Welcome to the Georgetown University McDonough School of Business Social Media toolkit. We believe in the power of social media to connect us to our students, prospective students, alumni, faculty, colleagues, family, supporters, and friends—here and around the world. This toolkit was designed to empower all members of the school to use social media for its greatest good both professionally and personally.

"I think we have only scratched the surface of social media’s potential."
– Dean David A. Thomas

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Social Media Introduction

What is social media?

**Social Media Definition:**
Participatory technology that allows creators and users to interact through a variety of channels. Social media examples include social networking (Facebook, LinkedIn), microblogs (Twitter), video sharing (YouTube), photo sharing (Flickr), wikis, blogs, vlogs and podcasts, among others.

Social media is changing the way we communicate; abandoning traditional one-way communication, social media thrives on multi-way communication. This type of communication requires a shift in thinking to view social media interactions as conversations with our audiences. Every interaction through social media has the power to help advance the McDonough School of Business’ reputation as an institution that leads and embraces technology, transparency, open communication, and collaboration.

What are McDonough School of Business’ goals for using social media?

The overall strategic goal of Georgetown McDonough’s social media plan is to increase the school’s visibility and amplify its voice in the global discourse of matters related to business and business education. In this process, the McDonough School of Business hopes to reinforce and highlight the five strategic themes developed to guide the school into the future.

1. Provide a transformational educational experience for our students
2. Invest in programs that prepare our students to be in service to business and society
3. Conduct research that will impact practice
4. Embrace a global approach in all we do
5. Create a community of philanthropic leadership to support our work

**Goals for Social Media within the 5 themes content framework:**

- Use social media tools to enhance McDonough School of Business’ reputation among a broad range of audiences, which include but are not limited to: prospective students, current students, academic and business leaders, alumni, media, and potential donors.
- Grow the McDonough School of Business’ social media presence to convey key messages, create a forum for conversations about a range of issues, and position the McDonough School of Business as an influencer in the space.
- Improve collaboration and ensure consistent messaging and style across the McDonough School of Business.

**Goals for the Social Media Toolkit:**

- Empower members of the McDonough School of Business community to use social media effectively
- Guide and help academic and administrative units with their social media strategies
- Provide social media users with the tools needed to create success social media presences
- Provide social media users with the tools needed to address issues, concerns, or conflicts that may arise from the use of social media
How do we use social media?

Each social media platform provides different services and uses. Below we have outlined the tools Georgetown McDonough is currently using and the broad goals we are working toward for each platform.

**Facebook:**
- Connect with people within our Georgetown community
- Build internal community by engaging prospective, admitted, and current students; alumni; parents; faculty and staff
- Create, sustain, and improve our brand image in the Georgetown community

**Twitter:**
- Stay relevant in the news cycle
- Create, sustain, and improve our brand image externally
- Recruit students, faculty, and staff
- Increase awareness outside of our Georgetown community
- Engage prospective students, media, the larger business community, potential faculty, local D.C. community

**YouTube:**
- Provide useful content for a wide range of audiences, including alumni; prospective, admitted, and current students; parents, the larger business community, the local D.C. community

**Linked In:**
- Build online networks to facilitate interaction between ourselves and members, and between members
- Engage both alumni and students

**Flickr:**
- Connect with people within our Georgetown community
- Build internal community by engaging prospective, admitted, and current students; alumni; parents; faculty and staff.

Please see the current social media directory for links to the various social media outlets within the Georgetown University McDonough School of Business.
Internal Organization

To manage the multiple social media accounts within the McDonough School of Business, the Office of Marketing and Communications utilizes the hub and spoke model. This model (shown below) allows individual organizational units to manage their own accounts and social media presences within the policies and guidelines set up by the Office of Marketing and Communications.

Existiting Social Media Accounts

Facebook, Twitter, YouTube, Linked In, and Flickr are just a few of the many social media platforms that exist today on the internet. If you or your department is using another platform, please email Tara Miller in the Office of Marketing and Communications, tmm62@georgetown.edu.

