

SOCIAL MEDIA

LUNCH & LEARN

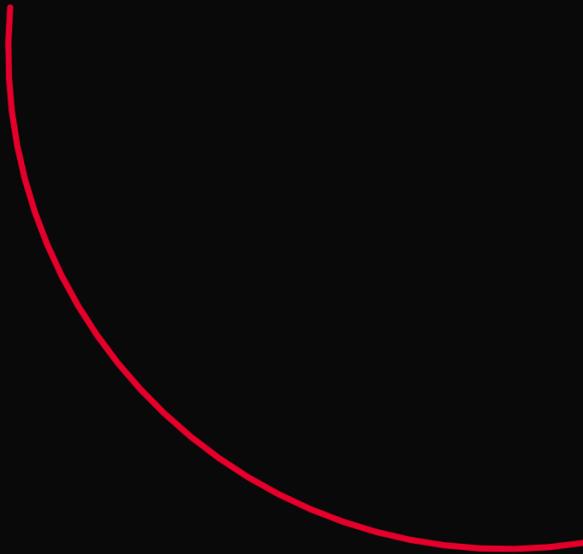
JUNE 23, 2025



UNIVERSITY OF GEORGIA
Franklin College of Arts and Sciences



AGENDA



12:15 - 12:45 p.m.

UGA MARCOM

12:45 - 1:00 p.m.

FRANKLIN FY 25 & 26

1:00 - 1:15 p.m.

DISCUSSION & Q/A



JAMIE LEWIS

Senior Social Media Content Strategist
Integrated Marketing & Brand Strategy

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CHLOE CALVERT

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[link](#)

FRANKLIN TEAM



Susan Ambrosetti
Executive Director of
Marketing and
Communications



Hollis Yates
Publications Manager



Kendra Bryant
Development
Communications Coordinator



Emma Rasmussen
Digital Engagement and
Social Media Specialist

DEPARTMENT AUDIT

Follow UGA brand guidelines

- UGA Guidelines Link : brand.uga.edu/social-media/

Top recommendations:

- Aim to post on every channel 3-5x/week and engage
 - At least once
- Know which platform is best to reach your audiences
 - Consider the types of posts, best time of day, and tone/voice

BEST PRACTICES

We've reviewed social accounts – range of account activity

• Instagram

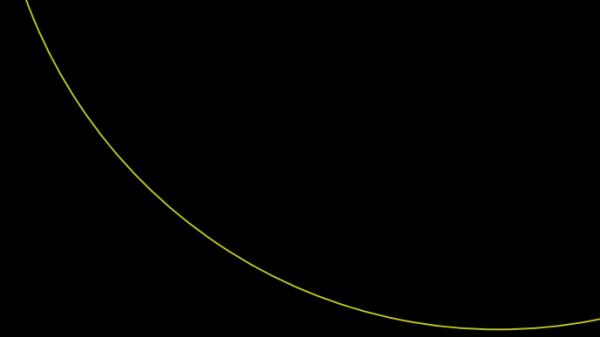
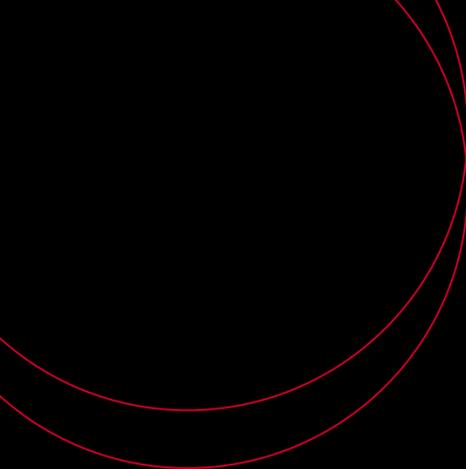
- Avg. # of posts per month: 0.4 to 24.6
- # of followers: 57 to 35,700
- Use of franklin subbrand

• LinkedIn

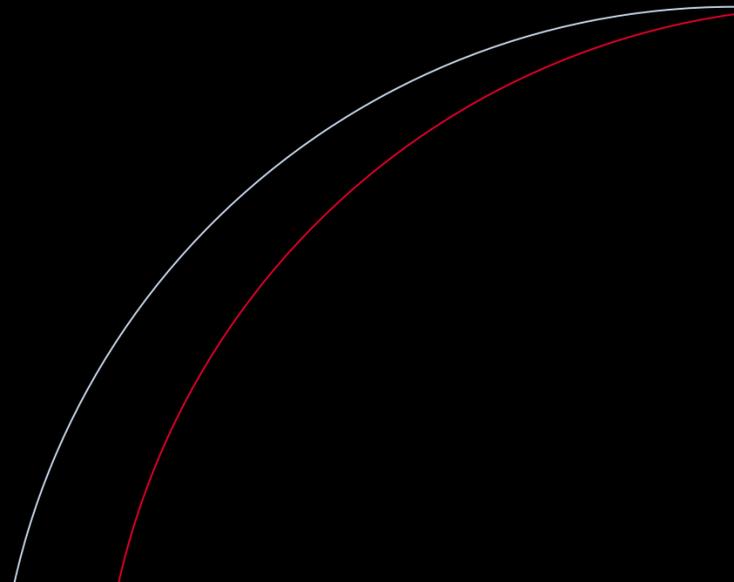
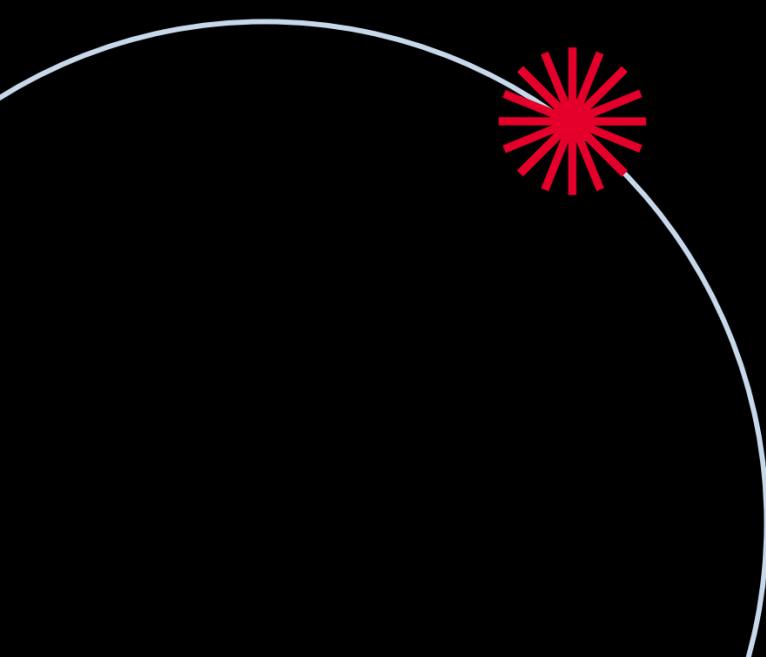
- Avg. # of posts per month: 1.4 to 15.6
- # of followers: 615 to 24,000

