

Regis University

SOCIAL MEDIA STRATEGY

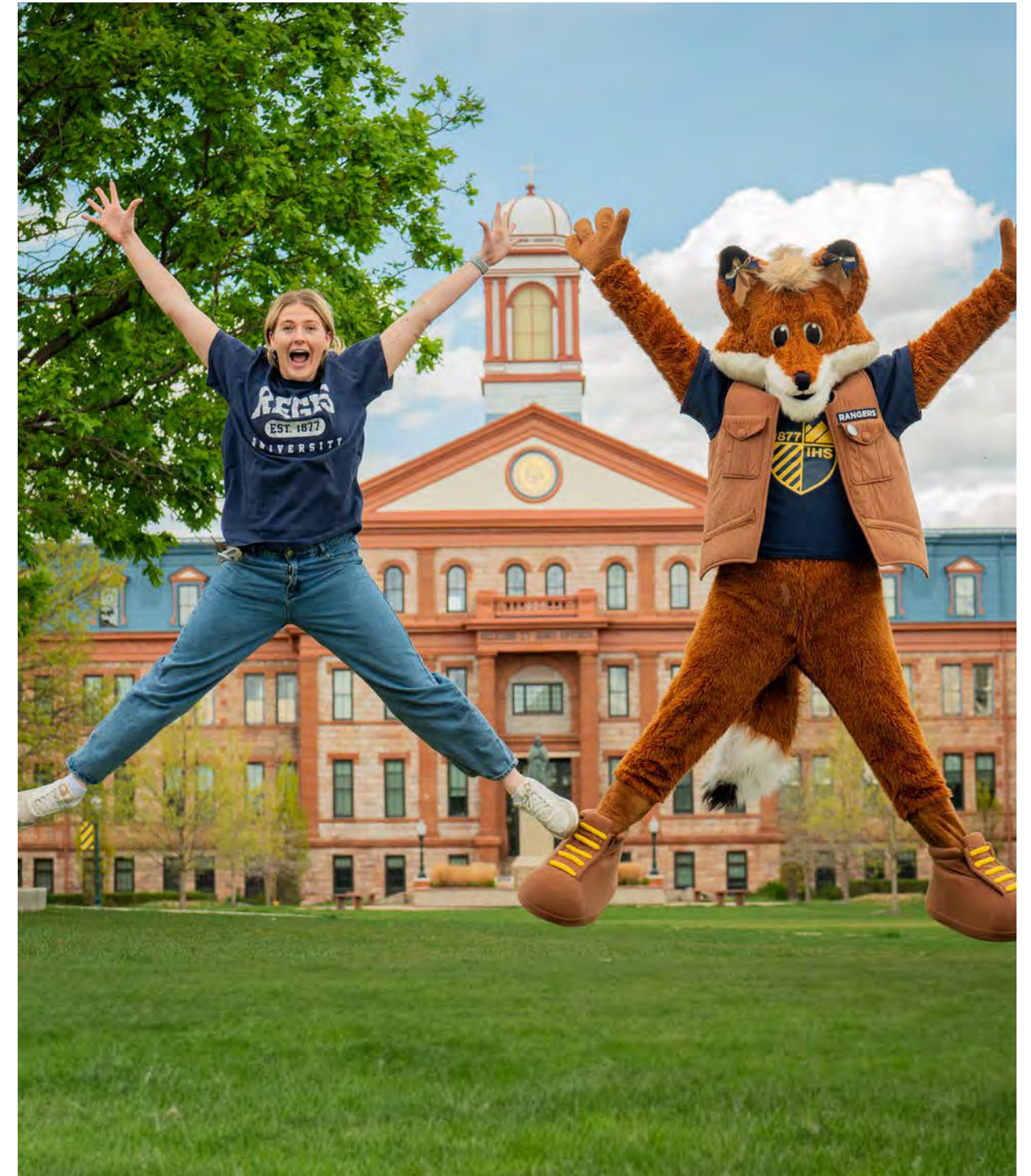
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Introduction

PURPOSE STATEMENT

Regis University invests in social media to build meaningful connections with prospective and current students, alumni, employees and the broader community. Our social media presence amplifies the University's mission and Jesuit values, showcases the student experience, strengthens brand awareness and reputation, and supports institutional priorities through authentic storytelling and strategic engagement.



Primary Audience(s)

Prospective students and their families, current students, faculty and staff, alumni and the Regis community.

Primary Goal(s)

Brand Awareness, Recruitment, Retention



Content Pillars

Student Experience

- | Highlight the everyday experiences of Regis students through campus life, traditions, events, student organizations and authentic stories that foster a sense of belonging.

