

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

jelewis@uga.edu



CHLOE CALVERT

Social Media Manager

Integrated Marketing & Brand Strategy

chloe.calvert@uga.edu

[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

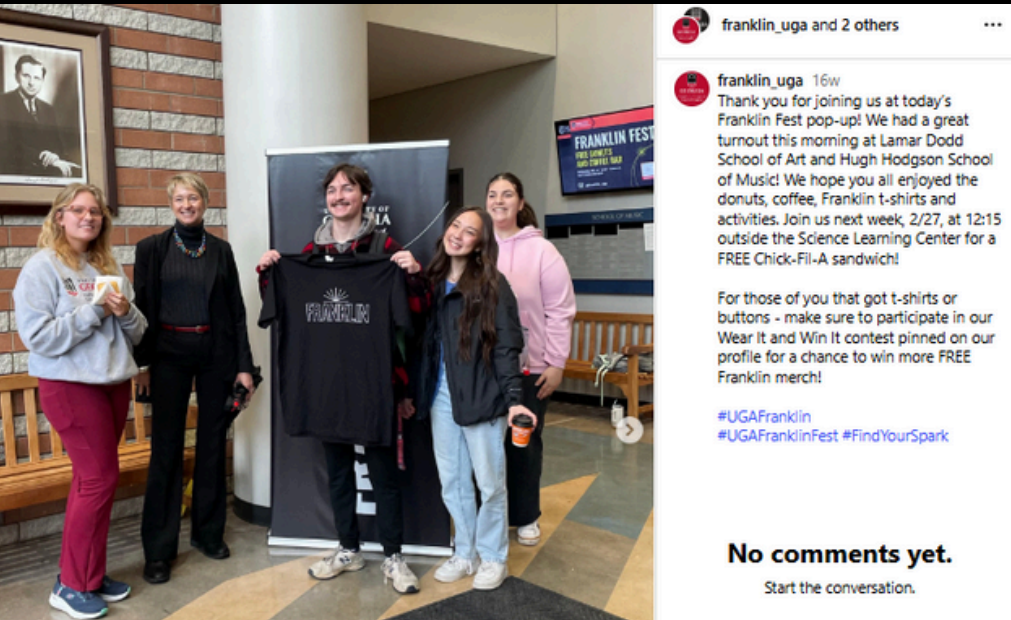


TOP PERFORMING THEMES - INSTAGRAM

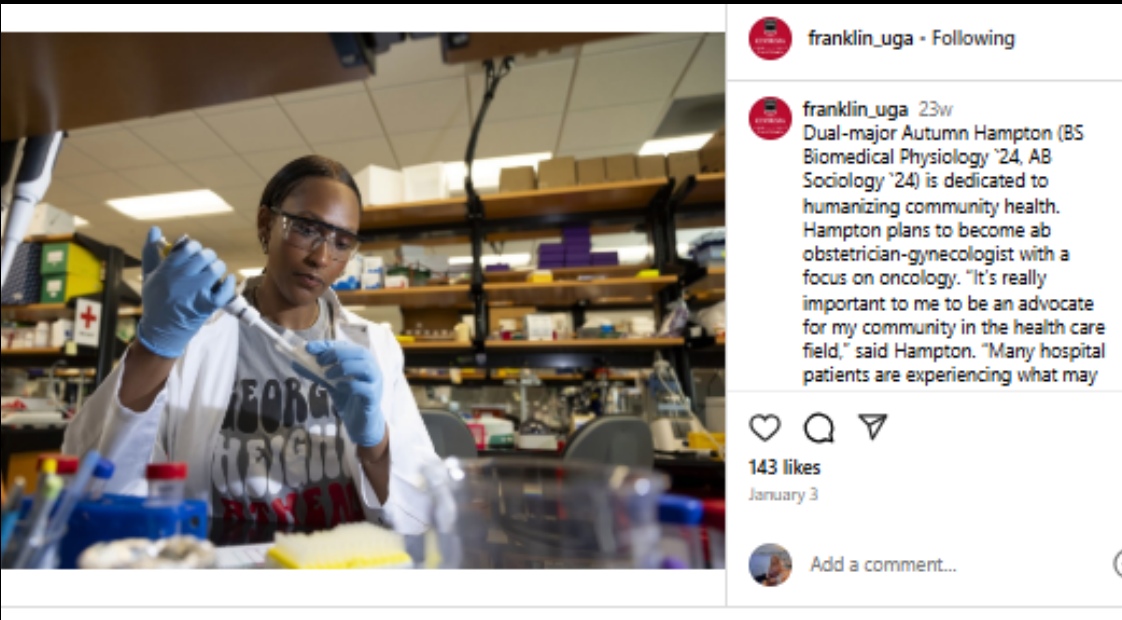
1. CONTEST/GIVE AWAYS



2. FRANKLIN FEST/STUDENT EVENTS



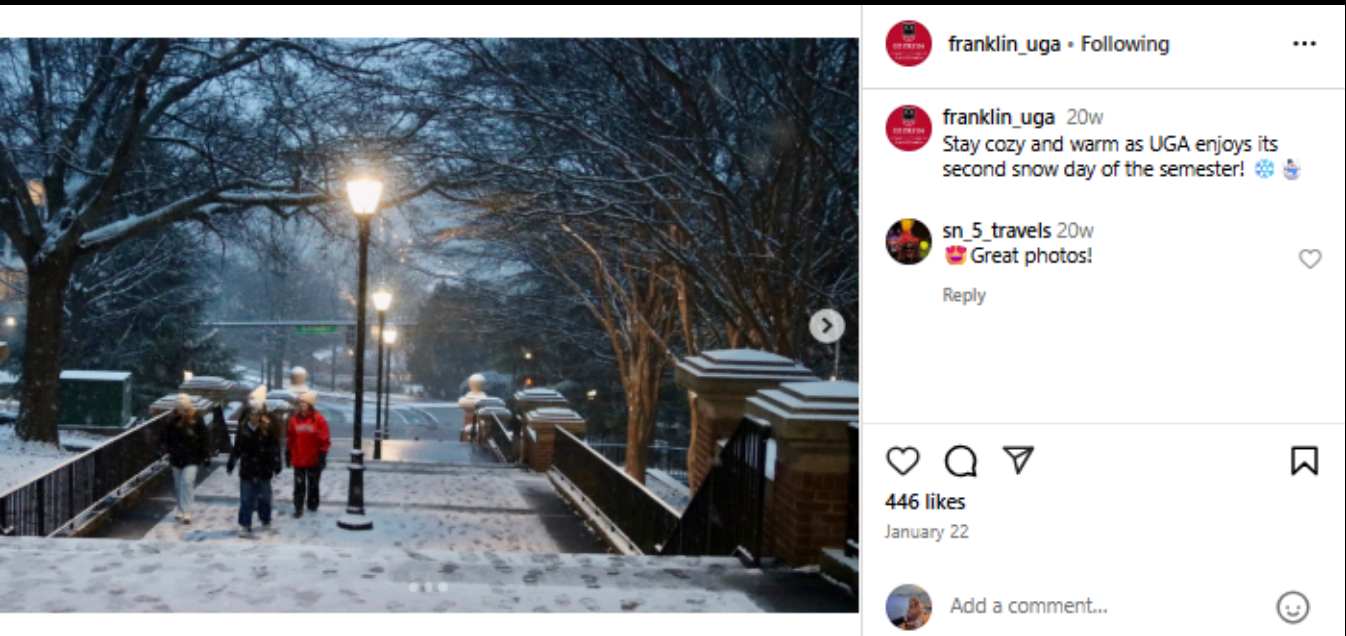
3. STUDENT SUCCESS



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)



Neil-Tawee Jurek



Mike Lane

+3

FACTULTY AWARDS/CONNECTIONS



University of Georgia - Franklin College of Arts and Scie...
24,135 followers
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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



+1

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...
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#CallingAllDawgs

