

Digital Marketing for Baylor University Placing Social Media Ads (updated 1/7/19)

BACKGROUND: Academic and non-academic units and departments are expanding placement of digital ads on social media for Baylor in order to enhance student recruitment as well as reach other marketing goals. Guiding this effort is an understanding that digital marketing success will be pursued in balance with University values and mission. All content and digital concepts must adhere to university graphics standards and also require approval by Baylor personnel (generally in University Marketing and Communications) prior to placement.

ADVANTAGES: Social media outlets provide access to targeted audience segments who may have a propensity toward Baylor. Ad placements provide a vehicle for placement of messages and calls to action to precisely identified prospects for specific academic programs and other purposes.

POTENTIAL DISADVANTAGES: Social media ads are subject to immediate commentary (good or bad) and require close monitoring for proper audience engagement. If not monitored, advertising posts can be “hijacked” to the interest or purposes of a commenter. Also, when many units are placing ads, online auction algorithms may create an environment where Baylor is bidding against itself – driving up costs and reducing effectiveness for multiple programs.

GUIDELINES: Advertisers or program managers must request advertiser access for placement on Baylor-administered “official” social media outlets (Facebook, Linked In). Currently, third-party vendors are not able to place advertisements Baylor on Twitter due to advertiser platform limitations. In some cases, Baylor University’s Digital Marketing Team (DMT) can help place ads on Twitter in support of unit goals.

To be effective in a social media campaign, it is essential to ensure:

- **Efficient placements** – specific audience targeting should be crafted to ensure delivery to an appropriate audience. Campaign optimization should be an on-going process to add/remove poor performing ads.
- **Coordination** – Baylor’s DMT is charged with monitoring and coordinating digital ad placements to maximize the advantages while mitigating any potential disadvantages. Regular ad placement monitoring and reporting, coupled with periodic calls and email updates, enhances the University’s ability to steward our advertising capital.
- **Brand protection** – Campaigns should be sensitive to the values and mission of Baylor such that ads are safe from or are filtered from social media outlets or editorial content in these categories:
 - High maturity ratings (17+), profanity, tobacco, alcohol, drugs, mature, LGBTQ, racism/extremism/hate speech, negative news, polarized political perspectives, non-Christian faiths, torrents, gambling, firearms, bots/or non-human traffic
 - In circumstances where an ad placement or editorial content appears to be in conflict with Baylor policies, practices, values or program standards, it shall be removed at the earliest possible opportunity with up-channel reporting to include program office, the University Vice Provost for Graduate and Professional Education, and University Marketing and Communications.

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- **Program recruitment** – Our goal is to ensure quality recruitment and marketing which edify the Baylor brand.