Academic Excellence

- | Showcase innovative and new academic programs, faculty expertise, hands-on learning opportunities, internships, research and the impact of a Regis education inside and outside the classroom.

Jesuit Values and Mission

- | Celebrate the people, partnerships and service that define the Regis community while demonstrating the University's commitment to Jesuit values and making a positive impact.

Student, Faculty and Alumni Success

- | Share achievements, milestones and inspiring stories that highlight the accomplishments of students, faculty, staff and alumni and reinforce the value of a Regis education.

Admissions and Enrollment

- | Support prospective students by sharing admissions resources, application deadlines, financial aid information, visit opportunities and content that helps them navigate the enrollment journey.

University News and Community Partnerships

- | Keep the Regis community informed by sharing University announcements, institutional initiatives, partnerships and other timely updates.

Brand Voice

Our social media should be:

Welcoming, optimistic, authentic, student-centered, inclusive, helpful, confident but never boastful

Our social media will avoid:

Corporate language, excessive jargon, marketing clichés, overly promotional copy

Content Prioritization Matrix

Focus Areas and Goals	Weight	Content Pillar
Retention, Brand Affinity	50%	Student Experience
Brand Reputation, Inquiry	12%	Academic Excellence
Institutional Mission	10%	Jesuit Values and Mission
Brand Value, Alumni Pride	10%	Student, Faculty and Alumni Success
Recruitment, Action-Oriented	10%	Admissions and Enrollment
Informational, Timeliness	8%	University News and Community Partnerships

Note on Allocation: Because social media is inherently a relationship-building tool, we prioritize lifestyle and student-driven content (50%) to build the organic audience and engagement necessary to amplify our academic and enrollment priorities.





Prioritization Framework

When content requests exceed available resources, prioritize content that:

- | Demonstrates student outcomes
- | Reinforces institutional reputation
- | Spotlights our mission and Jesuit identity
- | Highlights faculty expertise
- | Supports enrollment goals
- | Advances strategic initiatives
- | Showcases compelling human stories
- | Drives measurable engagement

The Audience Experience

- | Prospective students: Imagine themselves at Regis
- | Current students: A sense of belonging
- | Parents: Confidence and trust
- | Alumni: Pride and connection
- | Faculty/Staff: Institutional awareness and recognition

Platform Roles

Instagram (@RegisUniversity and @RisingRangers)

- | **Target Audience:** Prospective undergrad students, current students and international students
- | **Primary Purpose (Flagship):** Showcase the overall Regis experience through authentic storytelling, student life and campus culture. Amplify our Jesuit Catholic identity, build brand affinity, foster community and engage prospective and current students.
- | **Primary Purpose (Admissions):** Support student recruitment by providing prospective students and their families with helpful information, application guidance and an inside look at life at Regis. Designed to answer questions, reduce barriers to enrollment, encourage prospective students to take the next step and nurture the entire traditional prospective student funnel.
- | **Frequency of Posts:** 2-4 per week per account

TikTok (@RegisUniversity)

- | **Target Audience:** Prospective and current undergrad students
- | **Primary Purpose:** Highlight the Regis experience through engaging, trend-driven and student-centered content. Nurture the entire traditional prospective student funnel, increase brand awareness and connect with prospective and current students in an authentic, entertaining and relatable way.
- | **Frequency of Posts:** 2-3 videos per week

Facebook (@RegisUniversity)

- | **Target Audience:** Current undergrad students, prospective and current post-traditional students, parents, alumni
- | **Primary Purpose:** A community-building and informational platform. Share University news, events, achievements and important updates while strengthening institutional visibility and engagement.
- | **Frequency of Posts:** 2-3 per week

LinkedIn (@RegisUniversity)

- | **Target Audience:** Alumni, faculty and staff, prospective graduate students, media and business audiences
- | **Primary Purpose:** Position Regis University as a leader in higher education by highlighting academic excellence, faculty expertise, student and alumni success, mission-oriented work and research and institutional accomplishments. Also support professional networking, employee engagement and graduate program awareness.
- | **Frequency of Posts:** 2 per week

Reddit

While Regis has an official Reddit account, we have chosen not to actively post on the platform except when supporting paid advertising campaigns. The platform is centered on community-driven conversations and personal opinions, making institutional participation feel less authentic. Instead, we monitor relevant discussions while focusing our efforts on platforms that better support meaningful engagement with key audiences.

X (Formerly known as Twitter)

We have strategically chosen to reduce our presence on X and limit the amount of content we share on the platform. User engagement and overall platform usage have declined, due in part to changes in ownership and the platform's evolving direction. As a result, we no longer believe X aligns as closely with our institutional values or communications strategy. We will continue to monitor the platform and reassess our approach as needed.

