Welcome to the new social media field guide for MICA programs and departments. This is a living document that will be updated regularly. Please use the table of contents below to navigate the system.

Planning

Please review these resources to assess the need for social media for your department or initiative.

Should I Create a Social Media Account for my Program?
This list of yes/no statements will help determine the need for your new account. If you answer "yes" to at least half of the questions, you're probably ready to create them.

New Social Media Account Checklist
Before you share your new account with the world, review this checklist to make sure your prepared for launch.

Execution

MICA Social Media Policy and Best Practices:
- General tips
- Sizes for social media graphics
- Best practices for each platform
- How often to post

Strategy: How to Create a Social Media Content Plan
Includes sample editorial calendars using:
- Airtable
- Asana
- Google Sheets
- Later.com

How to Promote an Event or Lecture on Social Media or MICA/App
Use this step by step guide to make sure your event is seen by the most important audiences

How to make DIY social media graphics:
- MICA logos
- MICA color palette
- Typefaces

Maintenance

Weekly/Monthly/Quarterly routines
This guide contains several housekeeping tasks to keep your accounts up to par.

Please update the [MICA social media directory](#) and include point of contact, usernames and all other information for your area.

If you have any questions or suggestions for toolkit content, please email Jane Yoon at jyoon@mica.edu.