candidates. Facebook can be a great place to post things to get students to engage directly with our posts. Students and community members ought to be able to “like,” comment on, and share on most of the posts. The more people are engaging, the more frequently our content appears in others’ timelines.

IDEAS FOR ENGAGEMENT: We can host live town halls on Facebook with either regionally-prominent elected officials or folks at the university that are fluent in procedures for early voting. This will become especially relevant during primary voting and in the general election. Involving recognizable faces like professors and faculty could allow us to do this as effectively as possible. The Orange County Supervisor of Elections should also take an active role in producing content that is relevant to UCF students that want to vote.

ADVERTISING: When we host open forums, debates, or town halls on campus and in-person, we should use Facebook Ads to expand outreach to people who have either liked the UCF SGA Facebook page and do not normally engage with it, or people that have not liked the Facebook page and are not aware of the information/services that SGA offers.

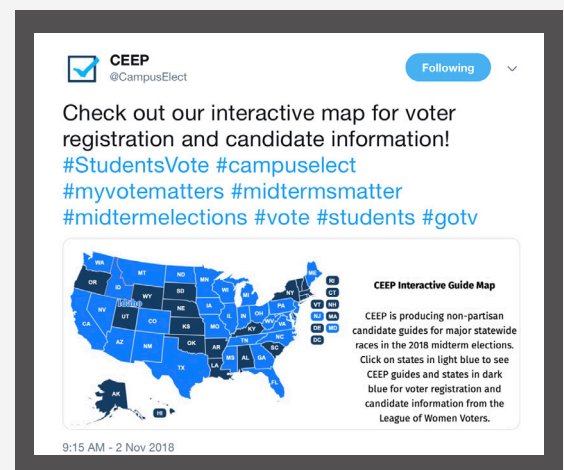


OPTIMIZING SOCIAL MEDIA **TWITTER**

UNDERSTANDING THE PLATFORM: Twitter is fast-paced, concise, and easy way to connect with your audience. Twitter is a sea of information of 140 character or less content waiting to be read, clicked, followed, and re-tweeted. Twitter allows you to share quick pieces of information and photos in an effort to drive people back to a site or landing pages. We may only type a small amount of characters, so we should make them count.

THE OBJECTIVE: We need to have content that is enticing enough for people to stop and click through. People are normally scrolling through quickly so it takes more than just simple text to stop them in their tracks. We must make sure that when we are constructing tweets, we are making people want to click through the content being posted.

IDEAS FOR ENGAGEMENT: We should be using quotes, statistics, or questions related to the link we are tweeting as a way to have people wanting to read more. The incorporation of photos, polls, gifs, or even short videos are essential to an appealing Twitter account. Although Twitter is a great way to share quick thoughts and generate traffic, it's important to make sure we are building relationships with followers. People follow the page because they like the content being posted and the information provided, but we still need to engage in conversation often, just like we would on Facebook. We can ask followers to respond to questions. We should also have an obligation to respond to mentions and direct messages. Twitter is as useful for driving traffic as it is for customer service. The more people are engaging, the more frequently our content appears in others' timelines.



OPTIMIZING SOCIAL MEDIA **INSTAGRAM**

UNDERSTANDING THE PLATFORM: Instagram is all about visual sharing, so everybody's main intention is to share and find only the best photos and videos. As Facebook refocuses on connecting people with content from family and friends, Instagram has become "the new home for brands," where engagement is high, followers are brand-loyal, and real business goals can be achieved.

THE OBJECTIVE: The content on Instagram must be bold and appealing for students and social media network users to stop what they are doing and look at the post. If there is text in the picture being posted, that text should be brief and concise. The Instagram captions should also be brief, as the text is notably smaller than the allotted size for the photo/video. Multiple pictures/videos can be posted at one time, but it is important to remember that users are less likely to look at or engage with the other photos in the set.

