# Social Media Explained

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