College of Letters & Science Social Media Tips & Tricks

Facebook Pages

Unit page should:

____ Name includes “UW-Madison” and department full name
____ Profile photo with UW crest; cover photo can be a creative relevant image including UW-Madison logo
____ “Like” other UW-Madison affiliated pages and interact with these pages by sharing and commenting on stories

Posts should be:

____ Unique to the unit
____ Timely and compelling
____ Related to the unit’s mission or operations
____ Framed and of value to unit’s followers
  Feature important relevant UW-Madison news every now and then. Diversify your content.
____ Have a fun, conversational tone
  Social media is supposed to be fun and engaging, so make sure your stories are as well.
  Be respectful
____ Interactive, engaging, and concise
  Ask questions to engage audience (avoid yes/no questions)
  Always respond when other accounts comment on your posts, even if the comments are negative
____ Use four lines or less
____ Include an engaging, related image or link

FAQs:

Why social media?
Young adults ages 18-24 are extremely immersed in the social web. Alumni use social networks to stay connected. Social media provides an easy, cost-efficient, personal connection between departments, alumni, students and friends. As people and organizations move online, adopting these platforms is essential for good, constant interaction. Social media presence is a modern expectation. In fact, a recent study showed that 100% of universities have a social media presence.

Time commitment?
After becoming comfortable with these guidelines, a well-functioning Facebook or Twitter account should only take three to four hours per week.

What social media should I use?
It depends. You should choose a platform fit to accomplish your unit’s communications goals.

How do I market my social media accounts?
Links to your social media sites should be on letterhead, department website, e-signatures, newsletters, other marketing materials, other social media sites etc.
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Twitter

**Unit account should:**

- Name includes “UW-Madison”
- Profile photo with UW crest. Header and background should be of UW crest or a unit-related photo
- “Follow” and engage with other UW-Madison affiliated accounts, prominent alumni, individuals, and organizations that produce relevant content for your department
- Bio should mention institutional ties (@UWMadison or @UWMadisonLS)

**Tweets should be:**

- Timely and compelling
- Unique and relevant to the unit
- Avoid duplicating @UWMadison and @UWMadisonLS’s content unless it is relevant or important. It’s good to diversify your content from time to time with other unit’s information if it is relevant to your followers.
- Framed and of value to the unit’s followers
- Have a fun, conversational tone
- Social media is supposed to be fun and engaging, so make sure your stories are as well
- Remember to be respectful
- Interactive, engaging, and concise
- RT other UW accounts
- Begin with a question, verb, or an adjective
- Always respond when other accounts interact with yours
- Include hashtags (#)
- Hashtags make your tweets easier to find on Twitter search. The idea behind hashtags is to get people using the same one when talking about a specific topic, in order to form a discussion around this topic.

What’s Hootsuite and Tweetdeck?

Hootsuite and Tweetdeck are systems that manage social media platforms like Facebook and Twitter. If you have an idea of the content you will be posting all week, if there were a holiday or an event for example, they allows you to schedule posts ahead of time.

Visit:

- [http://hootsuite.com](http://hootsuite.com)

Recommendations for strategic tweeting & posting?

- Post: 5 times/week
- Tweet: 3 times/day
- Instagram: twice/week

Twitter is used for more frequent posting than Facebook. Check analytics weekly to determine what is the best tweeting & posting time for your accounts.
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Twitter (continued)

___ Mention (@) other Twitter accounts

If you begin a tweet with @username, it’s a reply. It will only been seen by the person you replied to and people who are following both of you. It will show up on your profile page and in Twitter search.

___ Shorten your links.

Shortening your links allows you more characters of free space. Use bit.ly (or Twitter’s internal shortener) to shorten links.

Other suggestions:

Twitter has some strange jargon: check out the official glossary for help: https://support.twitter.com/articles/166337
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Instagram

Unit account should:

_____ Name includes “UW Madison”
_____ Profile photo with UW crest
_____ “Follow” and engage with other UW-Madison affiliated accounts, prominent alumni, individuals, and organizations
_____ Bio should mention institutional ties (@UWMadison or @UWMadisonls) and department website

Instagram posts should be:

_____ Be timely and compelling
_____ Unique and relevant to the unit
_____ Use hashtags
_____ Engage with followers by tagging other accounts, commenting, following back and liking their photos
_____ Use filters and blurs to make your photos fun and compelling
_____ Use Geotags