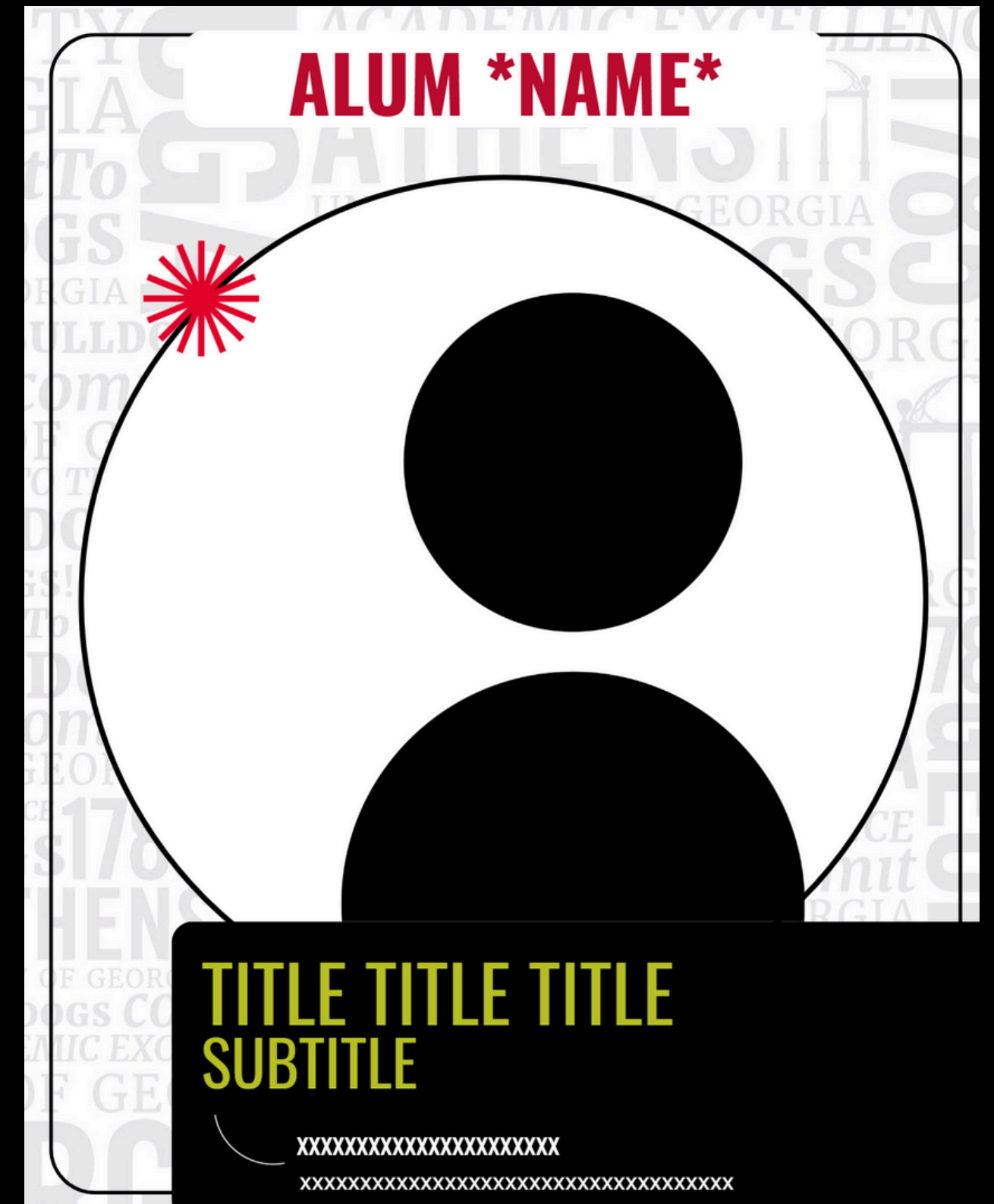


FY-26 PLANS

- 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



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

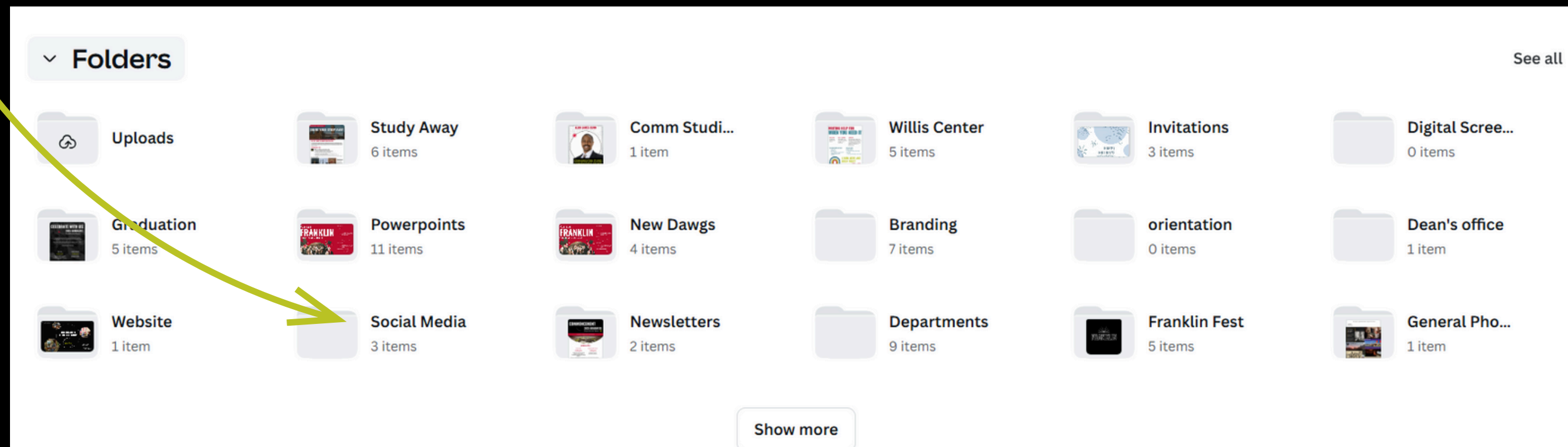
SECURE YOUR SPOT TO ENGLAND



