



# How do I make the angry tweets stop?

and other lessons learned

Erika Forsack

Virginia Commonwealth University



**vcuarts**



Erika Forsack #UCDA18



**higheredexperts** • Follow  
Virginia Commonwealth University

higheredexperts Good morning from Richmond, VA 🌞 I'm Erika, the Social Media Strategist + Admissions Specialist at @vcuarts. I'm looking forward to spending the day with y'all! #HEexperts #heasm #vcuarts

streetlamp ayye gang gang

therichmondexperience Hello!!!

erikaforsack @therichmondexperience 🌸 🌸

karinejoly Looking forward to what you'll share with us today, Erika! 🍷 🍷

katcarlton Hi Erika 🍷

erikaforsack @katcarlton 🌸 Kat

katlyons 🌸

erikaforsack 🌸 🌸 @katlyons



45 likes

JUNE 6, 2017

Add a comment...





#HESM #HESMa11y #HEWEB #CASESMC



## Objectives

All VCUarts social media accounts should prioritize building positive conversations about our school by sharing our stories and respectfully engaging with our audiences. At the same time it's important for all social media administrators at VCUarts to maintain a singular and consistent voice. We must be mindful of maintaining consistent, current and accurate branding, and using a voice and visual identity that meets VCU and VCUarts' standards and best practices.

## Audience

When creating content, you should always keep your primary and secondary audience in mind:

- Prospective students and families
- The VCUarts community (current students, faculty, staff and alumni)
- Alumni
- Donors
- The greater Richmond community

## Why should we use social media?

We use our social media channels to promote ourselves and to show and tell the VCUarts story. We post an opportunity or an upcoming event our viewers maybe interested in and we want to share the stories of our community with prospective student who want to learn more about the types of people and work coming out of VCUarts.

# Harmony within the brand



vcupresident

Following



145 posts

1,382 followers

863 following

Michael Rao, Ph.D.

President of Virginia Commonwealth University (@VCU) and the VCU Health System.

[blog.presidentvcu.edu](http://blog.presidentvcu.edu)

Followed by richmondgrid, brianwrcn, childrensatvcu + 209 more

POSTS

TAGGED



Report



Violence or threat of violence >

Sale or promotion of drugs >

Harassment or bullying >

Intellectual property violation >

Self injury >

One video depicted a man in shorts swimming laps and eventually climbing the fountain. The video cuts off before the climber reached the top.

