

#UMDSOCIAL:
THE UNIVERSITY OF MARYLAND
SOCIAL MEDIA CONFERENCE



Social Media Messaging in a COVID-19 Era

August 2020



UNIVERSITY OF
MARYLAND



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Fall 2020 Framework

- **Listen**
- **Support**
- **Inspire**
- **Inform**

Listen (Social Media Listening)

Be informed by community concerns and trending moments and share content relevant to your audience.



The Washington Post ✓
@washingtonpost

International students must take classes in person to stay in the country legally this fall, ICE announces



International students must take classes in person to stay in the country legally t...
University officials scrambled Monday to adapt to new federal guidance that does not allow international students to stay in the country if they are taking classes ...
🔗 washingtonpost.com

5:16 AM · Jul 7, 2020 · SocialFlow

221 Retweets and comments 274 Likes



Univ. of Maryland ✓
@UofMaryland

We will fight to protect our international student community and continue to look out for all Terp students from every country of origin. The State of Maryland and @Univ_System_MD will join the multi-state lawsuit against new federal regulations.
go.umd.edu/5Qj



1:40 PM · Jul 14, 2020 · Twitter Web App



Dr. Darryll J. Pines
@President_Pines

Maryland - and institutions across higher education - sprang into action in support of our international students, and we have prevailed. For Terps from all over the world, this has been trying and unnecessary. Please know that we stand with you!

The New York Times ✓ @nytimes · Jul 14

Breaking News: The Trump administration walked back a policy that would have stripped foreign college students of their visas if their courses were entirely online
nyti.ms/2WkEWBZ

Show this thread



Tony Luong for The New York Times

4:15 PM · Jul 14, 2020 · Twitter for iPhone

101 Retweets and comments 478 Likes

The Office of Diversity and Inclusion at UMD
@DiverseTerps

"Change is needed. And to lead the change we seek, we will listen, act and unite."

Read a statement and campus anti-racism action plan from UMD leadership and sign up for a community conversation to share your thoughts and guidance!

go.umd.edu/antiracismacti...

Change is needed.
And to lead the change we seek,
we will *listen, act* and *unite.*

Graduate Student Government and 8 others
5:46 PM · Jun 24, 2020 · [Twitter Web App](#)

4 Retweets 9 Likes

Univ. of Maryland
@UofMaryland

We are deeply concerned about insufficient police accountability across the country, systemic racism, and inequities that have led to protests born of despair, anger, and hope. #UMD supports the many peaceful demonstrations for justice nationwide: go.umd.edu/5ID



7:23 PM · May 31, 2020 · [Twitter Web App](#)

View Tweet activity

153 Retweets and comments 246 Likes

Univ. of Maryland @UofMaryland · May 31
Replying to @UofMaryland
We acknowledge that we have our own painful history at UMD, which includes the tragic murder of Lt. Richard Collins III. UMD must be even more committed to creating a more inclusive, respectful, and supportive environment.

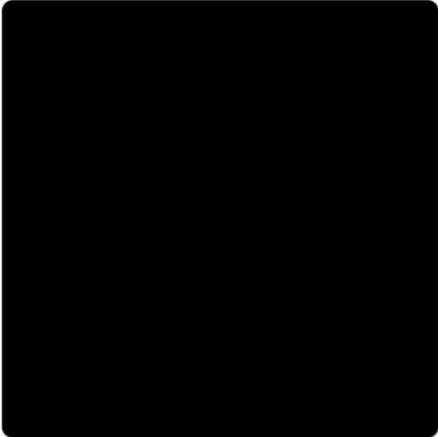
1 66 68

Univ. of Maryland @UofMaryland · May 31
We must follow-up with actions that will help shape a more just and equitable campus community and society. We would like to inform students, staff, and faculty of the following campus opportunities, and invite participation as a step towards taking action

Univ. of Maryland
@UofMaryland

Black Lives Matter. Access resources from [@DiverseTerps](https://twitter.com/DiverseTerps) to help us learn, support, listen, and act: go.umd.edu/UMDSolidarity

#BlackOutTuesday #UMDSolidarity



12:40 PM · Jun 2, 2020 · [Twitter Web App](#)

View Tweet activity

51 Retweets and comments 90 Likes

UMD Science
@UMDscience

Academia and STEM are not immune to anti-Black racism. Today, we are pausing our account to support #ShutDownAcademia and #ShutDownSTEM, initiatives focused on education, action, and healing on anti-Black racism in higher education and STEM disciplines.

