

Social media manual

Oregon State University
College of Engineering



Oregon State
University

Connect with us!



twitter.com/EngineeringOSU



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Introduction

Colleges today don't just have websites online. We also use social media platforms, such as Twitter, LinkedIn and Facebook. And those platforms aren't just static pages. They are online community hubs for everyone in the Oregon State network.

Through social media, faculty can collaborate with colleagues and peers, alumni and industry members can stay in touch and researchers can announce new programs or breakthroughs. All of these communications can occur within the College of Engineering—and with the world.

In this overview, we will describe how you can leverage your personal social media accounts to enhance your professional stature as engineering faculty. To work toward this goal, we recommend using Twitter and LinkedIn as your primary social media platforms, followed by Facebook if desired. Many other social media platforms are available but less relevant as professional tools for academics. You'll also learn the ins and outs of each platform and best practices for each.

The goal is for all faculty and staff members in the College of Engineering to view themselves as leaders, share the great work they are doing and make us proud for the world OUT THERE.

The five factors to consider

Whether you're just establishing your social media presence or looking to refine it, there are five main factors to keep in mind as you use social media:

- 1. Content:** When thinking of what to post, keep in mind the topics that will be most interesting and appropriate for yourself, peers and users who follow you.
- 2. Frequency:** By frequently posting, you are more likely to stay top-of-mind with users.
- 3. Authenticity:** There is a human behind every social media account. Be sure to speak authentically (and professionally) on social media so others will relate to you.
- 4. Engagement:** While content is definitely an important component, the aim isn't to simply put content out there and walk away. You can create better relationships with your audiences by participating in and leading conversations.
- 5. Community:** The key word to remember is "social." The goal is to establish online spaces where students, families, alumni, staff and industry leaders can interact, learn more and support the college.

Twitter

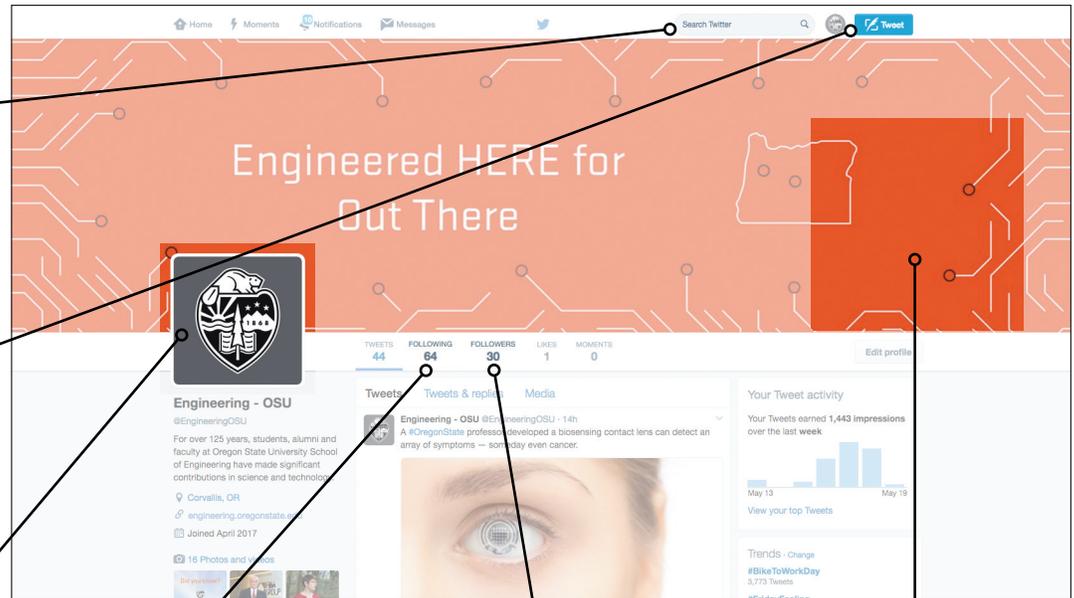
Twitter page

Sign up for a Twitter account by following the instructions at twitter.com.

SEARCH TWITTER:
Search bar to search for users, topics and hashtags.

