



Check out
Monday Memories,
Tuesday Trivia and Friday Fotos.



University of Northern Iowa

49,499 likes · 1,548 talking about this · 1,025 were here

Update Page Info



College & University

Welcome to the official Facebook page of the University of Northern Iowa!



49,499



7

About

Photos

Likes

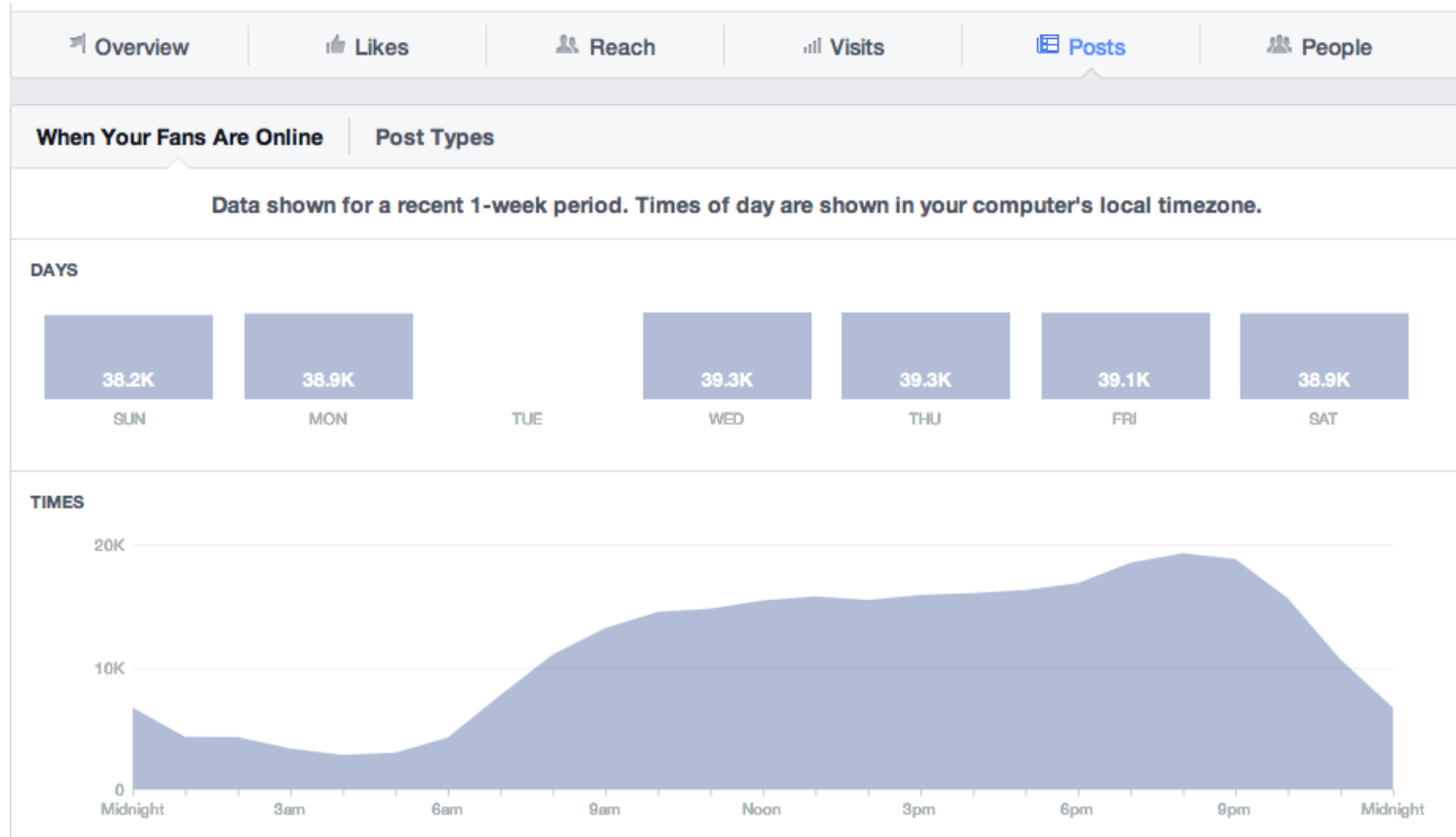
Map

UNI Events

Social Media Best Practices

- Post regularly
- When to post?
- Content is key
- Make it easy to find your page

Know when your fans are home



Facebook isn't just for the fun stuff



University of Northern Iowa shared UNI CAB's status.