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 curser over the document and click the 3 dots icon and find the “copy” tab
 - b. Rename and work in your new copping, 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

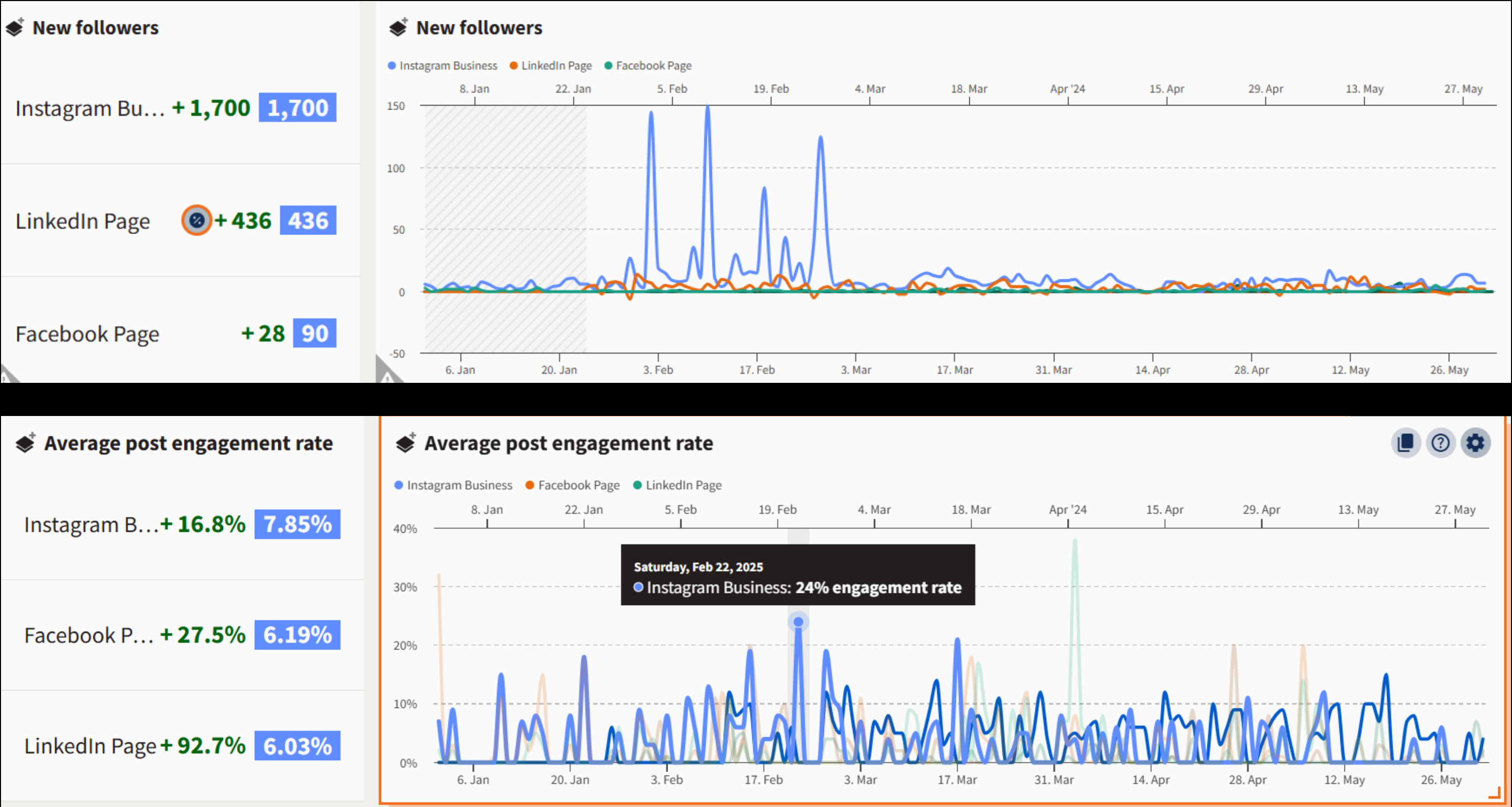
Send us your social media account logins!