FY 26 GOAL

Let's work together to evaluate and align your socials w/UGA brand guidelines



FY 25 FRANKLIN

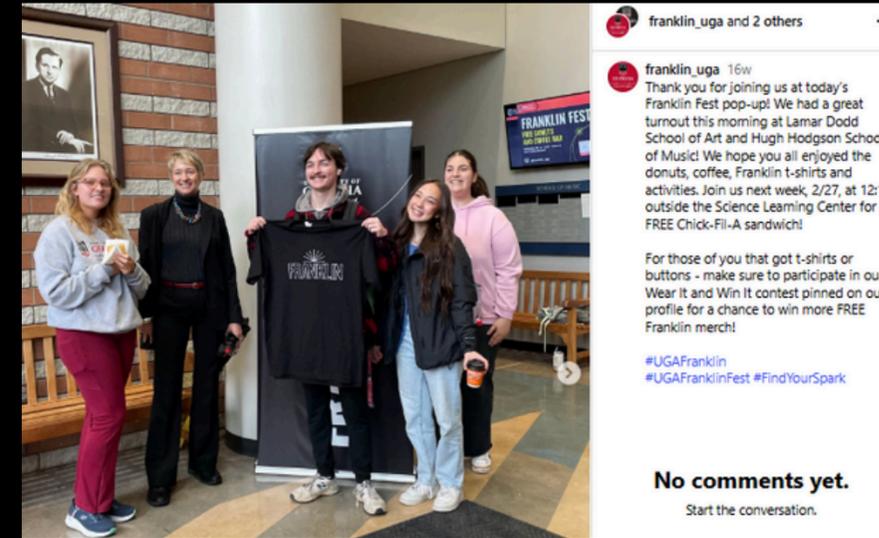


TOP PERFORMING THEMES - INSTAGRAM

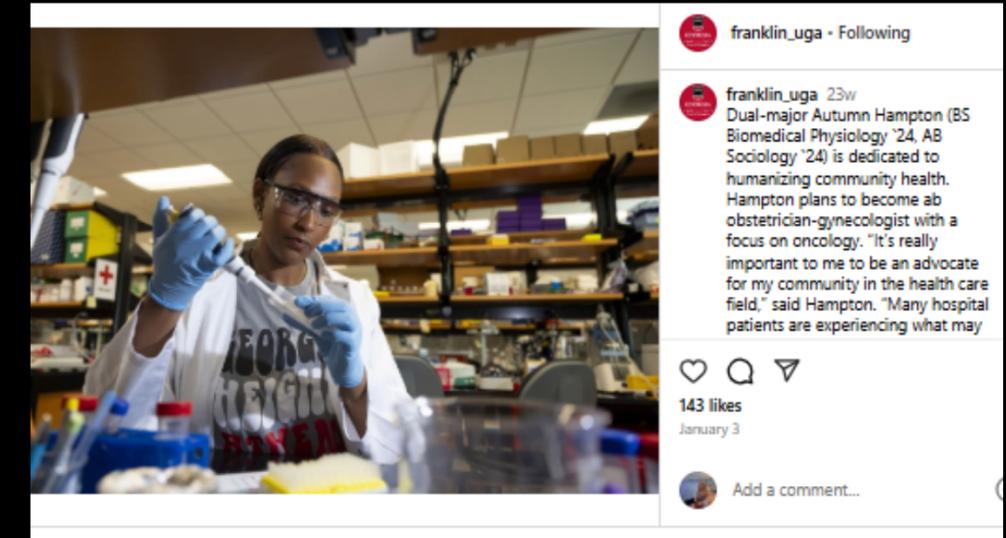
1. CONTEST/GIVE AWAYS



2. FRANKLIN FEST/STUDENT EVENTS



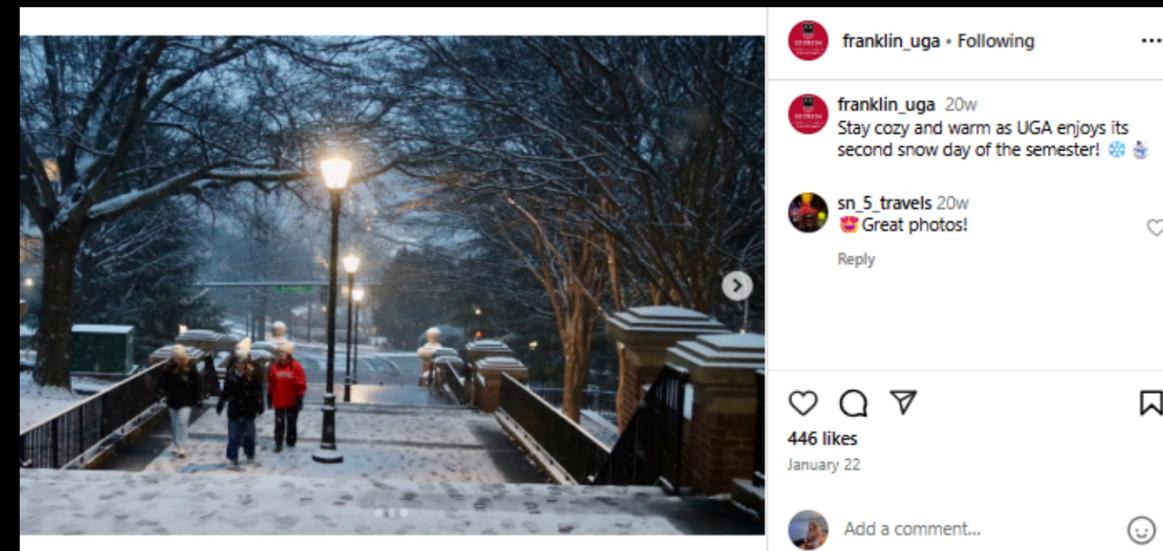
3. STUDENT SUCCESS



4. GRADUATION



5. TOPICAL/CAMPUS LIFE



TOP PERFORMING THEMES - FACEBOOK

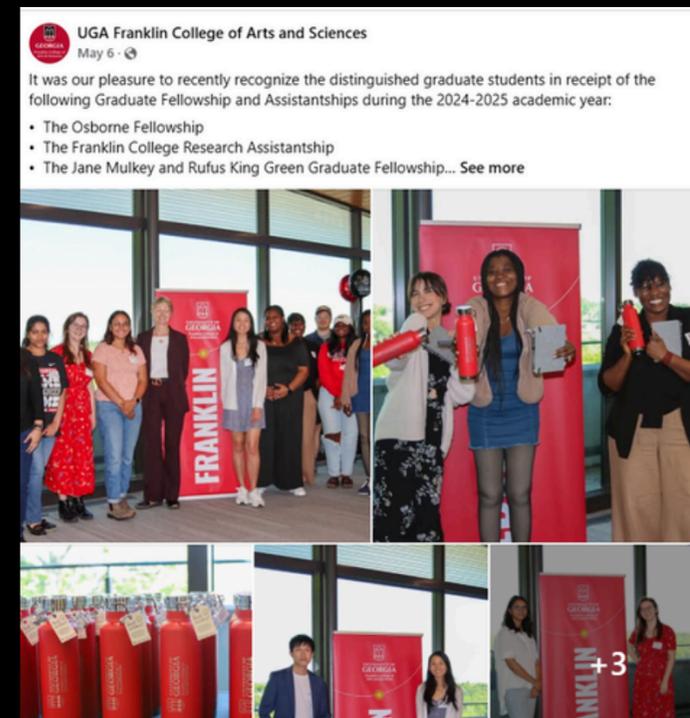
CREATIVE



AWARD HIGHLIGHTS



GRADUATE SUCCESS



ALUMNI CONNECTIONS



TOP PERFORMING THEMES - LINKEDIN

ALUMNI AWARDS

University of Georgia - Franklin College of Arts and Scie...
24,135 followers
2mo • 🌐

We're thrilled to announce the 2025 Franklin College Alumni Awards winners! These distinguished individuals have made a lasting impact on the Franklin College and beyond. 🎉

#UGAAlumni #NeverBarkAlone



Young Alumni Award
John "Jack" Hartpence
(AB English '15)

FACTULTY AWARDS/CONNECTIONS

University of Georgia - Franklin College of Arts and Scie...
24,135 followers
2mo • 🌐

Franklin took on Atlanta for a second time last week at our spring Board of Advisors meeting! We recognized outgoing Board chair **Kim Houline**, thanking her for her dedicated service, and welcomed new Board chair **Bob Nunnally**. We are so appreciative of our Board members and their continued support of the Franklin College! 🎉

#UGAFranklin



STUDENT INVOLVEMENT OPPORTUNITIES