October 11 

Attention UNI Students!!! Due to the potential of inclement weather this evening, the Pep Rally has been moved indoors to Lang Auditorium. Show starts at 8pm, but please come early to get your seats to celebrate being a Panther!

To get your content shared, it should:

Inspire

Illuminate

Amuse

Inspiration



University of Northern Iowa

June 5 

Wednesday's Words of Wisdom are from President Ruud: Listen to your heart, listen to those you love and who love you; do the right thing for the right reason, especially when it's hard and when no one's watching; work hard; and live life.

Like · Comment · Share

 148  3  38

Illumination



University of Northern Iowa shared a link.

May 16 

UNI offers the only four-year real estate program in Iowa, and it's now only the second undergrad program in the nation to be approved by the Foundation's Appraiser Qualifications Board. Congrats to the 6 students who took first place!

UNIBusiness News: Real Estate students win regional 2013 NAIOP University Challenge

business.uni.edu

UNI students win Minnesota chapter's 2013 NAIOP University Challenge

Amuse



University of Northern Iowa shared a link.
September 26

This is the UNI Athletics version of an exchange program. Students were invited to turn in Iowa and Iowa State shirts in exchange for a free UNI T-shirt.



UNI students asked to take off Iowa/ISU shirts
www.kwwl.com

Students at the University of Northern Iowa are being asked to take their black or red shirts off -- in exchange for something more purple.

Like · Comment · Share

38

Nick Crow, Gail Trampel, Stephanie Timmerman Schonewald and 365 others like this.

Working the "social" in social media

When posting messages, try to post
messages that can start
conversations.

Content – it's all about feeding the social media beast

What has worked for us:

- Monday Memory
- Tuesday Tips
- Wednesday Words of Wisdom
- Friday Fotos

Monday Memory

Monday Memory, March 4

Lots of people rave about the cookies made at UNI. What's your favorite campus food item?

received 111 comments

-  **Diana Dee Johnson** In the early 70', I worked in food service and we served special dinners. The dessert was usually black bottom pie--loved it. We got to eat the leftovers.
March 4 at 4:55pm via mobile - Like
-  **Molly Wade** chicken tortilla soup!
March 4 at 5:08pm - Like
-  **Theresa Thompson Osenbaugh** Panther Chili! Right Lauren Herrick?
March 4 at 5:09pm via mobile - Like - 🍌 1
-  **Kelly White** pepperoni soup!!
March 4 at 5:11pm - Like
-  **Jessica Lynne Axtell** Chicken Enchilada Soup & Sugar Cookies
March 4 at 5:13pm - Like - 🍌 1
-  **Chelbi Long** The blueberry muffins!!!!!!
March 4 at 5:14pm via mobile - Like
-  **Cheryl Smith Lascheid** The salad bar at Campbell in the 80's was the best ever!
March 4 at 5:15pm via mobile - Like
-  **Alex Dittrich** Chicken enchilada soup, hands down
March 4 at 5:27pm via mobile - Like - 🍌 1
-  **Tara Tyler** Beef Ole!
March 4 at 5:29pm - Like
-  **Steven Alex Shumaker** Bbq Riblets and Popcorn chicken... cant go wrong either way
March 4 at 5:36pm via mobile - Like
-  **Rachel Farrar Allen** The big frosted sugar cookies, blueberry muffins, blueberry pancakes on Sunday mornings, made to order stir fry and strawberry spinach salad. I need to come visit!
March 4 at 5:41pm via mobile - Like - 🍌 1
-  **Jessica Sramek** Monster cookies!
March 4 at 5:59pm via mobile - Like
-  **Erin Wilcox** Pepperoni pizza soup, or panther chili, or the toffee cookies! Can't pick which one.
March 4 at 6:05pm via mobile - Like - 🍌 1
-  **Andy Shaw** Panther chili!
March 4 at 6:07pm via mobile - Like - 🍌 1
-  **Tyler Hellmann** Taco Bar - all day
March 4 at 6:12pm via mobile - Like
-  **Jennifer Malget Neira** cheesy potato soup! There would be a line for soup whenever they served it!
March 4 at 6:14pm - Like - 🍌 1
-  **Kirk Myers** Hardy's Burgers at the Student Union for Wimpee and for me it was the Awesome training meals after weighins for wrestling meets!!!!
March 4 at 6:21pm via mobile - Like