TWEET:
Tweet button to compose your tweets!

PROFILE PHOTO:
Upload your headshot here. Recommended image size is 400x400.



FOLLOWING:
You can follow pages you are interested in (journals, news sources—the possibilities are endless). View your following list here.

FOLLOWER:
Another Twitter user who follows your content. You can view your followers here.

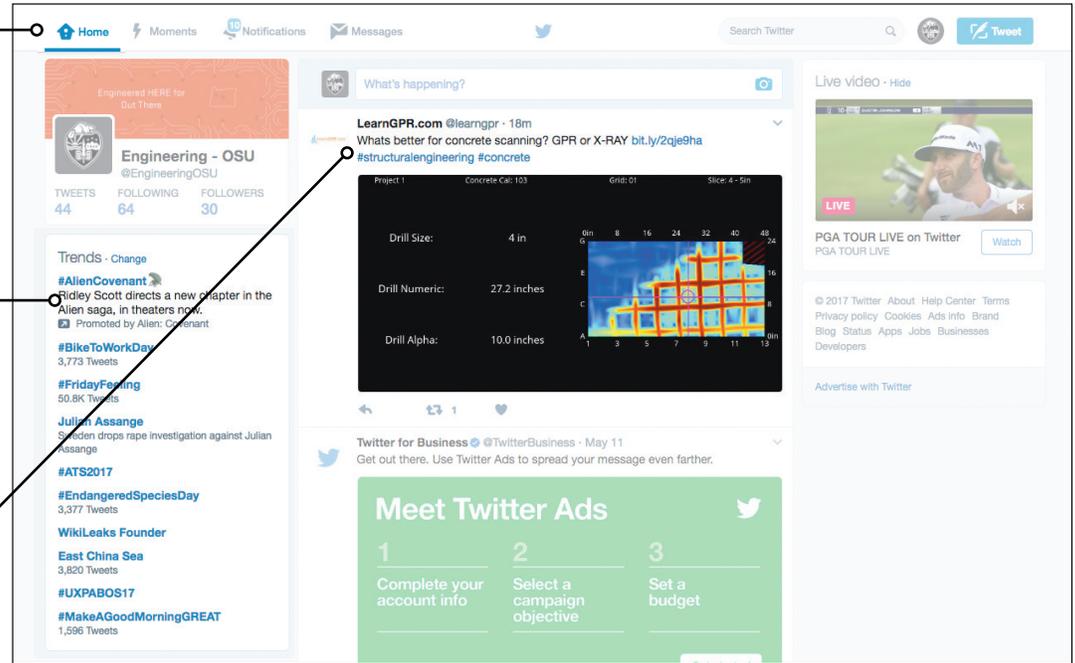
HEADER PHOTO:
You can choose an image that represents your interests to be displayed above your headshot. Recommended size is 1500x500.

Home page

Click the Home button to see your personalized feed of news, based on the users you follow.

TRENDING:
Topics that are top of mind and frequently seen in posts at the time.

NEWS FEED:
Your feed will show tweets from the people and institutions you follow.



What is a tweet?

TWEET:

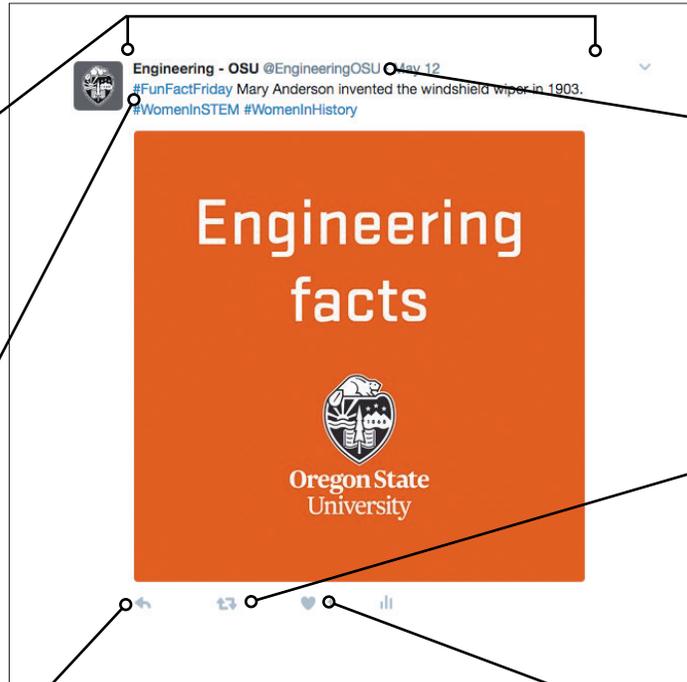
A post of 140 characters or less, which can include photos, videos and links.

