Identify.
What are my departmental goals? As a department, identify your goals together.

How will social media help achieve those goals? Look over your goals and identify how social media may contribute to success.

After reading more about each platform, which social media tools will further those goals? Visit the links and resources from the Chapman University Social Media Resource Section, as well as Help Centers for each social network. Select a platform that is most appropriate for your messaging and key audiences. Outline how that platform’s services will benefit you.

Who will build, establish, and administer the account? The administrator should have a good working knowledge of Chapman University and the specific department.

Define.
Do I have time to manage this/these social media sites? Now that you have identified the most effective platform for your department and the site’s administrator, evaluate your work schedule. Determine if you have time to administrate these accounts regularly.

Execute.
How do I set up my social media presence? Pages, handles, and other social profiles need to be set up correctly from the beginning. In the ‘Set Up Your Page With the Experts’ column, select the service you have chosen and follow the link to learn more. Each service has a Help Center that will guide you during the creation process.

My chosen network is not in the column. Learn more about Foursquare and YouTube. For more platforms, contact Sheri Lehman at slehman@chapman.edu