Friday Fotos

Jan. 25

This aerial view of campus from the '70s elicited 118 comments



**IT'S HARD TO EXPLAIN PUNS
TO KLEPTOMANIACS
BECAUSE THEY ALWAYS
TAKE THINGS LITERALLY.**



Grammarly Punography

Like · Comment · Share

Rod library is a fan of Grammarly and shares their posts



Red Bull Perspective - A Skateboard Film

redbull · 3,235 videos

2,627,723

UNI Art Department
September 14

Nick Schrunk earned a BA degree from UNI in 2008 as an Art Major with an emphasis in Graphic Design. Soon after, he moved to Los Angeles, where he is a Moving Images Producer at Red Bull. He's been making some really interesting videos, some of which are on YouTube, including this Red Bull Perspective on skateboarding. Since February, it's had more than two and a half million views at <http://www.youtube.com/watch?v=nPuEU16P3zg>. Amazing!

Like · Comment · Share

Jenni Chung, Joel Sauser, Sarah Levendusky Langel and 12 others like this.

1 share

Write a comment...

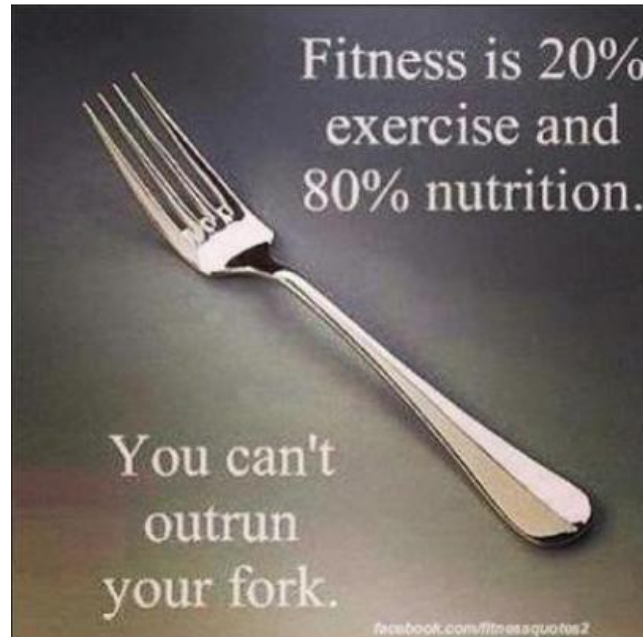
The UNI Art Dept. shares news about what former art students are doing now.