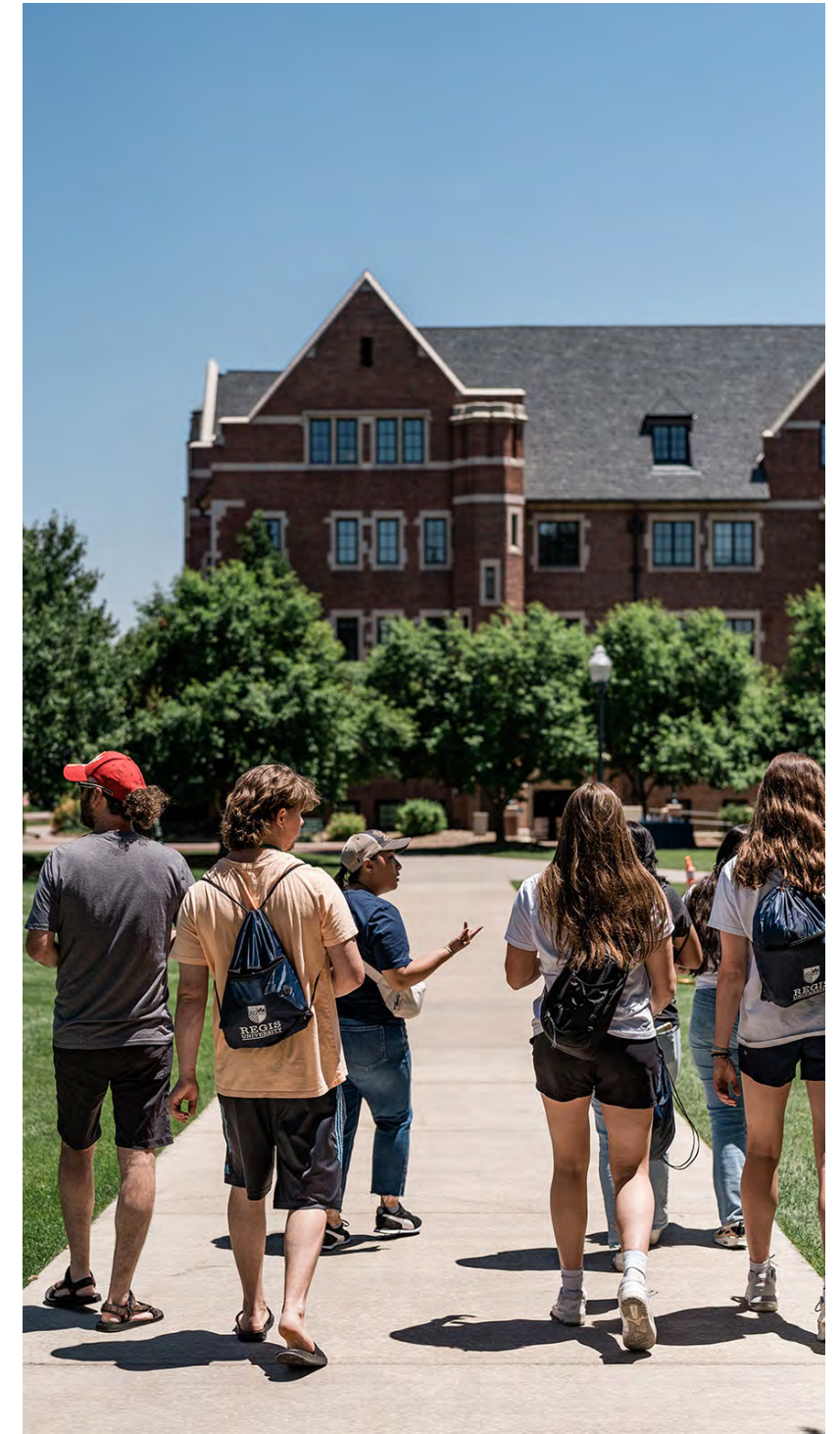
Affiliate Accounts

We manage our flagship accounts, mentioned above, and do not own any of Regis University's affiliate accounts. For those managing affiliate accounts, check out our Social Media and Brand Standards policies for best practices.