June 10th, 2020



#SHUTDOWNACADEMIA
BLACK LIVES MATTER

8:39 AM · Jun 10, 2020 · [Twitter Web App](#)

13 Retweets 18 Likes



GW University
@GWtweets

While we hoped to come back to campus together next month, we have made the difficult decision to hold all undergraduate courses online for the fall semester, with limited exceptions.

(1/4)
coronavirus.gwu.edu

3:47 PM · Jul 27, 2020 · Twitter Web App

220 Retweets and comments 283 Likes



GW University · Jul 27

Replying to @GWtweets

Additionally, most graduate programs will be conducted online, with certain programs holding discipline-specific in-person classes.

(2/4)
2 7 19



GW University · Jul 27

We will provide a 10 percent tuition reduction to Foggy Bottom undergraduate students who do not live on campus.

(3/4)
9 27 60



UMBC
@UMBC

The total cost to attend UMBC this fall will decrease 22% for all students compared to last fall. SBS notes that student bills will reflect stable tuition rates for undergrad & graduate, resident & non-resident students & decreased fees.



Student cost to attend UMBC reduced for Fall 2020 semester
The cost to attend UMBC will decrease 22 percent compared to last fall for undergraduate students registered for courses offered by the main campus. ...
news.umbc.edu

9:42 AM · Jul 22, 2020 · Twitter Web App

174 Retweets and comments 312 Likes



Houston Chronicle
@HoustonChron

Rice University will hold classes in outdoor tents, asks students to bring own chairs



Rice University will hold classes in outdoor tents, asks students to bring own chairs
You might consider class held in massive circus tents a little unconventional, but Rice University believes it's a perfect social distancing strategy. When Rice ...
chron.com

4:59 PM · Jul 15, 2020 · SocialFlow

5.2K Retweets and comments 2.8K Likes



Jennifer St Sume
@stsumej



Hey @UofMaryland, if online instruction is good enough for Harvar, it's good enough for us.



Anna Meier @AnnaMeierPS · 2h

Hey @UWMadison, if online instruction is good enough for Harvard, it's good enough for us. twitter.com/ABC/status/128...

12:37 PM · Jul 6, 2020 · Twitter for iPhone



Traci B
@tracibg123



Replying to @jadedcreative

Just found out all my daughter's classes @UMD are online in the Fall... not happy. Plan looking like 🤡

12:52 PM · Jul 15, 2020 · Twitter Web App

4 Likes



Jake Lubbehusen
@jakelubb

Pretty big announcement from my alma mater. Interested to see if other schools follow suit 🙄



Univ. of Maryland @UofMaryland · 2h

Due to the impacts of #COVID19, #UMD will make SAT and ACT scores optional for the spring and fall 2021 freshman and transfer application processes: go.umd.edu/5AE



Emily Flamm @heyscrapper

1 hour ago

with campuses closed, mental illness across the community ought to top of every university official's list of concerns. not just for students/paying customers, but for those who serve them. this is a pandemic. please take care of your people.

@UMDRightNow @UofMaryland



1



2



Lucrezia Borgia
@jkh107



I look forward to seeing the grade the University of Maryland gives itself for pandemic response in the fall semester.

(My student is all online, from home. So that part is an A from me already)



Univ. of Maryland @UofMaryland · 2h

Decades of pandemic preparation still resulted in a C-minus U.S. response "at best," says former acting U.S. Surgeon General and @UMDPublicHealth Dean @BDLushniak. go.umd.edu/5A9

2:06 PM · Jul 27, 2020 · Twitter Web App

Important Considerations

- Confirm account monitoring processes
 - What software or notifications will you use?
 - How quickly can your team identify urgent questions?
 - Clearly state: account is not monitored 24/7

- Confirm triage processes
 - How quickly can your team escalate urgent questions?
 - How will you escalate or triage items?
 - When to alert Strategic Communications?

