

## OTHER- FM Team - Social Media

	Activity	Who	Form/Hyperlink
<b>Step 1:</b>	Determine an idea, story or announcement to share on social media regarding any FM unit.	Employee, Admin, Director; anyone can come up with an idea to share.	N/A
<b>Step 2:</b>	Send an email to share the idea, story or announcement that includes a short explanation and pictures if applicable.	Employee, Admin, Director; anyone can come up with an idea to share.	<a href="mailto:fm-communication@wmich.edu">fm-communication@wmich.edu</a>
<b>Step 3:</b>	Review ideas, stories and announcements that are shared and add to social media calendar.	FM Social Media manager	N/A
<b>Step 4:</b>	Go into the field and collect photographs or videos.	FM Social Media manager	N/A
<b>Step 5:</b>	Draft copy for social media post.	FM Social Media manager	N/A
<b>Step 6:</b>	Create social media graphics if photo/video is not applicable or available.	FM Social Media manager	<a href="https://spark.adobe.com/sp/">https://spark.adobe.com/sp/</a>
<b>Step 7:</b>	Schedule social media post if available in advance to when it will be shared.	FM Social Media manager	<a href="https://publish.buffer.com">https://publish.buffer.com</a>
<b>Step 8:</b>	Post to social media.	FM Social Media manager	instagram.com/twitter.com
<b>Step 9:</b>	Respond to comments or questions on social media platforms.	FM Social Media manager	instagram.com/twitter.com