University of Georgia - Franklin College of Arts and Scie...
24,135 followers
1mo • 🌐

On Monday, May 5, we celebrated another wonderful year with our incredible Franklin College Student Ambassadors!

Thank you to this dedicated group of students for their outstanding service, leadership, and commitment to representing the college throughout the year. You've made a lasting impact, and we're so grateful for all that you've done.



ALUMNI CONNECTIONS

University of Georgia - Franklin College of Arts and Scie...
24,135 followers
1mo • 🌐

It was our pleasure to recently recognize the distinguished graduate students in receipt of the following Graduate Fellowship and Assistantships during the 2024-2025 academic year:

- The Osborne Fellowship
- The Franklin College Research Assistantship
- The Jane Mulkey and Rufus King Green Graduate Fellowship
- The Mary Laraine Young Hines '68 Graduate Fellowship in Cancer Research
- The Grimes Family Distinguished Graduate Fellowship in Natural Sciences



VIDEOS

University of Georgia - Franklin College of Arts and Scie...
24,135 followers
2mo • 🌐

Dawg Day of Giving is today and we are excited to showcase the impact of giving to Franklin College through the new Layton Design Studio! Thanks to the generosity of Kelly and Brent Layton, students work with clients on real-world projects to build their portfolios and their agency acumen. Your support helps students and faculty thrive.