Support (Community Care and Engagement)

Inspire confidence and show your audience you know they're going through a uniquely difficult experience.

Community Care

- Reassure your audience through FAQs, Q&As, virtual conversations
- Answer community questions with confirmed information (when possible)
- Promote ways our community can support each other, e.g. Student Crisis Fund and Campus Pantry
- Promote resources from Health Center, Counseling Center, and other sources of community support

umdpublichealth • Following



SCHOOL OF PUBLIC HEALTH
Life in the Time of COVID-19
LIVE CHAT
MID-SUMMER EDITION
Wednesday, July 15th
12:00PM EST
Join us as we discuss and answer student questions about the fall semester.

UMDCampusPantry @UMDCampusPantry

The UMD Campus Pantry is open from 10:00am - 3:00pm today (July 24th). Please bring your UM-ID and a reusable bag!



10:49 AM · Jul 24, 2020 · [Twitter Web App](#)

16 Retweets 5 Likes

COVID-19 INFORMATION

5 Tips to Treat the Mental Health Impacts of a Crisis

Counseling Center Director Recommends Ways to Address Anxiety and Isolation

By Maryland Today Staff / Mar 18, 2020

f t e p



Dr. Chetan Joshi, director of the University of Maryland's Counseling Center, offered tips to constructively address feelings of anxiety, fear and loneliness caused by coronavirus. (Illustration by iStock)

Help Terps in Need Give Now

The **UMD Student Crisis Fund** helps students meet their basic needs—transportation, food and housing—so that they may continue their education during these challenging times. **They need your support today.**

go.umd.edu/crisisfund

UNIVERSITY OF MARYLAND

Prepare Responses

Great question. [brief answer pulled from FAQ]. For more FAQs and answers, please visit [website].

We hear you, and we're here to help. Please reach out to [email] or find more resources at [website].

Thank you for sharing, and we're sorry to hear you experienced this. We're here and want to learn more. Please reach out to [email] for more support.

Important Considerations

- Familiarize with FAQs
 - University and department FAQs and resources
 - umd.edu/4Maryland/FAQs
 - County, State, and CDC resources
 - princegeorgescountymd.gov/3397/Coronavirus
 - coronavirus.maryland.gov
 - cdc.gov/coronavirus

Inspire (Story Mining)

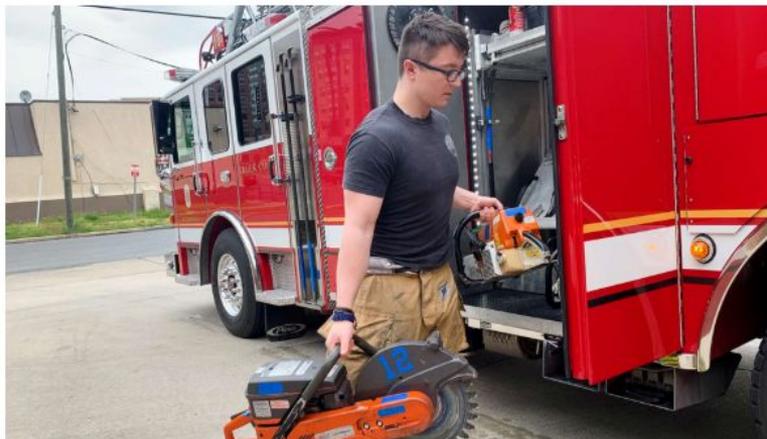
**Elevate stories demonstrating
community goodwill and inspirational
Terps to lift your audience's spirits.**

CAMPUS & COMMUNITY

Answering the Call Amid COVID-19

Student Volunteers Step Up at College Park Fire Station

By Annie Dankelson / Apr 08, 2020



Jacob Nibali, one of 14 UMD student volunteers who are continuing to answer calls at the College Park Volunteer Fire Department amid the COVID-19 outbreak, checks saws to ensure they work properly and are full of fuel. Steven Scharold (below) maneuvers the ladder on the ladder truck and (bottom) takes Chase Rouse's temperature as part of a daily health assessment. (Photos by Maddie Wolstrum '22)



University of Maryland

Published by Danielle Tarr [?] · July 16 ·

Our December 2018 student commencement speaker is on to even more great things! Watch the moment Rehan Staton learns he was accepted to Harvard Law School.