Other accounts are welcome as long as they fit into the overall social media strategy for the McDonough School of Business and provide consistent messaging and added value for our audiences.
To-Do List before Beginning an Online Presence

1. **Contact the Department of Marketing and Communications to discuss creating a new account.**

   Marketing and Communications can help you determine which channels are appropriate for your departmental needs. We can also assist in choosing a name and design, and in developing a plan for managing your new account. It is important for the Office of Marketing and Communications to keep track of the existing social media channels in the school. In addition, we keep a centralized list of all usernames and passwords for social media. Please contact Tara Miller in the Office of Marketing and Communications, tmm62@georgetown.edu, to discuss any new accounts.

2. **Define your goals and create a strategy: Fill out the social media strategy worksheet.**

   Before jumping in to social media for your department, program or office, spend time determining what you want to accomplish and how you are going to do it. Understanding this will help you choose the appropriate tool or tools, create relevant content and understand what is the best way to reach your target audience. The social media strategy worksheet included in this toolkit can help you develop your goals and strategy.

3. **Identify a coordinator.**

   Determine who will be the primary person responsible for updating and monitoring your site. Ensure they have the time to check in on the site at least once a day. This does not need to take up a significant amount of time, but successful social media sites are updated frequently, enable easy engagement with viewers, and adjust in response to timely events and problems. Assign and train a backup for this person.

   Name: Primary ___________________________ Name: Back-up ___________________________

4. **Research.**

   All social media platforms have their own standards, styles, and expectations. By becoming a consumer of social media well before you become a producer, you will learn how these communities work, what content is of most interest, and what other organizations are talking about your topic. Spending a good amount of time on this step will help you better plan what unique contribution your voice can have.

5. **Choose your tool.**

   After researching, you may find the short, 140-character bursts of Twitter are a good fit for your goals. Or you may have photos, videos, and a well-developed community that would be best shared via a Facebook fan page. Do not try to do it all at once; choose a tool that best meets your goals and focus on building a strong presence.

6. **Name yourself.**
Create a profile name that clearly and concisely identifies your program and its Georgetown McDonough affiliation. Do not identify yourself simply as “Georgetown” or “McDonough,” as that implies you are speaking for the entire institution or school.

8. Experiment.

Build out your blog, Twitter stream, Flickr profile, Facebook page, or whatever you choose and spend time populating it for several weeks and sharing it with a small group who can provide comments. Have the site up and running well before you plan to launch it so you can become comfortable with maintaining it.

9. Launch.

You’re ready to communicate! Use traditional means, such as email lists and notices on your website, to notify your potential audiences that you have a social media presence. Also, notify others with social media presences and similar interests that your site is live – one of the best ways to do this is by linking to these sites from yours and mentioning them in your posts. Include easy-to-find links to your social media presence on your website. Just remember to contact Tara Miller in the Office of Marketing and Communications, tmm62@georgetown.edu, before you launch.

10. Adjust.

Once your site is up and running, you will find some content is popular, some is ignored, and some is just plain cumbersome. All social media tools come with easy to-use tracking tools, so you can see which posts are viewed and shared most and which generate comments. Be prepared to realign your strategy in response to who is viewing your site and how they are doing so.

Reminder:

Let the Office of Marketing and Communications know about your online presence. The Office of Marketing and Communications operates social media accounts for all of Georgetown McDonough and can often help you disseminate information that is important to you. We are also here to help during the development process. Feel free to contact us at any point during your social media timeline to discuss content, ideas, strategy, up-keep, and more!
Use this worksheet to develop a strategy for your social media accounts

1. Team: Identify the person or persons who will have primary responsibility for populating, maintaining, and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. List the team members.

Name____________________________________  Name____________________________________

NetID____________________________________  NetID____________________________________

Phone___________________________________  Phone___________________________________

2. Primary Goals: Are you trying to communicate a campaign, generally promote your department, communicate with alumni? Define your goals for your social media presence.
3. Measuring Success: Determine how you will measure the success, or lack of success, of your site. Increased traffic to your website? Better communication with prospective students? Engage new network of colleagues? List how you plan to measure the site’s success, and the tools you’ll use to track that success.

**Popular Tools for Measuring Success:**

- Number of followers
- Engagement
- Page views
- Unique visitors
- Traffic to website
- Conversions

4. Audiences: Identifying your audiences will help you tailor your content and also choose the right tool. List your primary audiences.