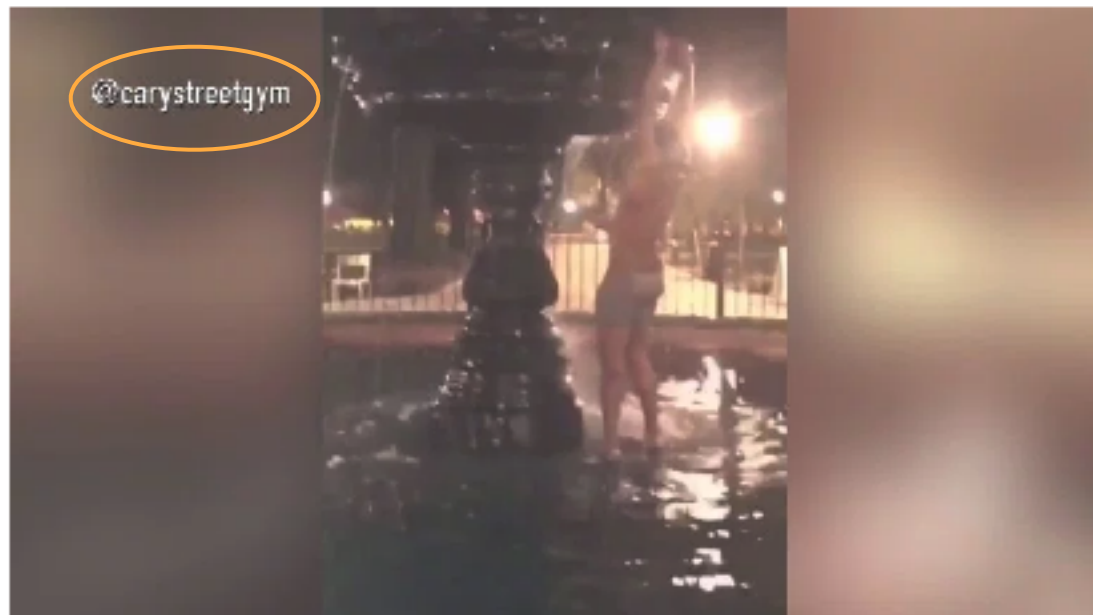
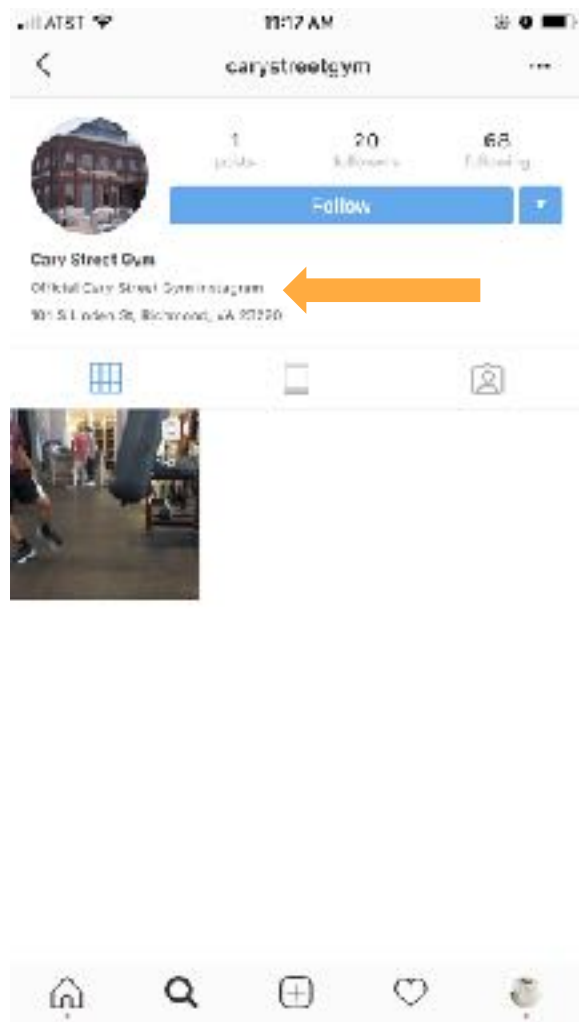
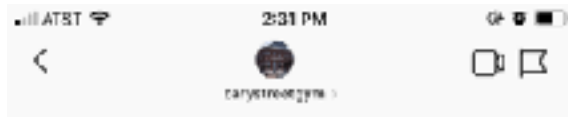
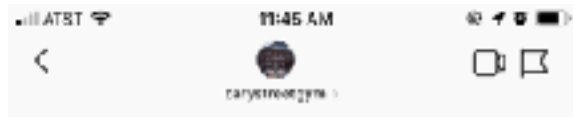


PHOTO: @carystreetgym

"People are walking by staring at this happening and no one's doing anything," described Bennett Kroanteng, a VCU freshman who watched the videos. "Everyone's talking about





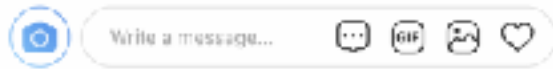
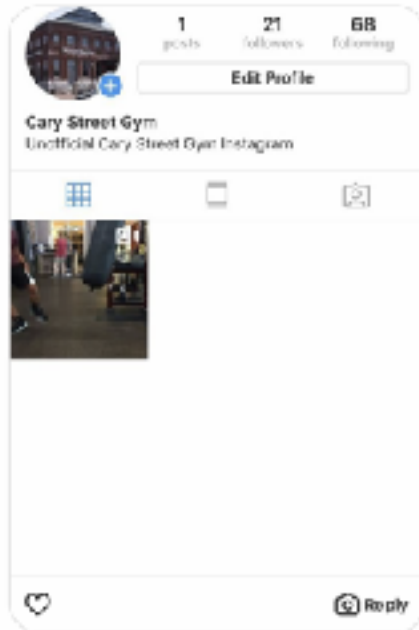


How's this?