YWCA of Black Hawk County

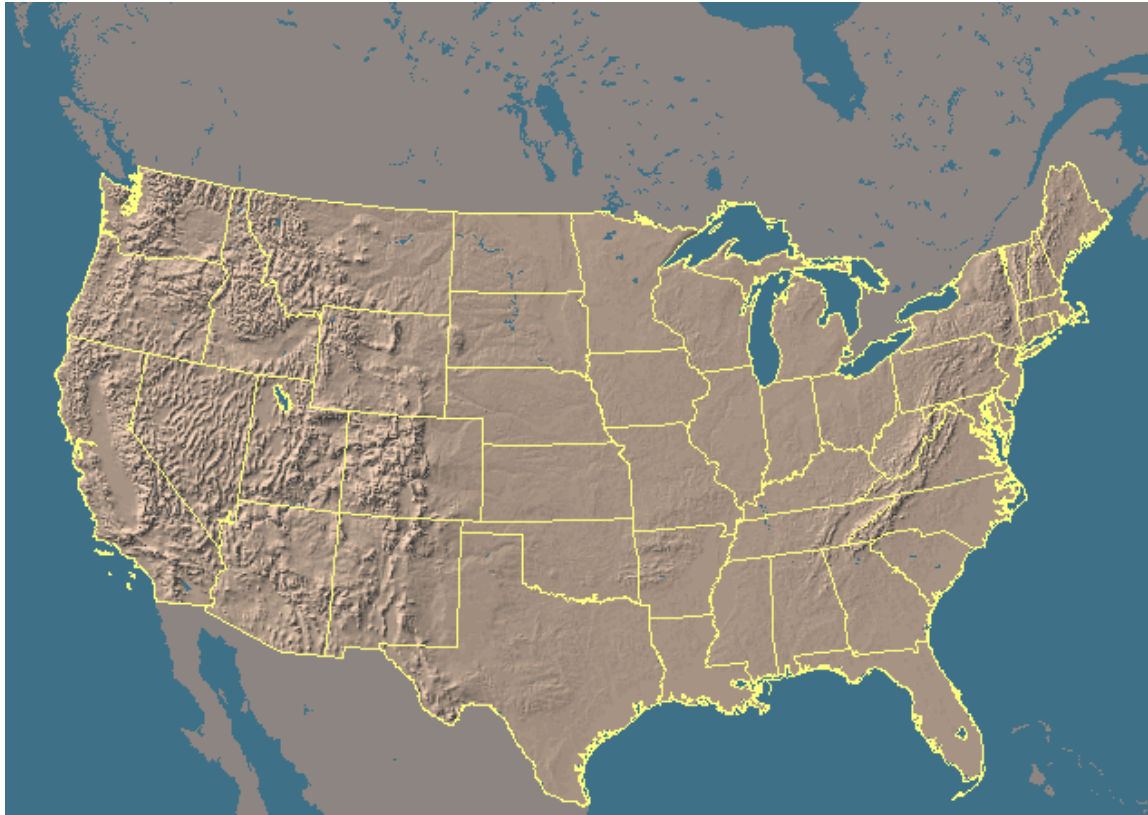
October 7

You can workout all you want, the true test comes with what you put into your body.



Like · Comment · Share

The YWCA does a good job of offering fitness tips.



Map out your content

Valentines Day: Monday Memory: With Valentine's Day approaching, how many of you met your sweetheart at UNI? 104 comments



Linda Kruger Larsen Met in the union during the blizzard of January 1971 and we'll be celebrating 40th wedding anniversary this June!

February 11 at 4:10pm via mobile · Like



Marc A. Klatt Met her in January, 1991...married September, 1992...very happily married 21 years this coming September! Our love for one another is increased when we return for a visit campus...UNI Fight-UNI Fight!

February 11 at 4:16pm · Like · 🍷 1



Chelsey Peck Spring 2009 😊

February 11 at 4:23pm via mobile · Like



Kerri Dickey Junior year, tutoring session in the Rod!

February 11 at 4:24pm via mobile · Like



Cassie Waldorf Bultsma I met my husband!!

February 11 at 4:33pm via mobile · Like



Adam Mcdonnell I met the wonderful Jill Lageschulte through the UNI track team

February 11 at 4:44pm · Like · 🍷 1



Debra Price I did!!

February 11 at 4:49pm via mobile · Like



Pam Morton I met my future husband Dec. 15, 1980. We have been married 30.5 years. Yeah!!

February 11 at 4:50pm via mobile · Like



Hayley Thomas I met Tanner Hurt .. going on three years

February 11 at 4:54pm · Like · 🍷 1



Sarah Jane Johnson I met him at UNI. We had classes together and hung out on occasion. Nothing ever developed until three years later...in fact, we lost touch for 3 years. He's in Iowa and I'm finishing my last year of teaching in Texas. Can't wait to be closer to him next year ❤️

February 11 at 4:59pm via mobile · Like



Kerry Doepke Met in '92 at Tony's on the Hill, which I think is Becks now. Married in '95.

February 11 at 5:02pm via mobile · Like



Angie Rogerson 1984 and still going strong! Met at the old Jack and Jill store.

February 11 at 5:13pm · Edited · Like



Diane Breen Christoph Met my husband, Kurt Christoph, at OP on the hill, Fall of 1999. Married Fall of 2002. We still go back and visit the OP and the booth we met at:)

February 11 at 5:14pm · Like · 🍷 1



Brenda Schoentag Husband and I are alumni, met 3 months before classes started. We are hopeful our son who is a freshman meets his other half there!

**Building engagement
photo + question =
success**



University of Northern Iowa

August 3, 2012

Today's Friday photo is of the Continuing Education building. What was this building before UNI bought it?



Like · Comment · Share

45 139 3

Photos are like eye candy

Don't use a thumbnail - take a screen shot (500 pixels wide).