**Common Audiences for Georgetown McDonough:**

- Alumni
- Current students
- Prospective students
- Parents
- Larger business community
- Media
5. Current Conversation: This is when the listening begins. Survey the social media landscape for the thought leaders in your field. What are people already saying? What are people saying about you? Who is saying it? List the topics, people and sites that are leading the conversations that are relevant to you. Ask yourself: Who would you follow?

How to search on Twitter:

6. Content: Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List all the kinds content you will be sharing via social media.

8. Evaluation: Set a timeline for when you will conduct an evaluation of your site’s success, using the goals and measures identified above (see question 3). At that time, be prepared to realign your site’s content. Ongoing evaluation should also be part of your strategy. Define your timeline.

Popular timelines for evaluating social media:

1 month

3 months

6 months

12 months

Please submit your completed worksheet to:

Tara M. Miller
Digital Communications Coordinator
202-687-4591
mm62@georgetown.edu
Listen.

Being a consumer of social media is essential to your ability to be a successful producer of social media content. “Listen” to online conversations on your preferred tools—blogs, Twitter, Facebook or anything else—to maintain a clear and current understanding of what is relevant and of interest to the community.

Be active.

Social media presences require diligent care and feeding. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping into social media at this time. Your site is only as interesting as your last post—if that post is several months old, visitors will consider it mothballed.

Be respectful.

Anything you post in your role as a Georgetown employee reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with naysayers on your site.

Be accurate.

Stick to your area of expertise (e.g. beat area, role/responsibility) and only post information you are positive is accurate, just as you would only provide accurate information in offline conversations. If you make a mistake, correct it immediately.

Be transparent.

Make it clear that you are blogging / tweeting / posting in your role as a staff member for Georgetown. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions such as Georgetown. Use your own “voice.” Do not ghostwrite posts for supervisors.

Be timely.

One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.
Remember, everything you do online can and will live forever.

Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally. Don’t post anything online you wouldn’t feel comfortable seeing on the front page of the newspaper or on the CNN website.

Accept, monitor, and respond to comments.

Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual, and those that are obviously spam.

Separate personal from professional.

Balancing your professional and personal social media presences can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends is most likely not appropriate or of interest to your department’s “friends.” Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.

Be a valued community member.

Don’t just talk about your program or department—share the best information you find from trusted sources outside of Georgetown. This will increase the value of your site and also will ensure you are a valued member of the community and are not just tooting your own horn.
What is Engagement?

Our audiences are on social media, we need to be engaging them there. But what is engagement? And how do we increase it?

Engagement is difficult to define because its definition depends on your audience and goals. If you are working to drive traffic to your website with social media, engagement might be measured by click-throughs. If you are looking to develop relationships with alumni, engagement might take the form of a conversation online.

Lee Odden, CEO of Top Rank Online Marketing, provides a description of the various types of social media engagement, “Linking, bookmarking, blogging, referring, clicking, friending, connecting, subscribing, submitting inquiry forms and buying are all engagement measures at various points in the relationship.” No matter what measurements you are using to define engagement, it is a key part of developing a successful social media presence.
Facebook: Guide to Increasing Engagement

Liking pages:

Every page has a “like” button located in the top right hand corner that people can click to follow updates from the page. Liking a page allows a user to get updates from the page directly in their account newsfeed.

Liking others’ accounts is a way to engage with likeminded groups and can help you extend your reach.

Consider liking:
- Facebook pages from Georgetown entities whose members may share interests with yours
- Pages with similar interests at other colleges/universities
- Local (and non-local) experts, companies, or organizations related to your page
- Local interest groups

Wall settings:

A wall is essentially the starting point of a Facebook page. The wall contains all of the updates and posts made by the page and, depending on the settings, posts made by other users.

When people land on your Facebook wall, you can control whether they only see posts by your page as their default view or all posts and comments left to your page. If you choose “only posts by page,” users will still have the ability to see posts by other fans by clicking on “most recent” (on the right-hand side of the page under the top five photos) to view all other fan posts. To activate this setting, click on “edit page” on the upper right-hand side of the page, then “manage permissions,” “Wall Tab Shows: Only posts by page.”