Can you please add this is not an official account of Cary Street Gym to avoid confusion? Thank you.

Today at 11:45 AM

Hi there, it's come to our attention that this is a fake account impersonating official association with VCU Rec Sports. To avoid further confusion, please change your bio to iterate this is an unofficial account or we will file a claim with Instagram. Thank you.



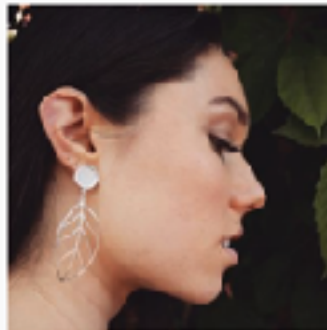
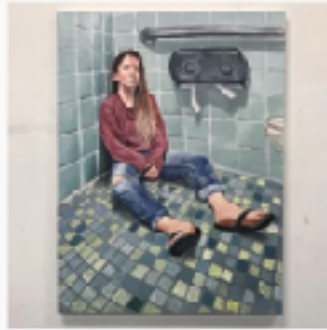
The account may still exist, but at least it is labeled as “unofficial” now



#vcuartswork

3,515 posts

Top Posts



vcu arts vcuarts

3w



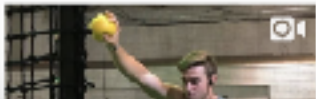
66 likes

# Student Work

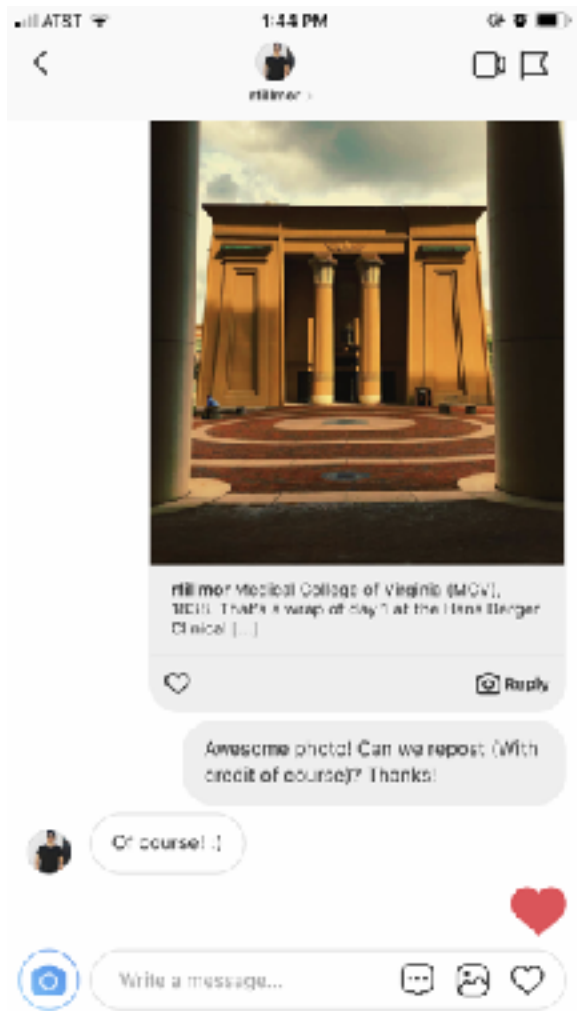


Virginia Commonwealth University

Top Posts



- Geotags
- Hashtags
- Influencers



# Always ask before you repost

- DM or Comment
- Be sure to include credit if they consent to the repost
- Ask if they would like their account tagged or just their name attributed