Use this link: [surveymonkey.com/r/FYDSRPF](https://surveyMonkey.com/r/FYDSRPF)



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

YOY REPORT - MAIN FRANKLIN



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/



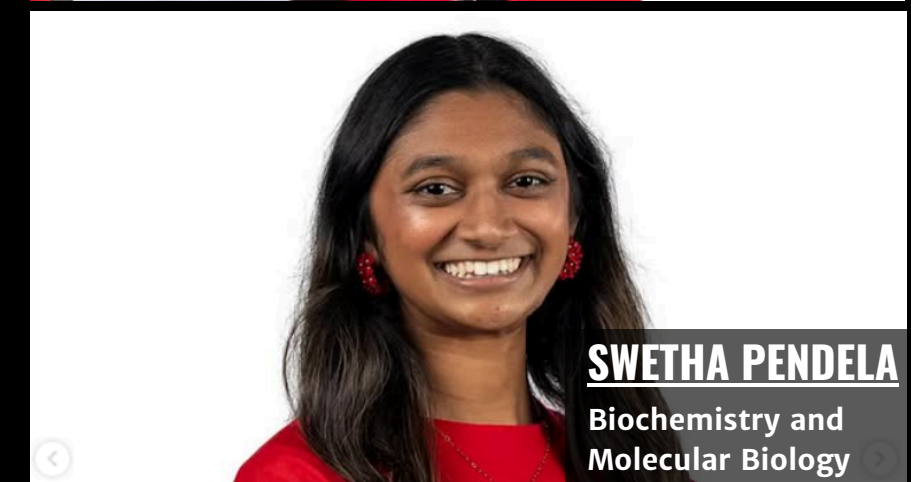
JENNA CHO
Psychology



KANDACE CARSWELL
Psychology

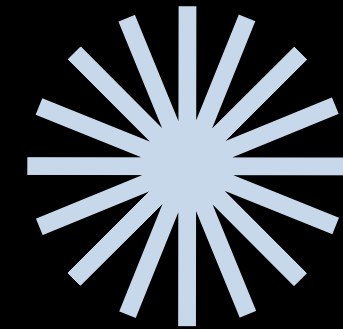


SIMS ALLIGOOD
Psychology



SWETHA PENDELA
Biochemistry and
Molecular Biology

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

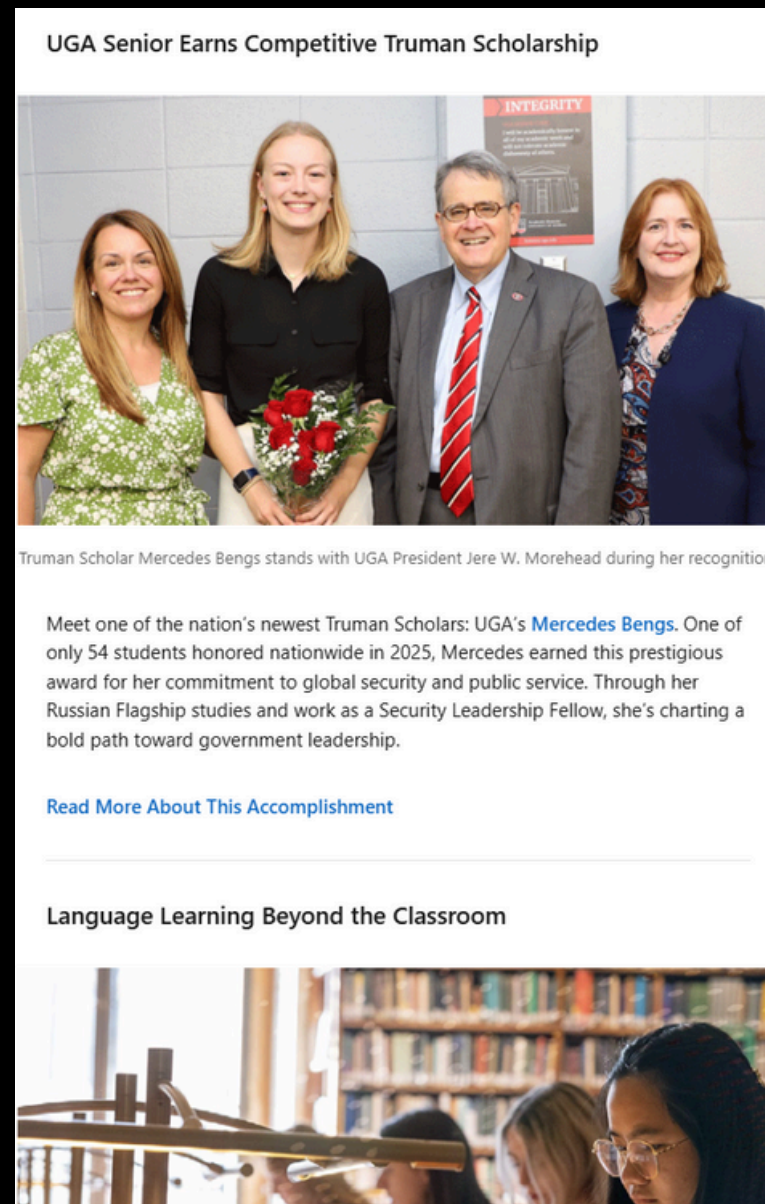
- **Celebrating first-years in Franklin**
 - Free food, Merch Giveaways, and Fun
- **How you can help**
 - Monday, September 15, 2025 12:30–3:30 p.m.
Sanford Stadium, West End Zone
 - Please post on social
 - Help Promote
 - We will provide a post for you to share
 - Link to register :