Make your gift today: <https://lnkd.in/ejeADr2F> ✓

#CallingAllDawgs



DONATIONS/DAWG DAY OF GIVING

University of Georgia - Franklin College of Arts and Scie...
24,135 followers
2mo • 🌐

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#CallingAllDawgs

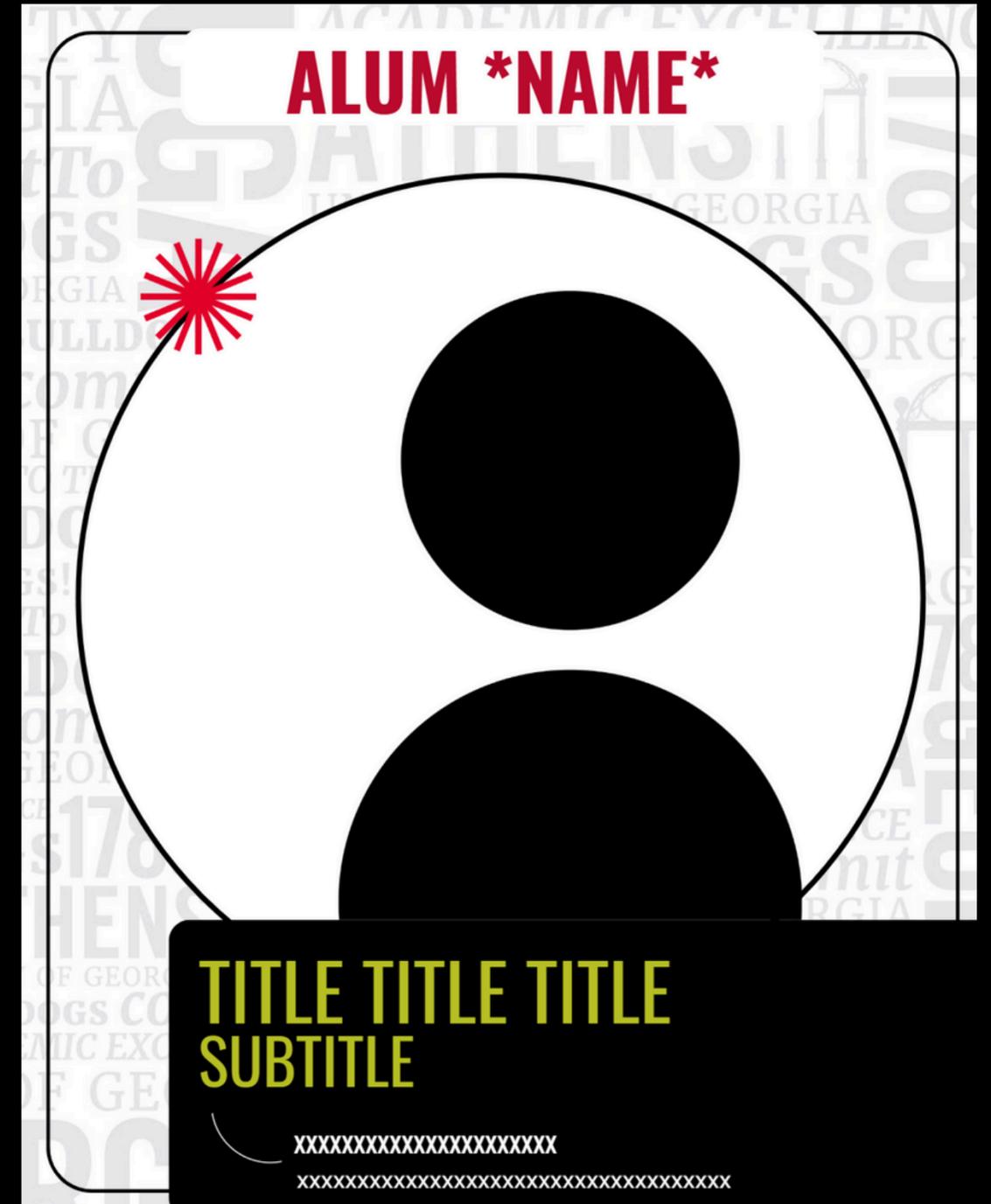


FY-26 PLANS

- Templates in Canva
- Bringing departments' social into Hootsuite
- Align departments with UGA social guidelines
- Digital Dawgs
- Franklin Force
- Franklin Fest
- LinkedIn Newsletters
- More consistent content
 - *(video, alumni, student, faculty, campus)*

TEMPLATES

- **Social Media Formats**
 - Instagram, Facebook, and LinkedIn
- **Topics**
 - Student
 - Alumni
 - Faculty
 - Events
 - Awards
 - Announcements



SOCIAL MEDIA TEMPLATES - IN USE

UGA ALUM
UNDERGRADUATE COMMENCEMENT SPEAKER



JARRYD WALLACE
AB COMMUNICATION STUDIES '19

Four-time Paralympian and winner of two bronze medals, will deliver the spring undergraduate Commencement address at the University of Georgia on May 9 in Sanford Stadium.

THREE
NEW ONLINE



MASTER'S

UGA's Franklin College of Arts and Sciences is offering three new online Master's degrees in Applied Data Science, Environmental Geology, and Art Education

BIOLOGY IN BELIZE

Connect
ABROAD
IMMERSE



SPRING BREAK FOR FIRST-YEAR BIOLOGY STUDENTS
Apply now to explore and learn in Belize
Join UGA's Connect Abroad-Immerse spring break trip to Belize to engage with the rich centers of marine biodiversity. Crafted exclusively for first-year students majoring in biology, biochemistry, cellular biology, genetics, microbiology, plant biology, or ocean science.