If your objective is primarily to share information, you may want to choose “only posts by page.” If anything is posted that’s questionable or inappropriate by a fan after hours, it will not be immediately seen and can be removed as soon as possible the next morning (see response protocol for posts to remove). In this case, posts by the page are the most important for fans to get the most up-to-date information straight from your area. However, you want to encourage conversation among your users, choose “everyone.” You’ll need to monitor your site more after hours, but you’ll encourage people to start their own conversations.

Guidelines for Successful Posting

1. **Speak with a consistent voice and tone.**
   Voice and tone should always be consistent based your strategies and objectives, once established.

2. **Keep within the Character Limits**
   Although Facebook’s limit is 5,000 characters, your posts should be much shorter. **Most posts should be less than 200 characters.**
3. **Maintain a Consistent Schedule of Posts**
   Getting into a rhythm of posting will help guide you in the process of developing your account. Begin by posting to Facebook three times a week. This way you'll still remain involved in the Facebook conversation without saturating it. As your community grows, you have the option to experiment with increasing your frequency. Use the Facebook Insights tool (a built-in analytics tool that allows you to analyze the success of your page) to see if people “un-like” your page after posts; if they do, you may be posting too often or on topics that aren’t interesting. Consider creating an editorial calendar to help you plan what to post, but remember to take advantage of news or other late breaking information. Social media is very current.

4. **Use your Editorial Calendar**
   Your editorial calendar will cover topics that are specific to your area, but don’t forget to leave room for timely posts about holidays and local events. Some topics to consider include:

   1. Notable guest speakers or exhibitions
   2. Dates like admissions deadlines
   3. Student activities like the Involvement Fair or SGA elections
   4. University events/news
   5. Breaking news, timely events, and holidays

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**Enhance Your Posts**

Use images, photos, links, and videos to enhance your posts wherever appropriate, but be careful to obey any copyrights.

1. We strongly encourage that you post images of student projects, photos of activities, links to content, etc.

2. **Consider Using Social Promotions**
   Social promotions such as giveaways and exclusive offers can help build “likes” since users must “like” in order to enter. Use them thoughtfully so you don’t cheapen your site in your users’ eyes or train them to only visit your page when a freebie is involved.

3. **Speak as a Team**
   Whether you manage your page alone (not recommended) or as part of a team, your page represents your entire area, so be sure to say “we” rather than “I” or “me.”

4. **Tag Other Facebook Accounts in Posts when Applicable**
   When you mention another account with an @reply, Facebook allows you to “tag” other fan pages.

5. **Optimize Each Post**
   Sometimes a Facebook post is text only, but when you are linking to something Facebook will pull in a stock image and text from the corresponding web page. Each headline and introduction text can be manually edited so you can manipulate the text to whatever you'd like it to read. Also, make sure Facebook is pulling the most appropriate image. Sometimes, it will not pull any images. If that’s the case, you can upload your own image with the link, or leave it without an image. Adding links to videos and other interesting content are other ways to optimize posts.
Types of Interactions

As your Facebook presence grows, fans will begin posting on the page, commenting or “liking” your posts, both proactively and reactively.

What this means:

**Post**: Sharing a question or thought directly in the “write something” box on the Facebook page.

**Comment**: Responding to a post written by the page in or by another fan through the “write a comment” box.

**Like**: The “thumbs-up” symbol on a post or comment, indicating the person agrees or enjoys the post or comment.

**Share**: A person or page sharing the content from the post on his or her own page.

**Subscribe**: A user can subscribe to status updates without “liking” or “friending” the person. This feature is currently only available to profiles but is expected to be added to pages.

Reminders

1. Remember that you are representing the school to the public. You have a great deal of power and responsibility to develop and sustain a positive image of the McDonough School of Business.

2. Mobile technology is a great way to keep your accounts up-to-the-minute whether you are in your office or on the go. Be careful to make sure you are posting to the correct accounts with mobile technology. Many of the mobile apps allow multiple sign-in and with the slip of a finger, you could go from posting to your personal account to posting to the entire McDonough community.

