

Social Media Tips and Best Practices For Professional & Personal Use

RULES OF THUMB

- **Keep it active!** An inactive social media account does more harm than good and can reflect poorly on the University. Ideally, all accounts should be posting information on a weekly basis at a minimum. Consider transitioning less active Facebook pages that may not have the content or bandwidth to post consistently to groups in order to create a more professional appearance.
- **Be Goal Oriented.** Create copy and content with goals in mind. Use language that reflects the way you want students and prospects to talk about Framingham State. Copy in all FSU social post should be friendly, conversational, engaging, and should talk directly to the readers, as if the person was sitting across the table.
- **Focus on Photography.** The most engaging content is visual. Make use of authentic photos and videos of students, faculty and campus. Photos should be active, featuring students and faculty engaged in group learning. Camera angle should be low, at the eye level of the subject matter.
- **Quality Matters!** Be sure to double check what you've written before posting content. Take the time to edit, spell check, and closely inspect images before publishing. Also, be sure to follow [FSU's Brand Guidelines](#) in terms of voice, tone, use of graphics and logos, etc. When starting a new account, please contact graphic design support at graphicdesign@framingham.edu to request a branded avatar/profile picture be developed for your department's accounts.
- **Incorporate FSU Brand Drivers.** Content should reflect FSU Brand Drivers, including:
 - Highly interactive classes
 - Respected faculty scholars who are talented teachers
 - Culturally and socially active community
 - Professional and service-learning opportunities
- **Staff Appropriately.** While students may have access to platforms and can assist in creating content, it is important that they are not the sole administrator on the account. Two administrators, regardless of how active they may be on the accounts, is recommended in addition to any potential student workers.
- **Handle Inappropriate Posts Appropriately.** While your immediate reaction to an inappropriate or negative post may be to delete it, this can often times illicit an even greater negative response. Instead take the following steps:
 - Do not respond to the post.
 - Screen shot the post and save a copy. Make sure the screenshot supplies context, such as the posters username, the date and time of the post, etc.
 - Notify your immediate supervisor (if applicable).
 - Consult with the FSU core social team as to the appropriateness of removal of the post, or reporting on the social platform itself.
- **When in doubt, do not post.** If, for whatever reason, you feel a post may be misinterpreted, may be considered inappropriate, or may contain inaccurate information, refrain from posting.

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CONTENT RECOMMENDATIONS

- **Student Stories.** Highlight why students chose Framingham State and all the great things students are doing academically, in the community, and in their personal lives. Examples of this include student profiles, internships, volunteer experiences, awards, etc.
- **Alumni Highlights.** Showcase what comes after life at FSU. What are notable alumni doing in their careers? How has FSU helped them get there? Help give prospects and current students an idea of what they can expect after graduation.
- **Professor/Faculty Research and Achievements.** Professor research and achievements can be a key differentiator for prospective students. Have an interesting study taking place on campus? Make the most of it. Create social-specific content and graphics to make this more engaging on each platform.
- **FSU Partnerships.** Showcasing FSU's connection to the community through relevant partnerships with other institutions, educational (MassBay) or otherwise (NASA, TJX, Bose, EMC), can help to position FSU as a thought leader and increase positive sentiment among internal and external stakeholders. When creating posts highlighting FSU partnerships, be sure to tag the appropriate organizations (Ex: "We are pleased to welcome [@RepJoeKennedy](#) to campus as part of our [@moon_context](#) series."). This applies to both internal and external partnerships.
- **FSU in the News.** Positive mentions of Framingham State and its faculty in the news (rankings, grants, faculty trips and research) are a great opportunity to engage with the media and other external stakeholders while showcasing recent FSU achievements. Make sure the story is from a reputable source, and that you credit the source in your post.
- **Events on Campus.** Does your department host an annual event? Are you bringing a speaker to campus? Social media is a great place to promote your event, and event coverage provides great social content – it's a win win! Be sure to focus on photography and to tag any associated FSU departments or outside organizations that are participating.
- **Interdepartmental Sharing and Support.** Sharing other department/accounts social post is a great way to populate your feeds and help your fellow departments promote their accounts and events. Follow other department's accounts so you are up to date on what they're promoting while also making it easier to share.
- **Branded Hashtags.** Make use of Framingham State branded hashtags ([#fRAMily](#), [#RamPride](#), [#FSUDifference](#), [#FramState](#)) to help categorize the conversation online and set Framingham State apart from competitors. If possible, try to occasionally incorporate FSU's motto: "Live to the Truth".