# No, You Can't Use My Photos On Your Brand's Instagram For Free

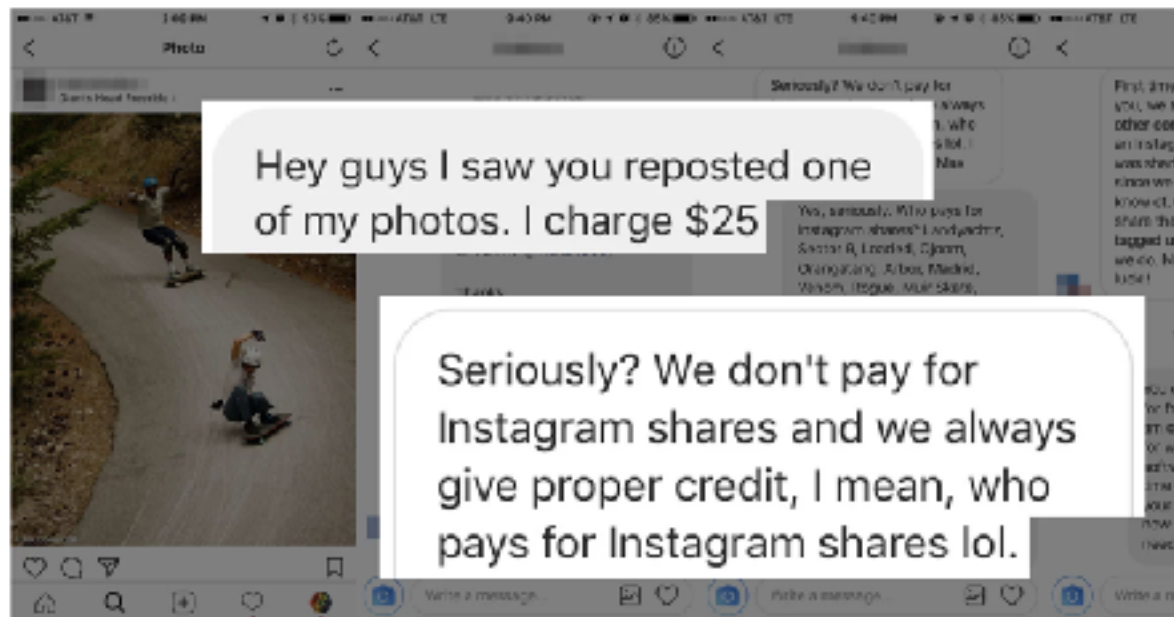
JUL 15, 2017

WAX DUBLER

Share 106K

Tweet

582 COMMENTS



# No, You Can't Use My Photos On Your Brand's Instagram For Free

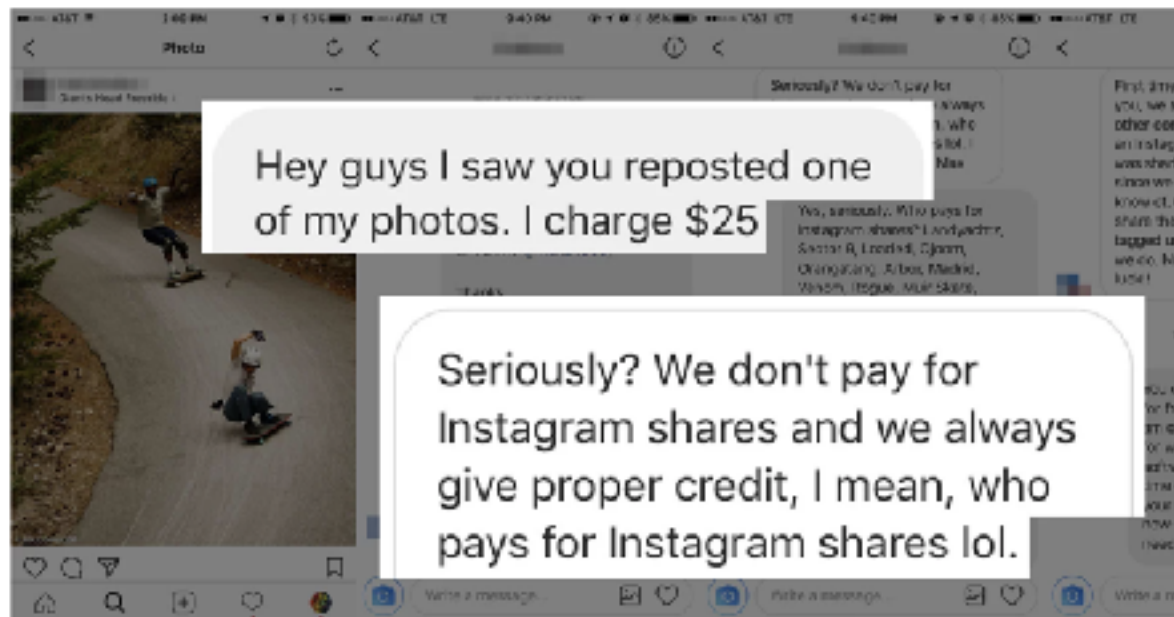
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CULTURE &amp; ARTS 10/20/2015 11:31 AM ET

## Getty Is Quietly Charging Bloggers For 'Socially Awkward Penguin' Meme

One of the Internet's favorite jokes belongs to the photo service.