APPLY NOW



- Open to first-year students majoring in Computer Science and other computing related majors
- Earn 1 credit hour
- Faculty-led program
- Scholarships available
- Financial aid applies
- Fulfills Experiential Learning (EL) requirement

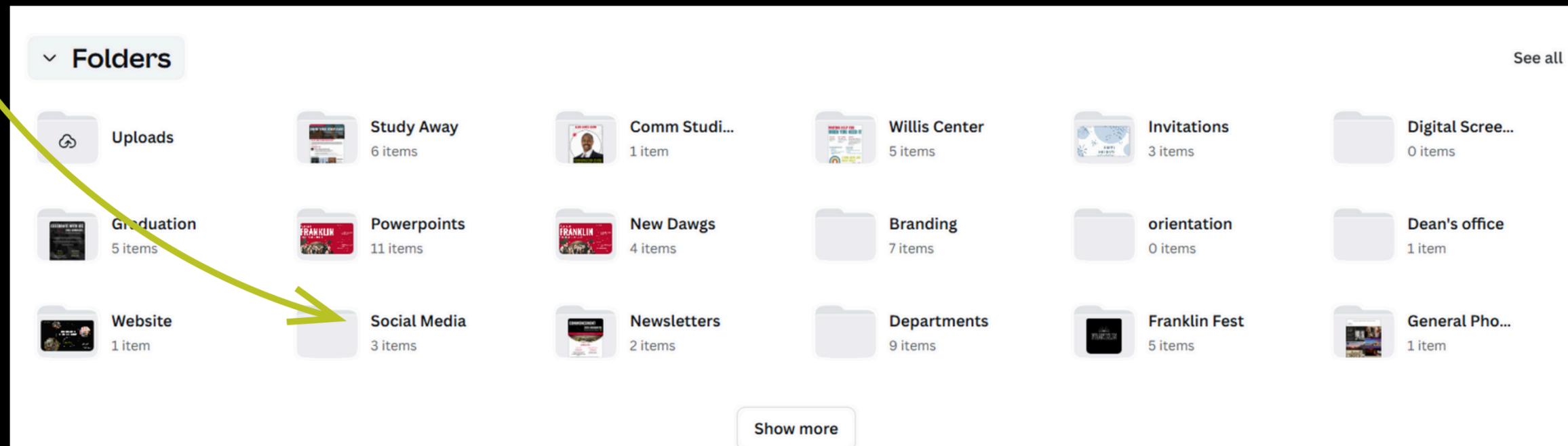
SECURE YOUR SPOT TO ENGLAND



Connect Abroad with School of Computing

FINDING YOUR DOCUMENTS

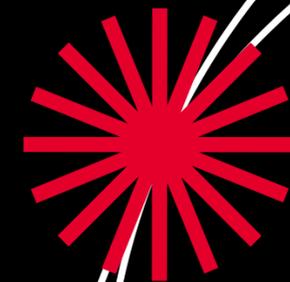
1. On the left side of screen click the tab called “Projects”
2. Scroll down until you see the folders – find the one labeled “Social Media” these are where all the social templates are.
3. When wanting to use a folder/file **make a copy first!**
 - a. To make a copy, hover your cursor over the document and click the 3 dots icon and find the “copy” tab
 - b. Rename and work in your new copy, when finished move it to your department’s folder



BRINGING DEPARTMENTS' SOCIAL MEDIA ACCTS INTO

HOOTSUITE

A Social Media Management and Analytics Platform



WHAT WE CAN TRACK/SHARE ON HOOTSUITE

POST-LEVEL METRICS

- Engagement
- Impressions and reach
- Clicks
- Views
- Post performance

ACCT-LEVEL METRICS

- Follower growth
- Demographics
- Profile visits
- Impressions
- Engagement rate
- Audience activity

Send us your social media account logins!

Use this link: surveyMonkey.com/r/FYDSRPE



We will share quarterly reports for Franklin department's social accounts in Hoosuite – will help align w/UGA standards