IDEAS FOR ENGAGEMENT: It's important that the [Charge Your Vote] logo is present on all of the civic-engagement posts. This will differentiate posts from the Coalition on Civic Engagement from those of the rest of the Student Government Association. We should recruit notable people to speak about why it is so important to vote (i.e. the UCF President, Football Quarterback, Athletic Director, Basketball Players, Basketball Coaches etc...) There should be an equal balance of red, white, and blue on each post to ensure that it does not look like SGA supports a specific party or ideology. There should be an even mix of informational graphics/photos, maps for where to early vote on campus, and videos on the SGA Instagram Account.

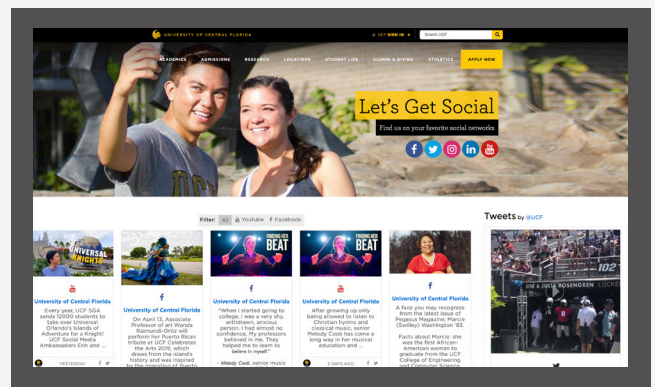


OPTIMIZING SOCIAL MEDIA **WEBSITE**

UNDERSTANDING THE PLATFORM: The reality of the SGA Website is that folks do not use this unless they have to. There should be an abundance of information pertaining to civic engagement on the website, but it does not necessarily have to be as timely or aesthetically appealing as posts on Facebook, Twitter, or Instagram.

THE OBJECTIVE: The point of the UCF SGA Website should be to provide an all-encompassing location that provides information about: [1] the Director of Governmental and Community Relations, [2] relevant folks on campus that deal with civic engagement, [3] the SGA-developed plan for civic engagement, [3] the University-wide plan for civic engagement, [4] this Social Media Action Plan, [4] the platform of the Director of Governmental and Community Relations, and [5] maps and data from past elections concerning civic engagement. The SGA Website should remain mostly stagnant, meaning that there will not be weekly updates or scheduled posts. Individuals from other Universities should be able to visit the SGA Website and find all of the information that proves that UCF is a leader in Civic Engagement and voter education initiatives.

IDEAS FOR ENGAGEMENT: We will work with the Director of Communications to build an interface for an appealing Social Media Aggregator, like the one shown on the right hand side. This should be the only form of a live feed on our website. This is not confirmed, but it could be an ideal way to advertise all the content SGA produces.



THE UCF BRAND

Social media platforms are expected and effective communication tools for sharing news, promoting events and engaging with the UCF community and beyond.

Whether connecting with students in a classroom or growing a social presence for a college, department or campus organization, these guidelines will assist you in using social media effectively.

BEST PRACTICES

Branding

As with any UCF communications piece, be sure to follow the graphic standards established for the UCF logo and associated elements. UCF does not have logos specific to social media. **Remember:** Legal use of UCF logos and trademarks apply to social media accounts as well. All trademarks, service marks and logos are the property of UCF

Etiquette

Be careful.

Double-check spelling, grammar and punctuation before posting.

Social media is *social*.

Engage your audience with questions, polls and ways to inspire participation.

Practice due diligence.

If you have doubts about whether it is appropriate to write about or post content on certain subjects, ask your supervisor and/or get a second opinion before you post.

Post wisely.

Do not include political comments or comments on social issues, except in support of positions UCF has already taken.

Don't disclose.

Do not post confidential information about UCF, students, alumni, faculty or employees.

Management

Identify leaders.

Social profiles should have a manager and a back-up administrator who record passwords and content calendars. They should set a posting protocol for your department, group or organization.

Have a plan.

A social media strategy along with an editorial calendar are necessary to create consistent content and maximize your efforts.

Know the rules.

Be familiar with the terms and conditions of the social platforms and networks on which you participate. And pay attention to updates.

Transparency

Be consistent.

You shouldn't need to update your avatar image once it's set. A static, brand-related avatar image for your college, campus department, or organization profile page is essential in building trust with your audience.