WASHINGTONPOST.COM

This Maryland man was a sanitation worker. Now he is accepted to Harvard Law School.

23,980

People Reached

2,537

Engagements

Boost Post

699

30 Comments 37 Shares



Barbara Dunn Nadelbach Rehan, Wow, as a lawyer and a parent of two UMD Terps this really touched my heart. May you go on making a difference as you continue your education! Best of luck.

Like · Reply · Message · 2w

1



Beth Lubetkin Safer Congratulations!

Like · Reply · Message · 1w



Naide Obiang I remember him at my commencement 🎓. May God continue to guide you. Well done.

Like · Reply · Message · 1w



Rehan Staton Thank you! UMD changed my life 🙏😊 #Terp 🌱

Love · Reply · Message · 2w · Edited

63

Hide 12 Replies



Victor Daniels Diggs Rehan Staton congratulations!!!

Like · Reply · Message · 2w

1



Lauren Singer Trakhman Rehan Staton congrats!! Harvard is lucky to have you

Like · Reply · Message · 2w

1



Gayle Schachter Levin Rehan Staton we all love your story !! Great job!!!

Like · Reply · Message · 2w

1



University of Maryland

Published by Hootsuite [?] · July 8 ·

Three-time Olympic gymnast and UMD grad Dominique Dawes '02 saw a lot of negativity growing up in the sport. Now she's opened Dominique Dawes Gymnastics Academy to provide a safe, uplifting environment for kids.



TODAY.UMD.EDU

Former Olympic Gymnast Takes the Next Leap

Medal-Winning Alum's New Academy Aims to Build Kids' Confidence, Self...

14,876

People Reached

614

Engagements

Boost Post



273

2 Comments 14 Shares



University of Maryland

Published by Hootsuite [?] · June 25 ·

UMD alum and former Maryland Basketball guard Varun Ram is working with a new team through Connect for COVID, an initiative to donate smart devices to health care facilities so virus patients can communicate with loved ones. #DoGoodUMD



TODAY.UMD.EDU

Keeping Connected Through COVID-19

Alum Leads Local Effort to Donate Smartphones, Laptops, Tablets to...

13,244

People Reached

326

Engagements

Boost Post



143

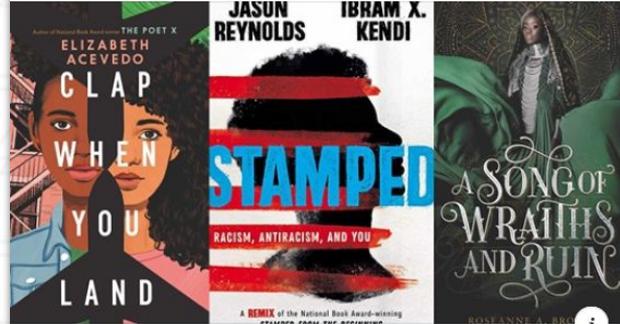
2 Comments 9 Shares



University of Maryland

Published by Hootsuite [?] · June 24 ·

Three Terps, all authors of young adult books, simultaneously took spots on The New York Times bestseller list. Each explores experiences of people of color.



TODAY.UMD.EDU

A Happy Ending for 3 Terp Authors

Alums Simultaneously Have New York Times Bestsellers With Young Adul...

