



 UNT Division of Student Affairs
19 hrs · 🌐

DSA Staff Spotlight

Featuring: Sophilia McTyre with UNT TRIO Student Support Services

"UNT students are the best! I have been blessed with being able to track my UNT students from as young as 6th grade to college graduation. Being able to follow students and watch them blossom into successful professionals from shy middle schoolers is such an impactful experience."

Read more: <https://studentaffairs.unt.edu/staff-spotlights/sophilia-mctyre>

Sophilia McTyre
TRIO - Talent Search



DSA STAFF SPOTLIGHT

Please email me if you would like to participate or if you know one of your staff members who deserves a shout out.



Social Media Audit

UNT DIVISION OF STUDENT AFFAIRS



UBSC University Brand Strategy and Communication

Social Media Managers Committee

Megan.Lawton@unt.edu

Wed, March 4 at 1:00 p.m. in
Chestnut Hall, 210B

Social Media Checklists

Facebook | Twitter | Instagram

Helps keep track of your social media success and failures and gives you tools for growth.

FACEBOOK AUDIT CHECKLIST

Fill out the checklist and use it as a reference to help you keep track of your branding, content, community engagement and more.

FACEBOOK USERNAME	DATE OF AUDIT	
	AUDITED BY	

SECTION 1: GOALS AND KPIs

1. Do your current business goals align with your goals for Facebook? YES NO
2. What KPIs (key performance indicators) do you use to define success?
3. Are your KPIs specific, measurable, attainable, relevant and time-bound? YES NO
4. Can you explain your business' approach to Facebook in one sentence?
5. Have you checked your "Page Quality" to see (To check this, select "More" in the top bar select "Page Quality") YES NO

FACEBOOK AUDIT CHECKLIST

INSTAGRAM AUDIT CHECKLIST

Fill out the checklist and use it as a reference to help you keep track of your branding, content, community engagement and more.

INSTAGRAM USERNAME	DATE OF AUDIT	
	AUDITED BY	

SECTION 1: GOALS AND KPIs

1. Do your current business goals align with your goals for Instagram? YES NO
2. What KPIs (key performance indicators) do you use to define success?
3. Are your KPIs specific, measurable, attainable, relevant and time-bound? YES NO
4. Can you explain your business' approach to Instagram in one sentence?

INSTAGRAM AUDIT CHECKLIST

TWITTER AUDIT CHECKLIST

Fill out the checklist and use it as a reference to help you keep track of your branding, content, community engagement and more.

TWITTER USERNAME	DATE OF AUDIT	
	AUDITED BY	

SECTION 1: GOALS AND KPIs

1. Do your current business goals align with your goals for Twitter? YES NO
2. What KPIs (key performance indicators) do you use to define success?
3. Are your KPIs specific, measurable, attainable, relevant and time-bound? YES NO
4. Can you explain your business' approach to Twitter in one sentence?

TWITTER AUDIT CHECKLIST

DSA Scores

Don't be discouraged by your scores. Remember, we all wear many hats.

DSA Instagram: **30**

DSA Twitter: **46**

DSA Facebook: **55**

SCORECARD

Time to add up your score: each "YES" and "NO" answer is worth 1 point

$$\boxed{\text{YES}} - \boxed{\text{NO}} = \boxed{\text{GRAND TOTAL}}$$

If your score falls between : 57 - 63

You're doing just fine

If your score falls between : 50 - 56

You may need to make a few changes

If your score falls between : 0 - 49

Please reach out, UNT Social is willing to help

SCORECARD

Time to add up your score: each "YES" and "NO" answer is worth 1 point

$$\boxed{\text{YES}} - \boxed{\text{NO}} = \boxed{\text{GRAND TOTAL}}$$

If your score falls between : 55 - 61

You're doing just fine

If your score falls between : 49 - 54

You may need to make a few changes

If your score falls between : 0 - 48

Please reach out, URCM's Social Team is willing to help

SCORECARD

Time to add up your score: each "YES" and "NO" answer is worth 1 point

$$\boxed{\text{YES}} - \boxed{\text{NO}} = \boxed{\text{GRAND TOTAL}}$$

If your score falls between : 66 - 73

Your'e doing just fine

If your score falls between : 58 - 65

You may need to make a few changes

If your score falls between : 0 - 57

Please reach out, UNT Social is willing to help

Social Media Style Guide

Social Media Brand Style Guide is needed!

What is DSA's voice?

We need a document that can be handed to a student or staff member so they know how to post on behalf of our division or department.

Template for departments coming soon!



Social Media Calendar

Social Media calendar is needed!

What are our major events?

Are there any holidays we want to jump in on?

What campaigns are we going to run?

Summer is a great time to work on your yearly or semester calendar.

Template for departments coming soon!



SOCIAL MEDIA RESOURCES

UNT URCM

<https://social.unt.edu/>

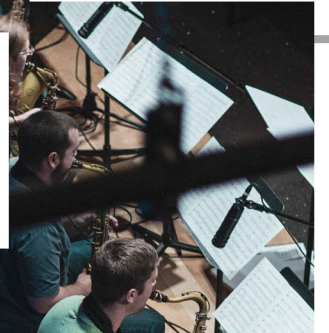


SOCIAL MEDIA WEBSITE

studentaffairs.unt.edu/social-media

List of Division of Student Affairs social media accounts.

If you have added or deleted any platforms from your department, please let us know and we will update it on our landing page.





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THANK YOU

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