Pay attention.

Respond in a timely fashion to comments and messages.

Be human.

Connect when commenting. Provide an email address or phone number to help with follow up communication.



LOGOS AND IDENTITY SYSTEM

*To promote **unity**, **clarity** and **consistency** of our visual identity, this system is designed to leverage the equity of our brand. UCF is the primary branded entity in every communication. Divisions, offices and subunits are identified within the brand context.*

THE PEGASUS

Our logo is the Pegasus. It is our badge and emblem. It creates, promotes and protects the integrity of the UCF message. It should be used to identify UCF on all communication materials.

Where Does the Pegasus Come From?



Pegasus is the winged horse of Greek mythology. He carried heroes on to great adventures and earned a place in the stars as a constellation. The logo was officially unveiled by President Charles Millican on April 5, 1968, from a design by Jim Shattuck and Norman Van Meter. More than 50 proposals were considered during the process. The Pegasus design was chosen for its distinctiveness—and it symbolizes the university's vision of limitless possibilities.

PRIMARY IDENTITY MARKS



The Tab

The Tab is our Primary Identity Mark intended to represent UCF to broad public audiences. It is a bold, modern visual representation of our brand. Its effect is strongest when used independently from other visual elements in a layout. It should not be altered in any way or be combined with other logos.

SMALL SPACE MARK

The Small Space Mark is provided for web or digital formats where space must be economized. Digital and web usage examples include web banner ads and toolbar icons. Maximum size for the Small Space Mark on the web or digital is 150px x 63px.

It may also be used for other small spaces on small promotional items such as pens. Maximum size for the Small Space Mark on promotional items is 1" x 0.5"



DOWNLOAD  Small Space Mark.zip

OFFICIAL SEAL



SOCIAL MEDIA ACTION PLAN

Sometimes it's necessary to admit that the system that you have in place is not working as well as it could. That's the purpose of the social media action plan – to understand where the shortcomings are and how we can work to make the outreach campaign as effective as possible. The campaign will go over the marketing resources and our proposed course of action for digital communication and student/community outreach. This final section will also identify the resources, internal partners, and external partners that SGA can use to bolster civic engagement initiatives.

The reality of this plan is that there are a lot of basis to cover and areas to improve on, but those problems can be solved with a multi-faceted action plan. This action plan is detailed on the right-hand side of this spread. It identifies areas of deficiency, including the frequency of posts, brand consistency, outreach, and engaging content.

This plan also cannot be accomplished along: it will take a coordinated coalition of passionate individuals working to better the initiatives of the Student Government Association, the campus-wide civic engagement plan, and each of the five pillars of governmental and community relations (community coalitions, political efficacy, voter registration, civic education, and voter turnout.)

The Student Government Association and Volunteer UCF's Division of Civic Engagement have been hard at work this past year laying the groundwork for the most ambitious civic engagement plan to be implemented in 2020. We have outlined the resources that are going to help in communicating civic engagement prioriteis in the first row of the graphic below. We have already included eight internal community partners and sixteen external community partners in the past year. The organizations that are outlined in blue on the second row are ones that we have full intention of expanding outreach to. This is tactical for a few reasons: [1] this identifies cultural and ethnically diverse RSOs that could greatly benefit from the work of SGA and more representation publically-elected positons, [2] it identifies academically-diverse RSOs that have historically low turnout in elections (mostly engineering and STEM-related RSOs), and [3] it identies groups that have notable membership numbers already.