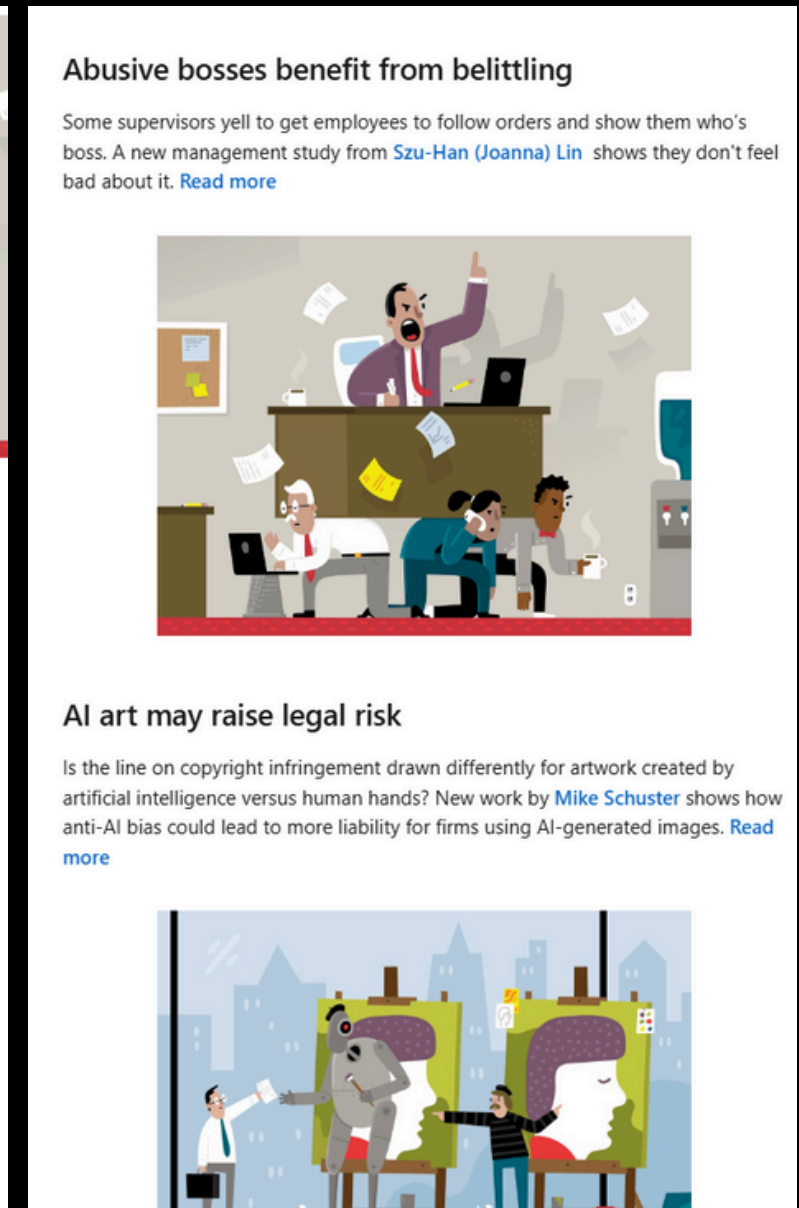
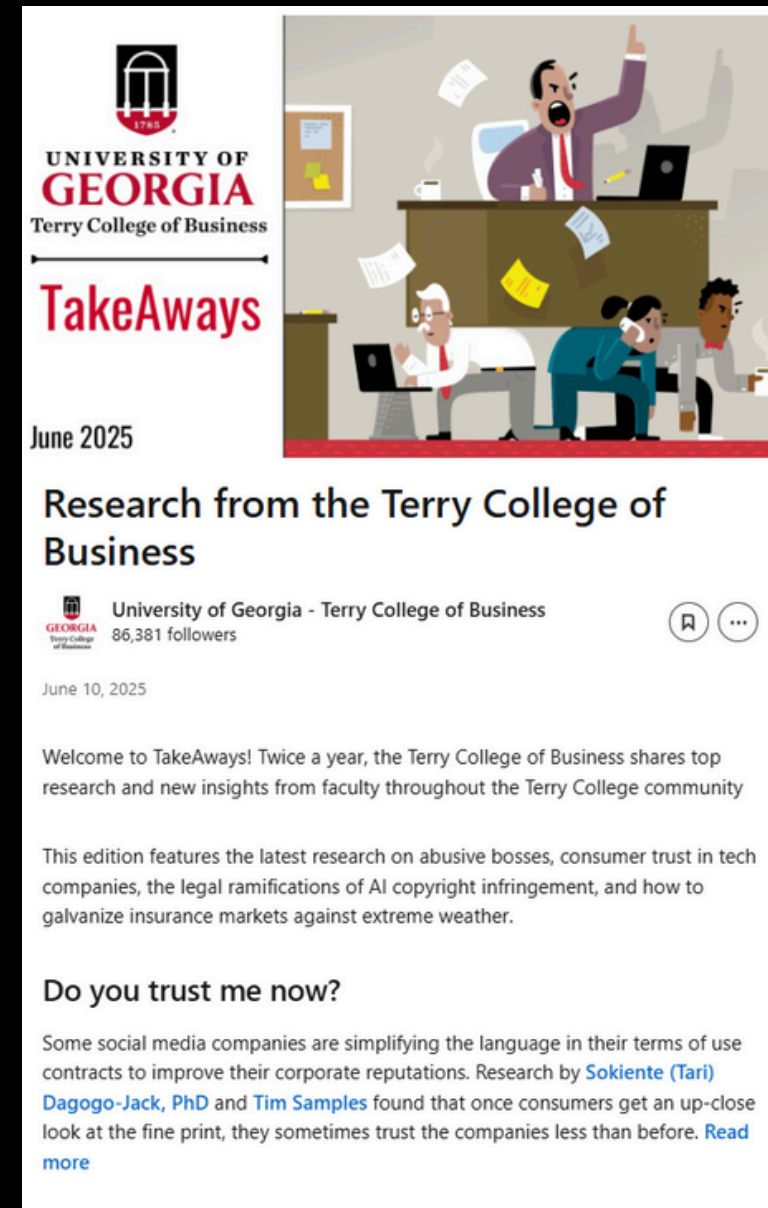
LINKEDIN NEWSLETTERS

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

UGA Bulldog Beat



Terry College



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?

CONTACT US

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