Social Media Explained

- **Facebook**: Post stories, news and events. Prompt people to 'like' and share posts.
- **Twitter**: Tweet current and upcoming info, in 140 characters. Use hashtags to give content a theme. Prompt people to 'retweet'.
- **Pinterest**: Create boards of pictures and graphics. Prompt people to 'repin'.
- **Instagram**: Post pictures and add filters to make them look cool. Post short videos. Prompt people to comment on and like pictures.
- **LinkedIn**: Post about professional topics. Ask professional questions. Prompt people to like and share posts.
- **Foursquare**: Create a space that people can check into. Promote updates about the space. Offer specials.
- **YouTube**: Post short video interviews with grads and faculty members. Post clips teaching related points in just 3 minutes.
- **Spotify**: Create a playlist for your program.
- **Wordpress**: Blog about the program. Have current students, faculty and staff blog.
- **Google+**: Post stories, news and events. Prompt people to 'like' and share posts.

Social Media Tools How-To
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<th>Platform</th>
<th>Description</th>
<th>Key Points</th>
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| Facebook.com | "Social Utility"                     | - Create a page for your program, office, or class.  
- Post events, news, photos, and videos.  
  - Updates up to a paragraph long.  
  - 'Tag' others/businesses on posts to feature them.  
- Focus on design: choose a cover photo and icon, update the cover photo regularly.  
  - Use the 'pin' feature to keep a post steady at the top of the timeline,  
  - Highlight a post to make it full width,  
  - Create custom tabs and icons.  
  - Create a custom URL (Facebook.com/program).  
- Post regularly and consistently.  
- Invite current students/alumni to post.  
- Give a 'virtual tour' via photos.  
- Give subscribers lots of school pride (colors, Griffin, etc.).  
- Give subscribers digital goods such as screensavers, ecards, and backgrounds.  
- Ask students to check-in. |
| Twitter.com | "Microblogging Platform"             | - Create an account for your program, office, or class.  
- Tweet up to 140 characters.  
- Carry on or monitor conversations via 'hashtags' (you can join existing or make them up: #CanisiusEdTech).  
- 'Retweet' or 'reply' to tweets.  
- Speak to others by including their 'handle' in a tweet (i.e. @canisiusedtech).  
- Privately speak to other via 'direct message' (i.e. D canisiusedtech).  
- Engage followers by asking questions.  
- Answer questions about program-related topics.  
- Tweet regularly and consistently.  
- Share news, job info, and conference commentary pertaining to your field.  
- Hold discussions about a topic via your hashtag. |
| Linkedin.com | "Connecting and Sharing Professionally" | - Create a group for your program, office, or class.  
- Group posts and conversations around your particular topic.  
- Create a group under the name of your program or 'host' a topic on behalf of your program.  
- Answer question sin the questions area.  
- Use links regularly.  
- Post photos and graphics.  
- Ask graduates to host discussions.  
- Connect with current students and graduates.  
- Share jobs, events, and current information about your field. |
| Plus.google.com (Google+) | "Casually Broadcasting to a Unique Crowd" | - Create a page for your program, office, or class.  
- Post events, news, photos, and videos.  
  - Updates up to a paragraph long.  
  - 'Tag' others/businesses on posts to feature them.  
- Focus on design: choose a cover photo and icon, update the cover photo regularly.  
- Use links and post photos regularly. |