1	<p>Using local elected representatives to support our coordinated community plan on civic engagement will be a great resource, mostly because of their prominent public and social profile. We can also utilize higher administration to communicate action in the legislature that affects students most directly.</p>	<p>External community partners can include local businesses in the Greater-Orlando community. When students frequent the social media pages of their favorite shops/businesses/restaurants, they should be able to also recieve informaiton about voting. This is acheivable through online and in-person actions.</p>	<p>Cross-branch coordination with the SGA Legislative Branch's Governmental Affairs and Policy (GAP) Committee will be important for developing content that is important and relevant to students across all of the 13 colleges. Members of this committee typically have a robust understanding of legislative topics.</p>	<p>We should contain our social media outreach to just Facebook, Twitter, and Instagram for the time being. This is to ensure that we improve on the platforms that already have a semi-significant following. Focusing on improving what we already have before expaning to other platforms will ultimatly be an asset.</p>	RESOURCES
2	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	INTERNAL PARTNERS		
3	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>	EXTERNAL PARTNERS		

AREAS FOR IMPROVEMENT

INITIAL OUTREACH – On each of our social media accounts, we have a severe deficiency of followers in relation to the overall student population of the University. Although we have just over 16,000 “likes” on the Facebook page, it does not compare to the almost 70,000 actively enrolled students at the University.

DIVERSIFIED OUTREACH – Asian Americans have the lowest voter turnout of any ethnic minority in the country. There are currently no partnerships between the Student Government Association and any of the predominantly Asian RSOs. This stands true for other minority groups on campus.

EXPANDING LOBBYING EFFORTS – When it comes time for UCF’s Day at the Capitol, there needs to be a more valient effort to communicate that opportunity to students. When folks have the opportunity to directly connect with their representatives in person, their investment in the democratic process greatly improves.

POSTING REGULARITY – The Social Media Audit (pages 4-5) would tell you that we only had four posts on Facebook and one post on Twitter pertaining any topic relating to civic engagement. This implies that voter education and civic engagement are not high priorities for SGA as a whole. There are no pre-produced graphics to be published on any network. There is also zero consistency of what information (if any) is broadcasted online. Normally, there is a predetermined timeline that instructs Communications Directors to make at least one post per week pertaining to civic engagemnt at heightened times of relevancy and applicability.

BRAND CONSISTENCY – In the little bit of information that is produced from the SGA Social Media accounts, it is frequently inconsistent. There are no attributes of our posts that suggest that civic engagement-related posts are all part of a cohesive civic engagment master plan.

INNOVATIVE CONTENT – The content being produced, while minimal, is not engaging or interesting. There are no videos showing students being excited about voting, there is no compelling graphics containing statistics about turnout, and there are still canva-made graphics that do not capture the attention of a social media user.

COURSE OF ACTION

INITIAL OUTREACH – It is imperative that two groups of people have a strong hand in improving page likes: [1] SGA Senators when they visit RSOs, and [2] the members of the Coalition on Civic Engagement (RSOs leaders) who can incentivize their club members to like the SGA social media pages. There should also be a concerted effort to have students “like” the SGA pages during giveaways and/tabling events.

DIVERSIFIED OUTREACH – In the newly established Coalition on Civic Engagement, run through the Office of the Director of Government and Community Relations, we will be able optimize outreach to the groups that could statistically benefit the outreach. This will be done through organizations like the Asian Student Association, Vietnamese Student Association, and Chinese Student Association.

EXPANDING LOBBYING EFFORTS – Alerts of this opportunity should go out through all three of the SGA Social Media platforms. Student testimony (in the form of a video) can go a long way in explaining the value of this opportunity.

POST REGULARITY – When a post is Facebook, the same content or information should be reciprocated onto the other three social media platforms. In the four weeks leading up to the primary and general election, there should be frequent posts that: [1] alert students of an upcoming election, [2] provide non-partisan voting guides, and [3] explain the importance of the election and the individuals that will be on the ballot. In the two weeks of early voting, there should be regular, accessible information pertaining to where on campus students can vote.

BRAND CONSISTENCY – We need to ensure that community partner logos are always or frequently included on publications. There also needs to be consistency in the use of the “Charge Your Vote” and SGA Logos on online/digital publications/postings. The use of University’s Black and Gold colors plus Reds & Blues should be used modestly, but are certainly essential when it comes to civic engagement posts.

INNOVATIVE CONTENT – Videos, interviews, dynamic photos, and graphics that promote location/regional pride are all vastly more compelling than a still graphic made on canva. While we can still use the platform for alerts and graphics (substitutes for reminders), there are certainly better mediums for dispersing relevant content.