**ORGANIC SOCIAL MEDIA REQUEST PROCESS**

All requests for content to be posted on either the Victoria University Polytechnic Facebook account or Instagram account are to be submitted to the Marketing team at [vupoly.marketing@vu.edu.au](mailto:victoria.polytechnicmarketing@vu.edu.au)

**PROCESS**

1. Submit the request by emailing [vupoly.marketing@vu.edu.au](mailto:victoria.polytechnicmarketing@vu.edu.au)
2. When making the request please provide the relevant information below:

* Course name/s or learning area
* Course code
* If the post information is time sensitive, provide a date range for the post to be scheduled e.g. between March 9 – March 15.
* Post copy - e.g. what achievement or event is the post promoting? Any Key Selling Points?
* Event or news artcile url
* Image - to be of reasonable quality (not grainy or pixelated). It is preferred that images are over 350KB and 1MB or over is optimal.

1. Marketing will assess the request and whether the post is suitable for the VU Polytechnic accounts and is inline with current social activity. If more information is required, the requestor will be contacted directly.
2. Marketing will schedule the post online and notify the requestor of the date the content will go live.
3. The Coordinator, Digital and Communications adds the post details to the Victoria University Polytechnic Marketing Register

**Important Information**

The VU Polytechnic social media audience is mainly comprised of current students and staff at the Polytechnic. Keep this in mind when requesting non-paid course promotion posts as the audience is not suitable for continuous promotion of courses or the recruitment of future students.

Some examples of the type of content you could share with us for distribution on social media:

* An interesting student story
* A staff success story or relevant staff news piece
* An upcoming event held by, or relevant to, current students
* Visual examples of student work
* Information about students on placement
* A photo taken on campus, or that relates to Victoria University Polytechnic
* A piece of research from the Polytechnic or an associated Institute

**PAID DIGITAL REQUEST PROCESS**

**OVERVIEW**

The aim is to provide a targeted digital campaign or advertising that will increase brand recognition in the marketplace and ultimately drive new leads and future enrollments for the advertised offering.

Important: all paid activity is managed by the Victoria University Brand and Marketing team. The VU Polytechnic Marketing team will work closely with the Brand and Marketing to make sure that any requests for paid support align to the broader startegy or can be incorperated into existing activity or planning.

The Coodinator, Digital and Communications, is the main point of contact for the Polytechnic learning areas and is responsible for:

* determining the purpose of the request
* assisting the learning area in identifying target audience and key trends
* liaising with VU Brand and Marketing to identify if the request can be supported

To request a digital promotion please submit an enquiry to [vupoly.marketing@vu.edu.au](mailto:victoria.polytechnicmarketing@vu.edu.au)

**PROCESS**

1. IMPORTANT: Before the request is submitted, VU Polytechnic Managers are to ensure that course information in CAMS, call scripts and on the course page/s is current and accurate. If any information is not accurate, a request should be put through to the appropriate person to update information before continuing.
2. If the above information is correct, submit the request online at <http://intranet.vu.edu.au/VUPolytechnic/MarketingCollateralForm.asp>
3. Marketing will then set up an initial consultation meeting to discuss potential digital activities, cost and assets needed.
4. If the decision is made to proceed with the request, Marketing will notify VU Brand and Marketing and engage in an initial consultation to check feasability of the request and if it can be supported within existing paid activity or can be set-up in addition.
5. VU Brand and Marketing will advise best practice and preferred strategy, and approve or reject the request.
6. If approved, VU Polytechnic Marketing will work closely with VU Brand and Marketing to set-up paid activity and monitor.
7. VU Brand and Marketing to monitor and optimise the campaign once live.
8. The Coordinator, Digital and Communications adds the event activation details to the Victoria University Polytechnic Marketing Register

**REQUEST TO CREATE AND MAINTAIN A SOCIAL MEDIA PAGE**

**OVERVIEW**

All requests for content to be posted should come through the VU Polytechnic offical accounts. If it is necessary, a request to create and manage a separate social media account that represents the Polytechnic can be submitted to [vupoly.marketing@vu.edu.au](mailto:victoria.polytechnicmarketing@vu.edu.au) to discuss your requirements.

**PROCESS**

1. Submit the request for a social media account to [vupoly.marketing@vu.edu.au](mailto:victoria.polytechnicmarketing@vu.edu.au). When submitting the request, please include:

* reason for the account request
* your process for continuous content generation
* how many times a week you expect to be posting (a minimum of **3-4 posts per week** is expected)

1. Marketing will then set up an initial consultation meeting to discuss the account set-up.

1. The Coordinator, Digital and Communications will assess the application, in consultation with the Marketing team.
2. The Coordinator, Digital and Communications will respond to the application in writing to inform all parties of the decision.
3. If the account is to be created, the Coordinator Digital and Communications will arrange for the set up of the account and provide access via the VU Central Social Media Team.

**Important Information – acting as a spokesperson on social media for VU Polytechnic**

A VU Polytechnic Spokesperson must:

* ensure that all content posted to the account is compliant with current ASQA guidelines
* refrain from commenting on VU policy or corporate matters unless delegated to do so.
* update and moderate content on social media on a regular basis. Minimum is 3-4 times per week
* have an understanding of social media platform features and their operation, including privacy settings
* have a knowledge and understanding of the Terms of Service related to the social media platforms they are interacting on
* undertake compliance training on defamation, copyright and privacy