Key Message(s)

After engaging with Regis University's social media content, audiences should consistently understand that:

- | Regis University fosters a welcoming, supportive campus community where students grow academically, personally and professionally through meaningful experiences and connections.
- | Regis provides a rigorous, values-based education led by dedicated faculty, with hands-on learning experiences that prepare students for lifelong success.
- | Regis is guided by its Jesuit Catholic mission, educating the whole person and inspiring graduates to lead with compassion, pursue justice and serve others.
- | The Regis community celebrates the achievements of its students, faculty and alumni, whose accomplishments create a lasting impact on the world.
- | Regis offers a transformative educational experience where prospective students can find the academic programs, support and opportunities to achieve their goals and become leaders in their chosen fields.
- | Regis is an engaged university that strengthens its community through innovation, collaboration, events and partnerships that advance its mission and create positive change.



Content Ownership Model

When content is needed, we collaborate with the appropriate departments to gather the information and resources necessary to create it. We proactively partner with teams across the University — including Admissions, Advancement, Academic Affairs and Student Life — to identify stories, fill content gaps and ensure our social media channels accurately reflect the breadth of the Regis experience.

Content Submission Standards

To be considered for publication, content should be:

- | Student-centered over department-centered.
- | Storytelling over promotion.
- | Authenticity over produced.
- | University-Wide impact over individual.
- | Evergreen value over one-time announcements.
- | Engagement over broadcasting.

Content requests should include:

- | A clear purpose and target audience.
- | A tie to the Regis mission in action.
- | Relevant event details, deadlines or key information.
- | High-quality photos or videos (when available).
- | Sufficient lead time before the requested publication date (*at least* one week).
- | A designated contact for questions or follow-up.

We Say YES To Content That:

- | Highlights student, faculty, staff or alumni achievements.
- | Showcases the Regis student experience and campus life.
- | Promotes University-Wide events, initiatives and major announcements.
- | Supports admissions, enrollment and institutional priorities.
- | Aligns with the Regis brand, mission and Jesuit values.
- | Encourages engagement through storytelling and authentic content.

We May Say NO To (and Redirect) Content That:

- | Primarily serves a very small or niche audience.
- | Is submitted without adequate notice or necessary information.
- | Does not meet our visual or lead-time standards.
- | Does not align with institutional priorities or the University's brand.
- | Contains low-quality or missing visual assets.

Alternative Channels. If Social Media is not the Best Fit, Consider:

- | The Regis website or events calendar
- | University email communications
- | Internal newsletters
- | Digital signage across campus (RUTV)
- | Departmental websites and social media accounts
- | OneRegis or other internal communication channels



Community Management

How do we handle comments and DMs? We strive to:

- | Respond to questions promptly.
- | Direct users to appropriate campus resources.
- | Hide or remove comments that violate community standards.
- | Escalate sensitive issues to the appropriate university offices.
- | Encourage respectful dialogue.

Accessibility Standards

- | Include accurate closed captions on all videos featuring spoken dialogue.
- | Add alternative text to describe the post.
- | Use CamelCase when writing hashtags (i.e. #RegisUniversity, #ThisIsRegis).

Visual Strategy

- | Prioritize real students over stock imagery, AI usage and graphics.
- | Showcase campus in every season.
- | Feature diverse experiences and backgrounds.
- | Use photography that feels candid and authentic.
- | Maintain consistent brand colors and templates where appropriate.
- | When considering AI-generated content, ask yourself whether it best reflects the message you're trying to communicate.

Success Metrics

We measure success by tracking engagement and performance metrics across our social media platforms. These metrics include:

- | Impressions, Reach and Engagement Rate
- | Likes, Comments, Shares and Saves
- | Follower Growth, Link Clicks and Website Traffic

We utilize standardized UTM tracking codes and link-in-bio solutions to accurately measure referral traffic. We also evaluate campaign-specific goals, such as event registrations, inquiries and conversions, when applicable.

By regularly reviewing this data, we can identify what content resonates most with our audiences, optimize posting strategies, refine our messaging and make informed decisions about future content, campaigns and platform investments.

How else do we measure success?

We evaluate success by asking:

- | Did this advance an institutional priority?
- | Did this amplify the Regis mission/values?
- | Did it reach the intended audience?
- | Did it generate meaningful engagement?
- | Did it drive action?
- | Is this content worth repeating?

Example:



Some stats:

- | 14k+ Impressions, 6k+ Reach
- | 400 Likes, 2 Reposts, 29 Shares, 11 Saves
- | 57 Profile Visits, 1 Follow, 1 Link Click, 2 Business address taps

Why it did well:

It highlights multiple aspects of the Regis student experience while also connecting back to the University's mission (a nod to "giving back"). Content that allows students to see themselves in the experience — whether literally through the people pictured or by imagining themselves participating in campus life — tends to resonate strongly with our audience.

Contact

For more information on these guidelines — or to get help with your communications, marketing, photos/video or digital media needs please contact us or submit a project request online at regis.edu/marcom.