17,093

People Reached

1,105

Engagements

Boost Post



313

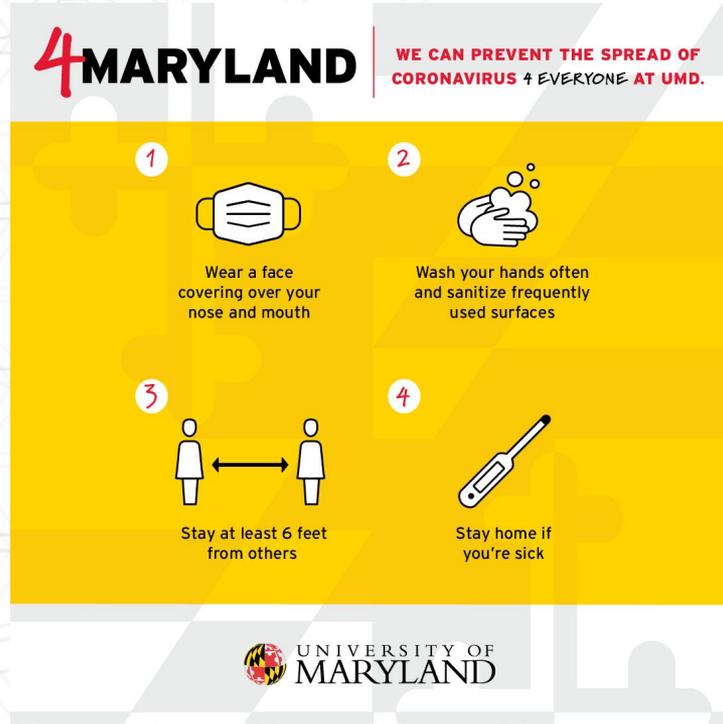
7 Comments 38 Shares

Inform (Health Messaging and Announcements)

Amplify campus announcements, resources and campaigns that encourage behavior that limits the spread of COVID-19.

4 Maryland (umd.edu/4Maryland)

The university's campus-wide health information campaign, is designed to promote critical health behaviors that focus on our individual responsibility to keep ourselves and others safe.



4 Maryland (umd.edu/4Maryland)

Phase 1: Introduction of the campaign to the small on-campus audience and initial displays in buildings throughout campus focused on physical signage.

Phase 2: Introduction of the campaign to the wider campus community, with an emphasis on digital displays and social media activation.

4MARYLAND

**WE CAN PREVENT THE SPREAD OF
CORONAVIRUS + EVERYONE AT UMD.**

1



Wear a face covering over your nose and mouth

2



Wash your hands and sanitize used surfaces

WE CAN PREVENT THE SPREAD OF CORONAVIRUS + EVERYONE AT UMD.

3



Stay at least 6 feet from others

4



Stay 1 foot away from frequently used surfaces

2

Wash your hands often and disinfect frequently used surfaces.



WE CAN PREVENT THE SPREAD OF CORONAVIRUS + EVERYONE AT UMD.

UNIVERSITY OF MARYLAND | **4MARYLAND**

UNIVERSITY OF MARYLAND

umd.edu/4M

UNIVERSITY OF MARYLAND | **4MARYLAND**

umd.edu/4Maryland

#UMDSOCIAL:
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#4Maryland on Social

Sample posts:

- As Terps begin returning to campus in small numbers, remember these important steps to prevent the spread of coronavirus: wash your hands, wear a mask, remain physically distant and stay home if you are sick
#4Maryland umd.edu/4Maryland
- On campus and beyond, do it **#4Maryland**: wash your hands, wear a mask, remain physically distant and stay home if you are sick
umd.edu/4Maryland



Univ. of Maryland @UofMaryland · Jul 22

#UMD has released the results of the July 2020 #COVID19 testing pilot for Terps. Of 1,443 individuals tested, 15 positive cases were identified. This overall positivity rate of 1.04% is below the positivity rate of the State of Maryland average of 3.8%. go.umd.edu/5P4



1

25

56



Univ. of Maryland @UofMaryland · Jul 22

Individuals who tested positive are required to self-isolate, and contact identification and tracing protocols have been initiated.