3. In all of our internal and external communications, we want to keep in mind the five strategic themes for the McDonough School of Business. As you create content for your social media channels, try to use the five strategic themes to guide your messaging.
Identifying and following Twitter accounts is as important as tweeting. In tandem with proactive engagement, following is done both proactively and reactively. The criteria below will help you identify whom to follow.

Building a Following—Reactive Following:

Reactive following is the act of following someone “back” after they have decided to follow you. It is a good way to keep balanced ratio of followers to people you are following, which is an important part of sustaining a successful Twitter account. If you have 400 people following you and you are only following 40 people, you are giving off the impression that you are not interested in having a two-way conversation. This may deter people from following you.

Who to Follow-back

Use this “follow-back” checklist when determining which accounts to follow back:

1. Click on the name to view the account.
2. View the “about section” at the top – is it populated? (Bio, website, location)
3. View the avatar (image next to the Twitter handle or name) – if it is inappropriate, do not follow back. If it is just the generic Twitter image, the person may be new to Twitter and still setting up his or her account. (See number 5.)
4. View the tweet stream frequency— when is the last time the person tweeted? Does he or she tweet too often or not often enough?
5. View follower/following ratio. If someone has 40 followers but is following 4,000, he or she may just be after follower numbers and not real conversation.
6. View the content of the tweets—is there a lot of profanity? Are the tweets something a Georgetown account should be connected to?
7. Does the person have any relationship with your area of interest? Are they associated with a business school? Could they provide interesting and useful content for you?

Use your best judgment when following accounts. If they seem to have a fairly up-to-date Twitter stream with some “about” information and are tweeting appropriately, then it’s best to follow back. Also, keep a balanced ratio: A good rule of thumb is to follow fewer accounts than you have followers to ensure credibility.
Building a Following—Proactive Following:

Proactive following is the act of seeking out Twitter users to follow before they have followed you. It is often the first step to starting a relationship with someone on Twitter.

The following is a list of account categories to consider proactively following:

1. Other Twitter accounts from Georgetown entities whose members may share interests with yours
2. Twitter accounts with similar interests at other colleges/universities
3. Local (and non-local) experts, companies or organizations related to your page
4. Local interest groups

Twitter Lists

Twitter Lists are a way to organize the people you’re following on Twitter by offering a way for you to group together users on Twitter. The accounts you “list” will be notified that you listed them, as seen in the top right-hand side on Twitter.com. This may encourage them to follow you back.

Guidelines for Successful Posting

1. **Speak with a consistent voice and tone**
   Voice and tone should always be consistent based your strategies and objectives, once established.

2. **Think in 140 Characters**
   It is often difficult to speak in 140-character bursts, but it is the most defining characteristic about Twitter. When determining what to include in the tweet, think about the most important part of the message you are trying to convey and then think about why someone would want to read it.

3. **Maintain a Consistent Schedule of Proactive Tweets**
   Getting in a rhythm of sending out tweets proactively will help guide you in the process of developing account. Begin by posting several times a day to encourage community members to visit your site, then try creating an editorial calendar to help get you started with when and what to post.

4. **Use Hashtags**
   Hashtags (# in front of a word or series of words, #Global or #GlobalMBA) are a great way to reach more people because you are tagging a specific subject so followers and non-followers can find your update using the Twitter search box on Twitter.com. They are also a great way to tap into existing conversations and a great way to start your own online forum.

5. **Use RTs**
   Coming up with original content can sometimes be time consuming and difficult. RTs or Re-tweets are a great way to add great content to your own account, while helping to establish positive relationships with other Twitter users. Re-tweeting is essentially reposting a person’s tweet by hitting the “RT button” or just typing RT followed by the person’s Twitter handle, or a tweet followed by “via @account.”
5. Mention other Twitter Accounts in Tweets When Applicable
   If you are tweeting about particular experts, organizations, or events, see if they are on Twitter. If they have an account, mention them with an @reply in your tweet. This encourages re-tweeting as your tweet will show up in their “mentions” column. If you see that your account has been mentioned in a tweet by someone, re-tweet their message to spread the word. Likewise, re-tweet posts by or about accounts you follow to share relevant information with your followers and become a part of the conversation.