By Sara Boboltz

Around the spring of 2009, some news sites began adding macro text to a photo of a penguin on the Internet: [According to Know Your Meme](#), it became what's now known as the [Socially Awkward Penguin](#) meme — a format for sharing two-line stories on [platforms like social news sites](#).

You've probably seen it on Facebook, Pinterest, Reddit, Twitter, Instagram, Tumblr, BuzzFeed or some other Internet culture-created place. And Getty Images — which owns the rights to the original penguin photo — is apparently none too happy about that. If you're a blog, you might want to be careful about posting it.



### JUST PUBLISHED



**Fox News Analyst Gene O'Neil: Script Kicks Lays the Temperament To Be President**



**Brad Kohn's Confession Hearings Have Been Revoked in Germany**



**Tommy Spence Talks About His Impediment During Rally: 'I Can Hear, It's My Feet'**



**Donald Trump Struggles To Say The Word 'Mortgage' During Montana Rally**



**The Frame Got To The New York Times That Sarah Huckabee Sanders Will Absolutely Hate**

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@ErikaForsack #UCDA18

# Fair Use

- Fact specific
- Case-by-case
- Publishers, websites, distributors don't have the to uphold your right to fair use
- Copyright holders can disagree with your analysis of fair use and sue
- Most of the time folks try to retro-fit the fair use argument





## Guidelines for Usage

Expectations for social media property and community administrators of VCU-owned accounts include:

Account approval



Branding requirements



Passwords and login details



Community administrator guidelines



Content policies and disclaimer



Emergency communication and major announcements



Security breach on social media accounts



Threats of violence or inappropriate postings on social media pages



Advertising on social media



Contacts

@ErikaForsack #UC



VCU

• Virginia Commonwealth University

vcu Happy first day back!

📷: Photos by Allen Jones, VCU Marketing

[Image Description: Two photos. In the first: two students are walking and talking through campus. In the second a group of three students are walking and talking by Cabell Library]

#VCUviews #FeelsLikeFall  
#VirginiaCommonwealthUniversity  
#VCURamily

dl\_itsdat @\_mistahhjyy\_ okay thiccums  
corkyearlson Hey I know him!

the\_jonathan\_j Oo

kristenwyattt @\_mistahhjyy\_ r u fuccn  
kiddin me m8

mollywho LOVE this



1,257 likes

AUGUST 23

Add a comment...



vcuarts

2018 FASHION SHOW

MOMENTUM  
MOMENTUM  
MOMENTUM

MAY 10, 8pm

Main St. Station  
Train Shed

INSTAGRAM CONTEST

WIN TWO  
RUNWAY  
TICKETS

1. Follow @vcufashion
2. Repost the photo
3. Use #runway2018

Tickets available  
[arts.vcu.edu/fashion](https://arts.vcu.edu/fashion)

VCU



vcuarts - Following

vcuarts #Repost @vcufashion "Ready to experience the biggest VCUarts Fashion Show to date? Here's your chance to win 2 front row, runway tickets to 'Momentum' at the Main St. Station on Thursday, May 10, 2018. To enter:

1. Follow @vcufashion
2. Repost the FULL image (not in square format)

3. Use hashtag #runway2018

\*Winner will be selected randomly on May

1. Must be VCU student, faculty, staff or alumni to enter.\*

Tickets available [arts.vcu.edu/fashion](https://arts.vcu.edu/fashion).

Show begins at 8pm, seating concludes promptly at 7:40pm.

#VCUarts #VCUartsFashion



79 likes

APRIL 28

Add a comment...





