

Digital Marketing for Baylor University Monitoring Social Media Comments

(updated 1/7/19)

BACKGROUND: The expanded use of digital ad placement for Baylor and its respective programs requires monitoring for reaction and commentary. Such monitoring requires the active involvement of third parties (OPMs, ad agencies, or media buyers), program managers, unit marketing personnel and Baylor University's Digital Media Team (DMT).

ADVANTAGES: Engagement with social media audiences demonstrates a commitment to responsive and accurate information flow. It allows Baylor to engage with active consumers in a way that demonstrates Baylor's values and commitment to mission.

POTENTIAL DISADVANTAGES: As with any social media post, commenters may "hijack" a post for a personal purpose or larger cause – to change the subject, portray the University in a negative light, recommend competitive programs, or some other inappropriate messages. Hiding, deleting or ultimately banning users creates a perception of censorship and must be carefully managed.

GUIDELINES: The following principals govern responses to Baylor social media posts:

- For legitimate questions about costs, deadline, requirements for application, accreditation, etc.
 - Advertisers should monitor ads on a daily basis and provide the Baylor DMT or others who are responsible for a social media platform with specific answers to be posted as Baylor (i.e., "On this ad [URL], please respond to Joe Smith with this: 'Text goes here.'").
- Where there are instances of obvious trolling, repeated complaints about cost or degree, recommendations to consider other schools, insults, attacks or the like.
 - The Baylor DMT or others who are responsible for a social media platform will handle and hide/ban, as necessary.