HASHTAG (#):

Used before a word or words, the # can be used to identify a topic and search for other related posts.

REPLY:

A way to respond to a tweet.



TWITTER HANDLE:

Every user has his or her own Twitter handle. To tag another user in your post, use "@" and type in the handle.

RETWEET:

Share another user's post by clicking here. You can also comment on the post you retweet by typing in the "Add a comment" field.

LIKE:

Used to show you appreciate someone's post.

QuickTip

To help build engagement with followers, choose 1 follower everyday and retweet a post. They may emulate and retweet one of your posts!

QuickTip

When you send a tweet and tag a company or organization, those users can then retweet your post and make your post visible to all of their followers.

QuickTip

Keep an eye out for users who tag you in posts or reply to posts you write. You want to be sure to respond to them quickly.

All about Twitter

Twitter allows you to interact with faculty, alumni, industry, as well as news sources, journals and organizations in real time. Through short messages of 140 characters or less, you can send out “tweets,” which include photos, videos and links. You can access Twitter on any smartphone, tablet or computer, which makes it even easier to post whenever and wherever.

As a member of the College of Engineering, you have the power to share your research, accomplishments and events in the press of a button on Twitter. Believe it or not, your 140-character tweets help the college increase brand loyalty and awareness. Users will see how Oregon State University continues to expand the world of engineering.

In addition to demonstrating how we’re leading advances in engineering, Twitter is an excellent forum where you can engage with others. You can comment on industry leaders and publications’ tweets and show our college is actively involved in the most important developments of today and tomorrow.

Follow these best practices on Twitter and benefit your career and the college.

What should I tweet?

As you go through your weekly routine—in the lab or on the road to events—take a few moments to document your experiences with Twitter.



RESEARCH
BREAKTHROUGHS &
UPDATES



PHOTO OF AN
ENGINEERING EVENT
ON CAMPUS OR
AT A CONFERENCE



AWARD OR GRANT
ANNOUNCEMENT



PHOTO OF A MEETING
WITH ALUMNI OR
INDUSTRY



NEWS ARTICLE ON YOUR
OWN RESEARCH OR
INDUSTRY
FOCUS AREA

QuickTip

If your tweet includes a link, this will subtract 24 characters from the 140 limit. You will have 116 characters to compose a tweet.

QuickTip

To shorten URLs in your tweets, use a link shortener, like Bitly. Simply go to bitly.com, enter the link and click “Shorten.”

QuickTip

Use a call to action in your tweets. “Retweet if you agree!” or “Comment with your thoughts!”

QuickTip

When a user name is at the beginning of a tweet, you should place a period before the user name: *.@Username* (without the period, the tweet will appear as a reply, rather than a tweet.) Note, Twitter may change this rule, but it is a best practice as of June 2017.

Twitter best practices

- Although you have a 140-character limit, keep posts at 116 characters so you can include a link.
- Tweet three to five times a day, on average. It is acceptable to tweet even more per day, just make sure the content is relevant.
- Aim to tweet from 7 a.m. to 8 p.m. Don't forget to tweet over the weekends.
- You ARE able to post the same content again. Not everyone checks their feeds at the same time, which means your content can be seen by different groups at different times. Just tweak the wording while posting the same content.

How do I follow others?

What big news is going on in my department? With alumni? In my field of research? These are all questions that can be answered simply by following users and viewing your news feed. Your news feed aggregates all of the content that users you follow publish in one place. When you want to see the content of other users, select Follow on their Twitter page.