Fatima  
@FatimaTariq99

Follow

Us: please vcu close it's gonna flood and a cat 5 hurricane is coming

Vcu:



12:54 PM - 11 Sep 2018

Take cover, the tweets are coming...

 **Fatima**  
@FatimaTariq99

Follow

Us: please vcu close it's gonna flood and a cat 5 hurricane is coming

Vcu:



12:54 PM - 11 Sep 2018

 **B**  
@bradaming

Follow

Sooooo Virginia has declared a state of emergency due to this hurricane so does that mean we still have class? 🙄 @VCU

9:52 AM - 10 Sep 2018

 **Mikala**  
@aamourkay\_

Follow

@VCU wtf you doing ? Like do you want us safe orrrrrr ????????

 **Aaliyah** @AaliyahLochele  
... still got both classes tomorrow though

 **Miguel Ángel**  
@Miguel\_Yunda

Follow

Hey vcu, UMW closes and they're further from the hurricane could you maybe CLOSE SCHOOL

9:25 PM - 10 Sep 2018 from Richmond, VA



Carley Summerville @unbeweasable\_ - Sep 11

@vcu I REPEAT

Carley Summerville @unbeweasable\_

@VCU what's your stance on this hurricane bc I need to know my evacuation plans



1



2



VCU

@VCU

Replying to @unbeweasable\_

We continue to monitor the approach of Hurricane Florence. Both VCU and VCU Health are open and operational today. Impacts of the storm remain uncertain in Central Virginia. Any operational changes at VCU will be announced at [alert.vcu.edu](http://alert.vcu.edu)

2:41 PM - 11 Sep 2018 from Richmond, VA

1 Retweet



Craft a unified message to use across the university in response to negative messages



**TweetDeck**



# Lessons learned

@ErikaForsack #UCDA18



IT'S MAGICAL, NOT MAGIC

CREATIVITY IS SORT OF A  
CATCH-ALL IDEA THAT ENCO-  
MPASSES SO MANY THINGS.  
IT'S HARD TO NAIL DOWN, BUT  
YOU KNOW IT WHEN YOU SEE  
IT. ONE THING IT ISN'T IS A  
SUPERPOWER YOU'RE JUST  
BORN WITH. IT'S NOT EXCLU-  
SIVE. ANYONE CAN TAP INTO  
THEIR CREATIVE ENERGY TO  
MAKE SOMETHING SPECIAL  
WITH HARD WORK &  
A LITTLE BIT OF LUCK.

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A LITTLE BIT OF LUCK.



adamjk

Follow

Adam J. Kurtz

nyc artist, author, designer, speaker, brand, kinda just whatever they let me do lmao



thingsarewhatyoumakeof...

Follow

THINGS ARE by @adamjk

inspiration for creative lives

13 handwritten essays

perforated pages

in bookstores & online

@penguinrandomhouse

thingsarewhatyoumakeofthem.com

thingsarewhatyoumakeofthem ACTUALLY, you are good enough, you can do it, you weren't born in the wrong generation, you aren't too late, you're not too young, you have what you need @adamjk #thingsare

FOCUS

Tweet



George Mason teacher inspires students with college pennants -



Richmond reacts to Thursday's testimony between Kavanaugh and his accuser  
nbc12.com

9/26/18, 2:05 AM



Tweet your reply



Replying to @NBC12

I think this is the wrong link 🤔

2:38 AM - 28 Sep 2018 from Richmond, VA



and breathe



Credit: Lost Co on Unsplash.com

## Should you ask your social media manager if they're okay?

Published on June 11, 2018



Thea Neal | [+ Follow](#)

Forbes 30 Under 30 | Social Media Leader at Hallmark Cards  
[12 articles](#)



1,323



142



648

So should you ask your social media manager if they're okay?  
Absolutely.

Here's why:

The internet isn't always a fun place

“Today's social media managers aren't only expected to ideate "viral" content, they're also expected to be able to analyze and report sales and leads from social media content, handle entire influencer campaigns, memorize GDPR legal rules, and also reply to customer service needs that demand immediate attention - no matter the hour. We're consistently flooded with notifications from consumers, on top of emails, meetings and requests from our colleagues and bosses.”



How do I make the angry tweets stop?



How do I make the angry tweets stop?

You don't





THANK YOU

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