5. Use your Editorial Calendar
   Your editorial calendar should cover mostly topics specific to your area, but don’t forget to leave room for timely posts about holidays and local events. Some topics to consider include:
   1. Notable guest speakers or exhibitions
   2. Dates like admissions deadlines
   3. Student activities like the Involvement Fair or SGA elections
   4. University events/news
   5. Breaking news, timely events, and holidays

Enhance Your Posts

Use images, photos, links, and videos to enhance your posts wherever appropriate, but be careful to obey any copyrights.

1. Consider posting images, videos, links to other content, etc.
   To add an image to a tweet, click the camera icon below the text input box.

2. Consider Using Use Social Promotions
   Social promotions such as giveaways, retweet contests, and exclusive offers can help build followers since users must follow to enter. Use them thoughtfully so you don’t cheapen your site in your users’ eyes or train them to only visit your page when a freebie is involved.

3. Speak as a Team
   Whether you manage your account alone (not recommended) or as part of team, your account represents your entire area, so be sure to say “we” rather than “I” or “me.”

4. Tag Other Twitter Accounts in Posts when Applicable
   When you mention another account with an @reply, Twitter allows you to “tag” other fan pages.

5. Optimize Each Post
   Posts with links to images, videos, and other online content are ways to drive traffic to other websites.
Types of Interactions

As your Twitter presence grows, followers will begin mentioning (also known as replying), re-tweeting, and direct messaging the account.

What this means:

**Mention/Reply to a Tweet/Message**: Tweets that interact with other accounts must include the “@” symbol and the person’s twitter handle (i.e., @account) within the message for the other account to be alerted of the mention or reply. A reply, which has the @twitterhandle at the beginning of the tweet, will appear on your wall and in the interactions section of people you are replying. A reply will not appear in the news feeds of your followers. A mention, which has the @twitterhandle anywhere in the tweet but the beginning, will however appear in all three places.

**Direct Message (DM)**: A private message to a follower. Note that this person must also be following you to receive your message. This is found at the top of Twitter.com under “messages.”

**Retweet (RT)**: Reposting a person’s tweet, oftentimes seen as a form of flattery to the person whose tweet you are re-posting by hitting the “RT button” or just typing RT followed by the person’s Twitter handle, or a tweet followed by “via @account.”

Reminders

1. Remember that you are representing the school to the public. You have a great deal of power and responsibility to develop and sustain a positive image of the McDonough School of Business.

2. Try to keep a balanced ratio. Don’t follow substantially more or less than the number of people who are following you.

3. Mobile technology is a great way to keep your accounts up-to-the-minute whether you are in your office or on the go. Be careful to make sure you are posting to the correct accounts with mobile technology. Many of the mobile apps allow multiple sign-in and with the slip of a finger, you could go from posting to your personal account to posting to the entire McDonough community.

4. In all of our internal and external communications, we want to keep in mind the five strategic themes for the McDonough School of Business. As you create content for your social media channels, try to use the five strategic themes to guide your messaging.
Frequency of Response

It is important to be responsive, engaging, and helpful when responding to posts. You won’t be able to respond to every post and tweet immediately as your social media presence continues to grow, so stick to a daily schedule. If you find yourself answering the same question over and over, put a post on the subject on the next editorial calendar so fans can be aware and you can cover your bases.

With Facebook, it’s good to create a culture in which your fans help each other and discuss things. The conversation can happen within the page.

With Twitter, you control what tweets to share on your page. Take a look at what tweets are coming in and answer depending on the person’s influence in the space (followers, frequency of tweet; see follow-back criteria), current events, and positive tweets you’d like your followers to see by re-tweeting.

Finally, you may see the same people talking to you on the channels often. Pick and choose when you respond. Days will have peaks and valleys of post and tweet frequency, as will your responses.

Defining “Appropriate” for Responses

1. **Mentions:**
   Facebook: Review content of comment, and “like” if positive. Judging by the comment, you can also post a comment or a follow-up question, such as “Thanks, XXname!” It’s also appropriate to send a Facebook message thanking a person for his or her input.