Learn about our #4Maryland Reopening Plan and healthy behaviors that will help keep you and others safe: umd.edu/4Maryland

1

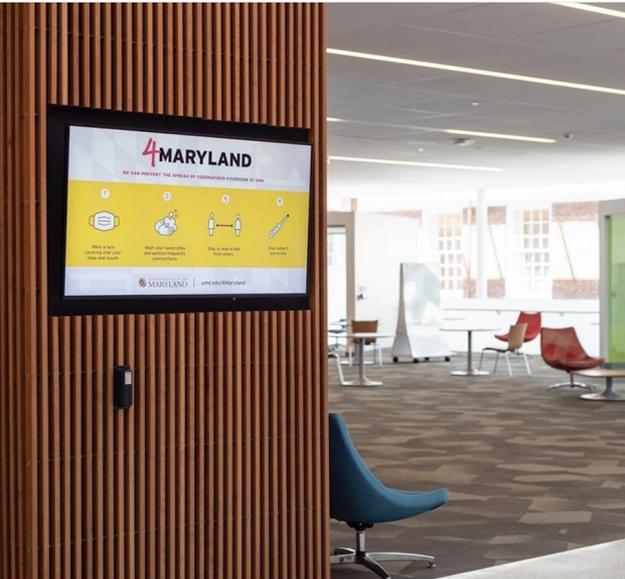
1

5





univofmaryland University of Maryland, College Park



2,600 likes

univofmaryland The updated course schedule for the fall 2020 semester is now available to students. Courses are offered face-to-face, blended, or online. Tap the link in our bio to learn more.

[View all 63 comments](#)



University of Maryland July 15 at 9:14 AM

The updated course schedule for the fall 2020 semester is now available to students. Courses are offered face-to-face, blended, or online: go.umd.edu/5Ao



204 129 Comments 20 Shares

Like Comment Share



University of Maryland July 22 at 9:55 AM

UMD has released the results of the July 14-15, 2020 COVID-19 testing pilot for students and employees. Of 1,443 individuals tested, 15 positive cases were identified. This overall positivity rate of 1.04% is below the positivity rate of the State of Maryland average of 3.8%. go.umd.edu/5P4

Individuals who tested positive are required to self-isolate, and contact identification and tracing protocols have been initiated. Those known to be in close contact with individuals who tested positive will be required to quarantine.

Learn about our #4Maryland Reopening Plan and healthy behaviors that will help keep you and others safe: umd.edu/4Maryland

#UMDSOCIAL:
THE UNIVERSITY OF MARYLAND
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Amplify Announcements

 **Univ. of Maryland** 
@UofMaryland

Terps: Please read Provost Rankin's update regarding classes this fall. We are committed to making the fall semester as rewarding, safe and inclusive as possible and to striving for excellence no matter what the format of course delivery.



About 80% of Undergraduate Courses to Be Virtual in Fall
Updated Class Information Expected on July 15
today.umd.edu

5:35 PM · Jul 8, 2020 · [Hootsuite Inc.](#)

 View Tweet activity

22 Retweets 49 Likes

 **Univ. of Maryland** 
@UofMaryland

After one week as president, [@President_Pines](#) shares updates on supporting international students, free [#COVID19](#) testing for Terps, and more.



Pines: We'll Work to Protect International Students
New Federal Policy Restricts Their Access; President Announces Creation of ADA Coordinator Position
today.umd.edu

6:15 PM · Jul 8, 2020 · [Hootsuite Inc.](#)

 View Tweet activity

8 Retweets and comments 32 Likes

 **Univ. of Maryland** 
@UofMaryland

Terps, please read this important [@Univ_System_MD](#) announcement regarding [#COVID19](#) testing and symptom monitoring for the fall 2020 semester. [#UMD](#) will provide additional guidance and information for our community soon.

 **University System of Maryland** [@Univ_System_MD](#) · 22h

USM Statement on COVID-19 Testing and Symptom Monitoring for Students and Employees Returning in Fall 2020. "Anyone returning in-person to a USM Institution must be tested for COVID-19 within 14 days prior to their arrival..."
Read the full statement at usmd.edu/newsroom/news/...



1:27 PM · Jul 30, 2020 · [Twitter Web App](#)

 View Tweet activity

38 Retweets and comments 36 Likes

Questions?



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