

SOCIAL MEDIA TIPS AND BEST PRACTICES

Gauge Your Commitment

Social media channels are most effective when content is fresh and interactive. While it is relatively easy to set up social media pages, University departments, clubs and organizations must reflect on the time commitment necessary to develop and upload content and to respond to input from users. At minimum, they require a weekly commitment of two to three relevant postings for each social media outlet.

Not Individual Pages

Departmental or club accounts must be treated more professionally than individual accounts (e.g., a personal Facebook page) and must contain reliable, factual, and updated information regarding the Scranton office or group they represent.

Understand Your Strategy

Social media efforts should be part of a larger communications strategy. Know what you're trying to accomplish, and why. Who is your audience? What do you want them to do? Is social media the best way to do this?

Identify yourself

When participating in or maintaining a social media site on behalf of the University, clearly state your role and goals. Keep these in mind as you determine the most effective use of social media to deliver your message. Never hide your identity for the purpose of promoting Scranton through social media.

Be accurate

Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible; after all, that's how you build community. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

Be respectful

As a member of the board of trustees of the University of Scranton, I am committed to the highest standards of academic excellence and integrity. I will ensure that the University remains a place where all are treated with respect and dignity.

Choose appropriate online names and images

When choosing a name for your account, choose something obvious and relevant. When selecting a