

Guidelines for SoMe visibility through SDU RIO

SDU wants to offer business partners relevant and timely visibility towards our students. We therefore ask our business partners to read this document and use it actively in the production of content for the social media platforms of SDU RIO.

Cf. appendix 1, business partners are allowed access to SDU's media platform, Facebook (SDU Studiejob og Karriere). Form of exposure is agreed based on purpose and message and is coordinated with SDU RIO to ensure the best possible visibility of each posting. All postings must meet SDU RIO's visions and guidelines on the use of media platforms and communication with the students¹.

Since SDU RIO is the sender of all posts on the media platform, the content of the business partner must be a natural extension of the existing content. Therefore, cf. the Marketing Practice Act §6, pcs. 4, content marked as advertisement cannot be included as part of this content.

When message and platform are agreed upon, text material, image or video for the individual post is submitted. This should be submitted at least one week before the arranged date of posting to ensure that the content complies with SDU RIO's guidelines. SDU RIO provides the setup, and reserves the right to reject submitted material, if it is at odds with the Marketing Practices Act, does not match the agreed message, is not study and/or career relevant for the students at SDU or if the material has a predominant nature of sales and marketing material. All posts must be utilized before the contract expires and cannot be transferred to any consecutive agreement.

Planning a post

At the beginning of a new semester, SDU RIO must be contacted with the purpose of agreeing on a campaign plan for your exposure on SDU RIO's Facebook; for either a half or a full year at a time. Here the annual wheel on the platform will be discussed as well as your wishes and thoughts about the content and messages, and the suitable angles and forms of communication – e.g. variation of video, image and links. To ensure the best possible exposure and visibility, the marketing activities must be distributed over a whole year. Therefore, all posts cannot be used within e.g. one month.

SDU's guidelines and visions for communication on social media

SDU RIO strive to connect with the students on the platforms that are used and relevant. All posts on SDU RIO's media platforms must be study and/or career relevant content. SDU RIO's vision is to strengthen the students in their studies and on their way out into the labour market. All posts should therefore be in natural extension of this – for example, through the inspiration for

¹Read more about guidelines at www.sdu.dk/forpartnere

content described below. All media platforms and efforts are evaluated on a regular basis to ensure optimal use and exposure. Therefore, a change in platforms and contributions may occur.

Inspiration for content

- 1) Studies, statistics or data which may be relevant to the target group. For example, what skills the labour market demands, statistics on the number of applicants in specific industries, students/unemployed 's path to the job – what works? Etc.
- 2) Learn about job and career opportunities
- 3) Posts about relevant events for SDU students (these may not exclude specific groups of students or require membership)
- 4) Post that contribute to a "If they can, I can" mentality among the SDU students
- 5) Posts that show SDU students how their competences can be relevant in your company or in the labour market in general
- 6) Information on study and career relevant offers which will benefit the students - both as students and as graduates (these may not exclude specific groups of students or require membership)

All postings on SDU RIO's media platforms must target students at SDU.

Guidelines

- 1) Videos with speech must contain subtitles (80% of social media users watch videos without sound)
- 2) Videos should last about 30 seconds or less
- 3) Limited use of emojis
- 4) No use of #
- 5) Danish is the primary language, but when needed, a post can be made either exclusively in English or in both languages. A post with both English and Danish text must include "Please see English below" at the top of the text.

Remember to have a catchy headline and a focus on "Call to action"