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 in to. 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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**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.
- ‘Direct message’ others by including their ‘handle’ in a tweet (i.e. @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 questions in 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”**

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- 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.