   Twitter: Review content of tweet, and decide to either RT or do nothing (based upon that person’s follower count, frequency and content of tweets, and if it is a positive mention). It is also appropriate to respond with a simple, “Thanks for the tweet!”, or you may ask a question about the tweet if you can create more conversation surrounding the tweet. The response will greatly depend upon the content of the message.

2. **Questions:**
   Answer as many questions as possible to remain in line with your online voice. In answering each question, a link to your website for more information should be provided if possible and relevant. If an answer to a question cannot be found in sufficient time, follow up to acknowledge that the question was received and an answer will follow soon.

3. **Twitter Retweets:**
   Generally, do nothing. If the account is credible such as a person with a large following, a news outlet, or someone with content relevant to you, send a tweet to say thank you and ask a follow-up question.

4. **False Information:**
   If someone posts on the Facebook page with false information included, politely reply and correct the person so
that no one is misinformed. Likewise, if someone tweets directly or indirectly about your area with false or incorrect information included in the tweet, politely reply and correct the person so that no one is misinformed.

5. **Negative:**
You may experience negative mentions pertaining to your area. As with false information, it is best to be polite, listen, and take the appropriate action.

6. **Twitter Direct Messages:**
Use the same protocol in addressing Direct Messages (DMs) as you would public questions to maintain your friendly and helpful voice. Should an account DM you that you are following but they are not following you back, you are unable to send them a DM back. If that is the case, use the following messaging so you are able to respond: “Hi @username. Thanks for the DM. Can you please follow us so that we can DM you back?”

7. **Facebook Likes:**
Do nothing.

8. **Removing Posts:**
Social media is a place for opinions and conversation, and your Facebook page is an example of this. Unless the post is threatening, offensive or otherwise violates the community guidelines for your page, it is important to take careful consideration before removing the post.
Blogging Best Practices

Best Practices for a Successful Blog Post

1. **Keep blog posts short:**
   People have very short attention spans, especially on the internet. Blog posts should be able to be read and digested by the reader in a very short period. Links to further reading and research are great ways to provide more content, without overstuffing a single blog post.

2. **Include visuals:**
   Whenever possible include visuals to break up text. It makes the blog posts easier to read and will hold your readers attention for longer. This includes using images, tables, and graphs, but it also includes using visual cues to break up text. These can include bold, italics, bullet points, etc.

3. **Be consistent:**
   Create a strategy or editorial theme for your blog posts and stick to it. If you decide to write about marketing, make sure that all of your blog posts relate back to marketing. In order to build an audience, readers need to trust that they can get consistent and valuable information from your blog on the topics that they are interested in reading about.

4. **Post regularly:**
   Posting regularly will help to build your audience. People want to find new content when they visit your site, so make sure to set a schedule and post with a consistent timing. An editorial calendar can be a helpful tool to help you remember to keep your blog updated.

5. **Use keywords and tags:**
   Tagging posts with keywords will ensure that your blog post will appear in the appropriate channels on ideas. georgetown.edu. The more tags your post has, the more places it will appear on the site. Tagging posts also helps with search engine optimization and increases the chances that someone will find your post through an online search.
If you would like to discuss your social media presence, please contact the Office of Marketing and Communications at the McDonough School of Business

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Creating a Twitter Profile

Twitter is a great way to get timely information out to your audiences, and with 75 million users, it's an excellent way to engage with new audiences as well.

Creating a Twitter account:

1. Go to http://www.twitter.com and click on “Sign up now.”

2. For “Name,” give the name of your department or program. Next, choose your Username—this will become part of your Twitter address and will be how you are identified when tweeting and responding to tweets. Choose a username that clearly identifies your department or program. For email, use an email that is checked regularly for updates.

3. Next, click “Settings” and fill out that information. Under the one-line bio, include brief descriptive text about your department or program, and a link to your website.

4. For the picture, use an image that identifies you as part of the McDonough School of Business, such as the logo or an image of the Hariri building. If you are a staff or faculty member representing the school, a professional headshot works as well.

5. Before you start tweeting, build the list of those you will be following. Seek out other Georgetown and McDonough School of Business accounts, accounts for people and programs in your field, and people who are tweeting about topics that are relevant to your interests. Read, re-tweet, and respond to these tweets to begin building your online network.