YOY REPORT - MAIN FRANKLIN

New followers

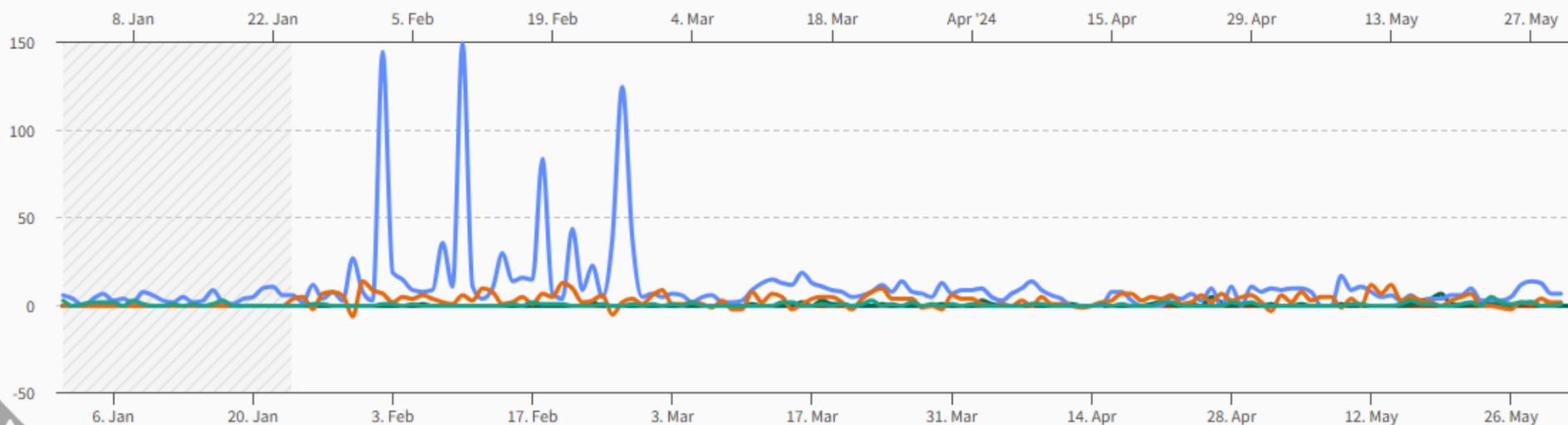
Instagram Bu... **+1,700** 1,700

LinkedIn Page **+436** 436

Facebook Page **+28** 90

New followers

Instagram Business LinkedIn Page Facebook Page



Average post engagement rate

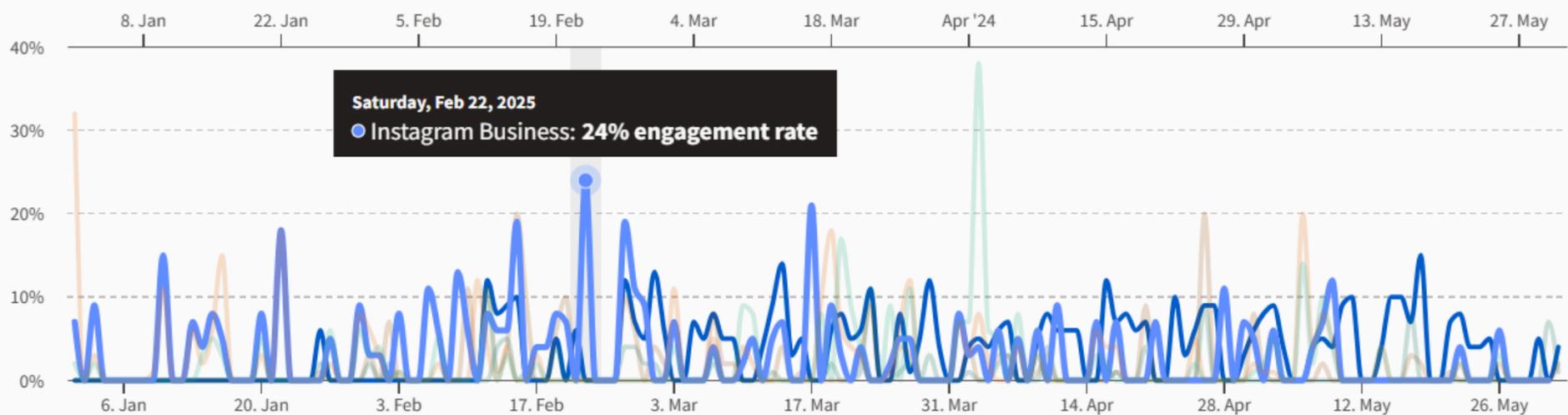
Instagram B... **+16.8%** 7.85%

Facebook P... **+27.5%** 6.19%

LinkedIn Page **+92.7%** 6.03%

Average post engagement rate

Instagram Business Facebook Page LinkedIn Page



DIGITAL DAWGS

Who: Student social media ambassadors

What: Share behind-the-scenes student life on UGA-branded Instagram

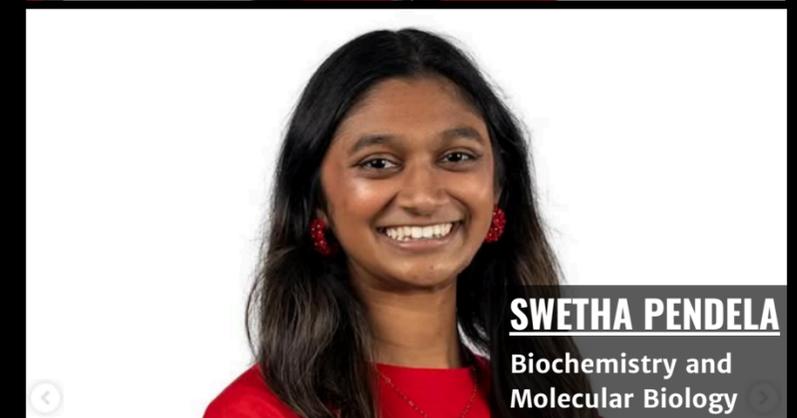
Role: Represent UGA, highlight campus & Athens experiences

Collab:

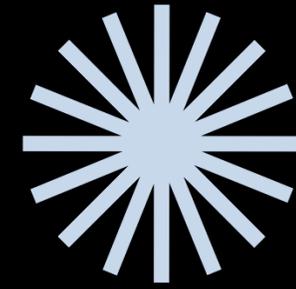
- Next year how do we get more to apply
- Range of different degrees
- Meeting with Bio and Psy separately

Send any Digital Dawg ideas for engagement to Emma (enr47515@uga.edu)

Learn more: brand.uga.edu/social-media/



FRANKLIN FORCE



Program through Franklin MARCOM to encourage student submissions for social posts

- **Goals:**

- Increase visibility of Franklin College's programs, events, and awareness/engagement on socials
- Create engaging authentic original content in different media forms
- Develop ambassadors' skills in content creation and social media engagement

- **Involvement**

- Collaborate with student ambassadors
- Reach out to highlight students/alumni/events/news
- Encourage students to share stories

