## 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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<tr>
<th><strong>Facebook.com</strong></th>
<th><em>“Social Utility”</em></th>
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| • 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. |

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<th><strong>Twitter.com</strong></th>
<th><em>“Microblogging Platform”</em></th>
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| • 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.  
  • Take part in ‘Twitter chats’ (via hashtag, [https://www.insidehighered.com/twitter_directory](https://www.insidehighered.com/twitter_directory)).  
  • 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. |

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<th><strong>Linkedin.com</strong></th>
<th><em>“Connecting and Sharing Professionally”</em></th>
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| • 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. |

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<th><strong>Plus.google.com (Google+)</strong></th>
<th><em>“Casually Broadcasting to a Unique Crowd”</em></th>
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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. |