What's a hashtag?

A hashtag is the use of the symbol “#” before any word or number of words. By adding hashtags, you can join in a worldwide conversation. When anyone else is searching for this topic or phrase, they can easily find your content.

You can use the Moments section on Twitter to see the most up-to-date news in different categories. To add a hashtag, start with your content, add a hashtag—two or three at most—and tag anyone related to the post at the end.

How do I tag users?

To tag someone means to add another user name to your post, so that user will see your post in his or her notifications. Insert “@” and type the user name you wish to add, then post.

QuickTip

It is a great practice to share updates from businesses or organizations you care about. By sharing an update from the OSU Engineering page, it can then be viewed by your connections.

LinkedIn

Key terms

Home: This is a news feed that shows your posts and the posts of people you follow.

Profile: This is your individual page that features your current job, past job experience and skills.

Like: Show that you appreciate something by hitting the thumbs up sign under a post.

Follow: When you want to connect with a colleague, industry peer or fellow alum, click Follow next to the user's picture. You can also follow companies and organizations.

Share: You can share other users' posts and they can share your posts.

All about LinkedIn

Launched in 2003, LinkedIn is the largest professional networking site. Differing from Facebook, LinkedIn is used less for casual conversations and is more focused on industry news and developments.

You can use the site to post and view industry news, stay in touch with alumni and colleagues, and find professionals to connect with for your next research endeavor. LinkedIn also allows you to create an online résumé. You can publish your professional experience and areas of interest.

As a member of groups that are related to engineering and technology, you'll automatically find like-minded professionals in and outside of Oregon State University. In addition to sharing your own content, you will also see how much other LinkedIn members like sharing articles they enjoy or have written. Their professional endeavors work to your advantage—you'll stay up to date with current news in the various engineering industries that relate to our students and courses.

What should I post?

The content shared on the LinkedIn business page should show how you're a leader in engineering and academia. The goal is to post information that is both interesting and informative to others and expand the college's global reach and influence.



NEWS ARTICLE ON
YOUR OWN RESEARCH
OR INDUSTRY
FOCUS AREA



PHOTO OF A MEETING
WITH ALUMNI
OR INDUSTRY



AWARD OR GRANT
ANNOUNCEMENT

QuickTip

You can search for organizations/brands and “like/follow” their Facebook pages. You’ll begin to see their status updates appear in your News Feed right alongside those of your friends.

Facebook

Key terms

News feed: This is the collection of your posts and the posts of people you are friends with.

Wall: The Wall is the area where your posts and any other content a friend posts on your profile are visible.

Like: Show that you appreciate something by hitting the thumbs up sign under a post.

Reaction: You can react to a post with a heart, laughing emoji, shocked emoji, crying emoji or mad emoji.

Follow: When you like a person or page, you can choose to follow their posts in a number of ways, including seeing their content first on your news feed, seeing select posts or not seeing their posts at all.

Share: You can share other users’ posts and they can share your posts.

Check in: When you are visiting different locations, you can show your friends on Facebook where you are.

All about Facebook

Founded in by a college student in 2004, Facebook was one of the first social networks where people created their own profiles and could follow the news and posts of friends. Similar to Twitter, Facebook is a place where you share more information about your college, the students, faculty and cutting-edge research. The key is to write a post in a conversational tone that will resonate with a student, alum or faculty member.

Facebook does not have a restrictive character count for posts, which means your posts can be a bit more descriptive. But you should keep posts to no more than three brief sentences long. Posts can just have text and/or include video or photos. Research has shown that users are more likely to engage with posts that include visuals — from photos to videos taken on a smartphone, to high-quality production videos.

What should I post?

Facebook is a great way to connect with students and alumni. When an engineering event is happening, many people look to Facebook for updates and recaps. If you are involved in a group on campus or alumni organization, be sure to post your experience on Facebook.



PHOTO OF STUDENT CLUB
EVENT OR COMPETITION



PHOTO OF AN ALUMNI
OR ON-CAMPUS EVENT



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OR INDUSTRY
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