FRANKLIN FEST

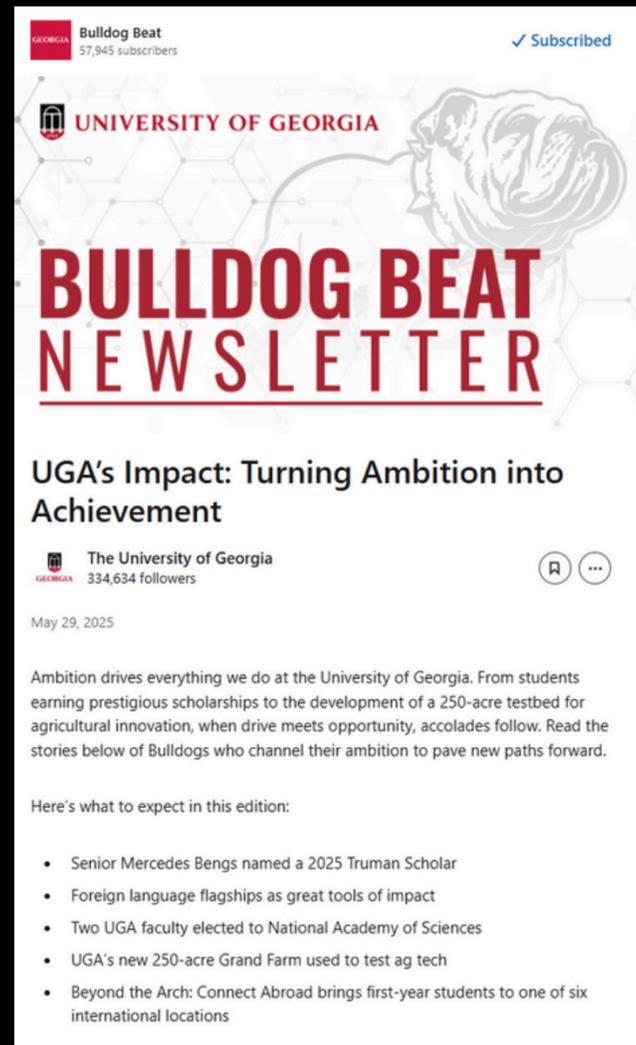
- **Celebrating first-years in Franklin**
 - Free food, Merch Giveaways, and Fun
- **How you can help**
 - Monday, September 15, 2025 12:30–3:30 p.m.
Sanford Stadium, West End Zone
 - Please post on social
 - Help Promote
 - We will provide a post for you to share
 - Link to register :



LINKEDIN NEWSLETTERS

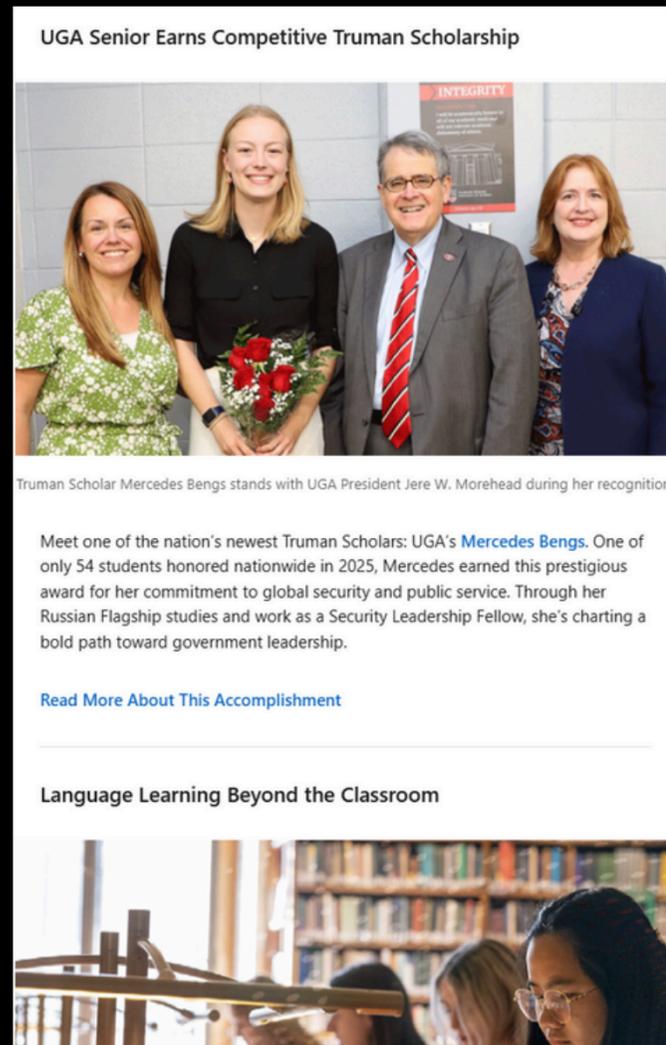
- Franklin Marcom will do Alumni, Psychology, and School of Computing
- New LinkedIn offering this summer

UGA Bulldog Beat



The screenshot shows the top portion of a LinkedIn newsletter. At the top left is the 'Bulldog Beat' logo with '57,945 subscribers' and a 'Subscribed' checkmark. Below this is the University of Georgia logo and the text 'BULLDOG BEAT NEWSLETTER'. The main headline reads 'UGA's Impact: Turning Ambition into Achievement'. Below the headline is the University of Georgia logo with '334,634 followers' and the date 'May 29, 2025'. A short introductory paragraph follows, and then a list of topics for this edition:

- Senior Mercedes Bengs named a 2025 Truman Scholar
- Foreign language flagships as great tools of impact
- Two UGA faculty elected to National Academy of Sciences
- UGA's new 250-acre Grand Farm used to test ag tech
- Beyond the Arch: Connect Abroad brings first-year students to one of six international locations