6. Start tweeting! Remember, Twitter is a conversation, not a megaphone. Use yours not only to share interesting news and information about your program, but to share news from other sources, to respond to and ask questions and to get to know your audiences better.

7. Consider using an app. There are many free online applications that make updating and monitoring your Twitter presence much easier. Check out TweetDeck, Tweetie, HootSuite for starters.
8. There are some standards actions / conventions in Twitter with which you should become familiar.

**Reply:** Reply to someone else’s tweet. Your reply will also show up on your Twitter. To reply, click the reply button on the bottom of the tweet to which you wish to reply. You can also begin your tweet with the @ symbol and the twitter handle of the person to which you are replying.

**Re-tweet** – One of the best ways to engage with the community on Twitter. Re-tweeting means you are sharing someone else’s tweet on your Twitter. A re-tweet is formatted by adding RT in front of the @ sign and the other person’s user name, followed by the original content of their tweet. Example: RT @MSBGU VIDEO: Congrats to #MSB prof Reena Aggerwal, chosen as the 2012 #Georgetown Wall Street Alliance honoree. http://ow.ly/1Hi4uy (via @msbgu)

**URL shortener:** URL shorteners are free online services that take a long URL and reduce it to just a few characters—and are highly important when you’re limited to just 140 characters. Examples are bit.ly and ow.ly and tinyurl. Twitter will also shorten long links for you as well. Just post the link into the comment field.

**Hashtags:** Hashtags are keywords added to a post prefaced by the # symbol. Readers can click on or search for hashtag terms to read tweets just about that topic. Hashtags are a great way to jump into existing conversations or create group conversations.
Creating a Facebook Page

A Facebook fan page can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, faculty, staff, alumni and the community, and create a forum for conversation and discussion.

It’s usually better to create a fan page rather than a group for your department or program. The chart, below, compares the features offered by fan pages and by groups.

Facebook Fan Page vs. Facebook Group

<table>
<thead>
<tr>
<th>Feature</th>
<th>Fan Page</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allows distinct URLs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Indexed by search engines like Google</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Admin can access visitor statistics</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Discussion features and forums</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Can be cross-promoted on other fan pages</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ability to create events and invitations</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Twitter or blog feeds</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Visible to unregistered people</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Fans can leave comments and “likes”</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Can send out bulk emails to your members’ in boxes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Information posted on your wall will appear on your fans’ walls</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>The administrator’s personal information isn’t listed</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
How to create a Facebook Fan Page

1. **To set up a Facebook fan page for your department or program**
   First secure the approval of the Georgetown McDonough Office of Marketing and Communications. Unlike on your personal Facebook page, on this page you will be speaking for the school. Include a statement on the page that states you reserve the right to remove any inappropriate content.

2. **To create a fan page, you’ll need to have a Facebook account.**
   You can set up this account with your personal email account (fan pages keep your personal account information private) or you can set up the account with a Georgetown account. Go to www.facebook.com and fill out the form on the homepage to set up a new account.

3. Once you’ve set up your Facebook account, go to www.facebook.com and log in with your user name and password.

4. Then go to www.facebook.com/pages/create.php

5. You may want to use the category “Local > Education” or you may prefer to use “Brand, Product or Organization > Nonprofit.”

6. For “Name of Page,” choose something that will clearly identify your organization.

7. Then click on the “Create Page” button.

8. Now you’re ready to start adding items to your fan page.

Here are some ideas to help you build your Fan Page:

1. Avoid sending too many updates to your fans.

2. Highlight new Facebook features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.

3. Mention when your Web site is updated, whether it’s new photos, an upcoming event, etc.

4. Add links to drive traffic to your department or organization’s Web site.

5. Favorite other Facebook pages that have topics similar to your Facebook page.

6. Monitor comments on your Facebook wall daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs. However, do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.
7. Ask staff and co-workers to “Share” or “Post” to your Facebook page. Ensure their comments also follow the guidelines above for professional university communications.

8. Include a link to your Facebook page in your e-mail signature.

9. Include your social media information in promotional materials.

Adapted in part from guidelines developed for Vanderbilt University and DuPaul University.