Thumbnail gets lost

 Status  Photo  Place  Life Event

http://wcfcourier.com/news/local/uni-education-majors-volunteer-acting-chops-to-halloween-hike/article_180513ab-3e67-5844-bb88-5854270a0228.html



UNI education majors volunteer acting chops to Halloween Hike ✕

<http://wcfcourier.com/news/local...>

CEDAR FALLS | The troll's leathery face leered up at the towering figure of Hartman Nature Reserve Center naturalist Chris Anderson as he bellowed a hearty welcome to the tableau



1 of 3 Choose a Thumbnail

A screen shot gets more attention



MIKE ANDERSON / Courier Staff Writer

University of Northern Iowa volunteers Brianna Meyer, left, and Katie Simmons talk about pollination with kids at this year's Halloween Hike at the Hartman Reserve Nature Center in Cedar Falls.

Cover photos - keep it fresh

Change at least quarterly.



This works for Veteran's Day & for Memorial Day





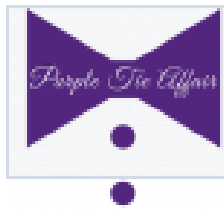
Build an inventory of “evergreen” cover photos



University of Northern Iowa shared a link via UNI Athletics.

October 7 

UNI Homecoming Week has started. Check out the event schedule and share!



UNI Homecoming Oct. 7-12
www.uni.edu

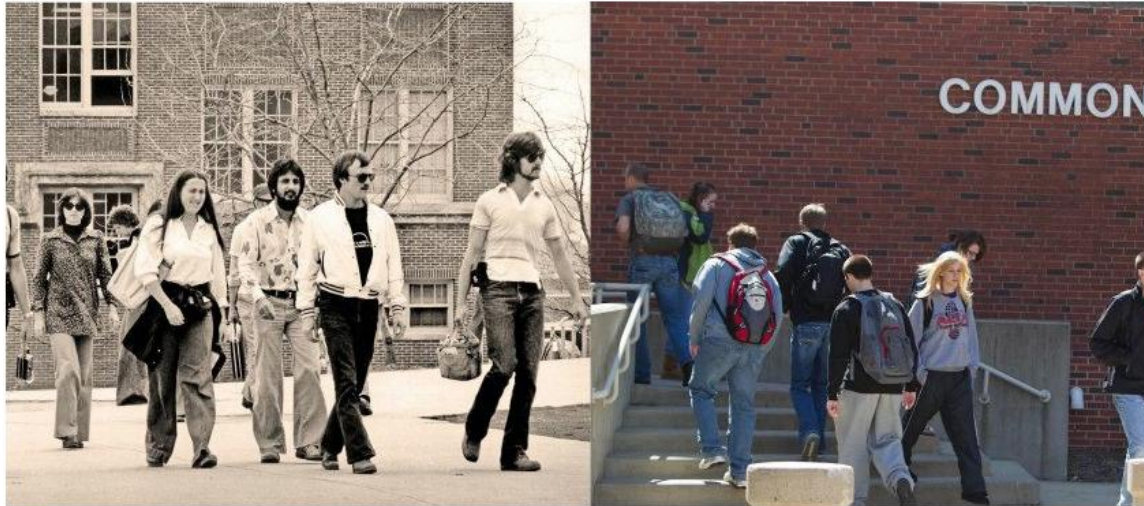
Image + call to action = engagement



University of Northern Iowa

November 16, 2012

Friday Photo: Then & Now. Notice how differently students dressed in 1978 – no backpacks!



Like · Comment · Share

129 32 18

Then and Now photos are always fun

Everyone needs a Social Media Policy

You may post an initial comment, but others will post their thoughts and opinions, and they will not always be complimentary. Social media not only allows you to hear what people say about you, but enables you to respond. Listen first, speak second.

We respect the opinions of all of our Facebook friends, even when they may run counter to a University position. When posting comments to the UNI Facebook site, we ask that you respect the opinion of others, keeping your comments civil and professional, and refrain from engaging in personal attacks on other persons posting on the site.

Posts that contain personal attacks or profanity will be removed. Posts to promote businesses, political candidates and other spam will not be allowed on the site.

If a post or posts are deleted for violation of your policy, a screen shot should be taken of the offending post prior to deletion. We maintain an archive of deleted posts. Just in case.