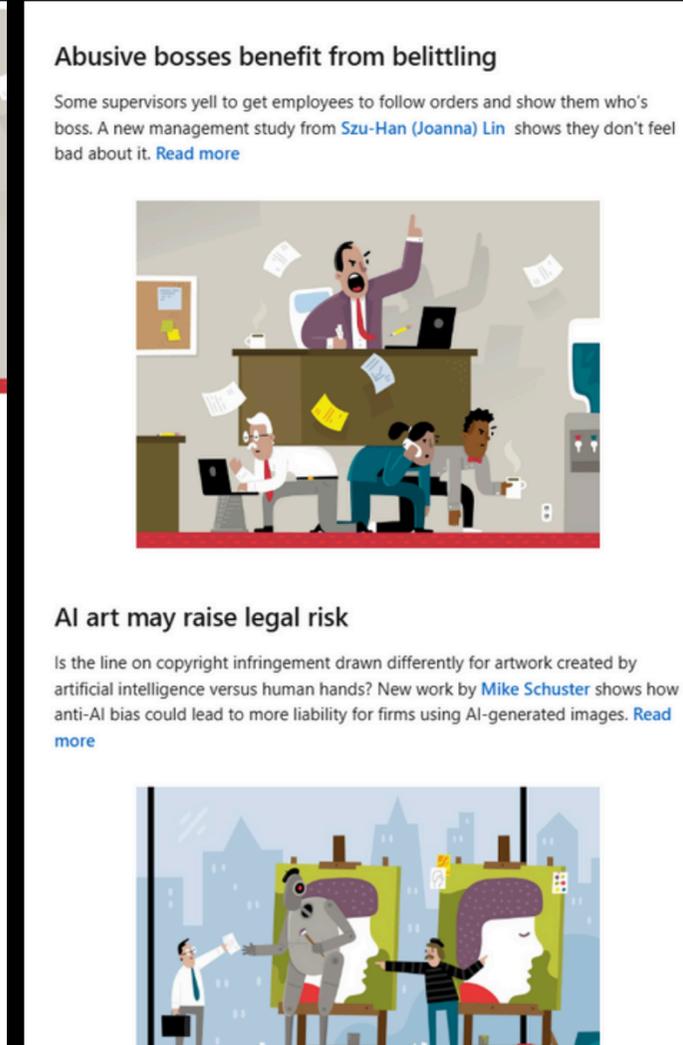


The screenshot shows a LinkedIn post titled 'UGA Senior Earns Competitive Truman Scholarship'. It features a photograph of four people: a woman in a green floral dress, a woman in a black top holding a bouquet of red flowers, a man in a grey suit and red tie (UGA President Jere W. Morehead), and a woman in a blue blazer. The text below the photo reads: 'Truman Scholar Mercedes Bengs stands with UGA President Jere W. Morehead during her recognition. Meet one of the nation's newest Truman Scholars: UGA's Mercedes Bengs. One of only 54 students honored nationwide in 2025, Mercedes earned this prestigious award for her commitment to global security and public service. Through her Russian Flagship studies and work as a Security Leadership Fellow, she's charting a bold path toward government leadership.' A 'Read More About This Accomplishment' link is provided. Below the post is another section titled 'Language Learning Beyond the Classroom' with a partial image of students in a library.

Terry College

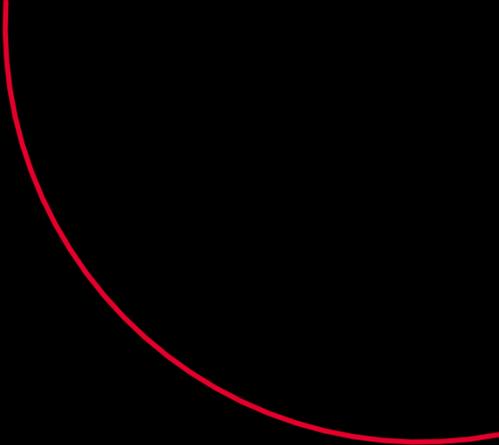


The screenshot shows the header of a LinkedIn newsletter titled 'TakeAways' from the University of Georgia - Terry College of Business. It includes the college logo, the date 'June 2025', and the title 'Research from the Terry College of Business'. Below this is the University of Georgia - Terry College of Business logo with '86,381 followers' and the date 'June 10, 2025'. The main text reads: 'Welcome to TakeAways! Twice a year, the Terry College of Business shares top research and new insights from faculty throughout the Terry College community. This edition features the latest research on abusive bosses, consumer trust in tech companies, the legal ramifications of AI copyright infringement, and how to galvanize insurance markets against extreme weather.' A section titled 'Do you trust me now?' is visible, with a link to 'Read more'.



The screenshot shows an article titled 'Abusive bosses benefit from belittling'. The text reads: 'Some supervisors yell to get employees to follow orders and show them who's boss. A new management study from [Szu-Han \(Joanna\) Lin](#) shows they don't feel bad about it. [Read more](#)'. Below the text is an illustration of a boss yelling at employees in an office. Below that is another article titled 'AI art may raise legal risk' with the text: 'Is the line on copyright infringement drawn differently for artwork created by artificial intelligence versus human hands? New work by [Mike Schuster](#) shows how anti-AI bias could lead to more liability for firms using AI-generated images. [Read more](#)'. Below this is an illustration of people looking at AI-generated art.

HOW CAN WE WORK TOGETHER



- Send us your social logins to be put in Hootsuite
 - We will send quarterly reports/meetings
- Help amplify/collab with other accounts & Franklin Main
 - Its a two-way street
- What templates would you like us to make
- Do you have stories – send them in!
 - Email Franklinstories@uga.edu
 - Awards, Internships, Study Away trips

QUESTIONS?

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