

## SOCIAL MEDIA GUIDEBOOK & BEST PRACTICES

Office of Marketing and Communications, Cornell SC Johnson College of Business

### SOCIAL MEDIA VALUES

Social networks are to be used as additional communication and engagement channels with internal and external audiences. Employing social media interaction helps to build better relationships between and among students, faculty, staff, alumni, parents, patrons, colleagues and communities beyond the campus.

- Authenticity
  - Being authentic while engaging in social media is crucial to adding value to the social experience. We encourage social media interaction that mirrors offline face-to-face conversation and utilizes language that brings to life the unique experience.
- Consistency
  - We're dedicated to providing an active and engaging social presence that upholds its core values, brand standards, and is reflective of its learning environment. Always reflect the school's culture. Be welcoming, be friendly, be helpful.
- Add Value
  - We strive to leverage social media in a way that adds value to our students, alumni, faculty, prospective students, and other stakeholders' lives through informative engaging content and timely response and assistance.
- Be Respectful
  - We respect the opinions and views of others and do not tolerate any form of harassment or discrimination whether online or offline. We encourage collaboration, discussion, and constructive feedback when utilizing and engaging in social media.

The Marketing and Communications team reserves the right to request that social engagement and activity cease should any of the social media core values not be upheld. If social media platforms have turned into "information graveyards" we will work to get them deleted.

### MANAGEMENT AND OWNERSHIP

Social properties are organized into three categories:

1. Core
  - a. Official properties developed and managed by the Cornell SC Johnson College of Business marketing and communications team and its partners
2. Sanctioned
  - a. Proposed and approved by the marketing and communications team, sanctioned properties are deemed "official" and are developed and managed by College centers, institutions, and stakeholders with the support of the marketing and communications teams
  - b. Must have gone through Cornell Social Media Training
    - i. To go through the training, contact [Central Communications Social Media](#)
  - c. Examples:

- i. Pillsbury Institute, Emerging Markets Institute
  - d. These can include sanctioned club pages.
3. User-generated
  - a. Unofficial properties developed by stakeholders that have not been proposed or approved. Marketing and communication teams recognize that these properties exist but do not provide support or endorsement unless requested, proposed, and approved by the marketing and communications team. When found, we will work to either increase their presence or delete social media channels.

## CORNELL UNIVERSITY SOCIAL MEDIA POLICY

### Cornell University Social Media Policy

Policy Statement: Cornell authorizes the creation and use of university social media accounts, provided their use is professional, protects the reputation and brand of the university, and complies with Cornell policies and applicable laws and regulations.

Reason for Policy: The University recognizes the value of social media platforms for a range of business goals and must balance its support of social media with the preservation of Cornell's brand identity, integrity, and reputation.

Questions? Email [Emma Thomas](#) or [Central Communications Social Media](#)

## REQUESTING THE CREATION OF SOCIAL PROPERTIES

All social media properties related to the Cornell SC Johnson College of Business should add value to the institution and its stakeholders efficiently, effectively, and with purpose.

You must follow the guidelines laid out in the Cornell University Social Media Policy pages 6-9.

Creation of any additional social media profiles must be proposed to the marketing and communications team prior to use and creation. Formally making a request and seeking approval helps to ensure that the use of social technology and media is strategic, high-quality, and consistent with institutes' values and goals.

Please contact [Emma Thomas](#) with any questions or your proposal.

We do not promise that all proposals will be approved upon review, but will strive to incorporate key opportunities and content among its core social media properties.

We are here to help.

## SO YOU WANT TO HAVE A SOCIAL MEDIA PRESENCE?

Just because you can have a Facebook/Twitter/YouTube/LinkedIn/Snapchat/Instagram, doesn't mean that you should. If you are thinking about **creating** or **continuing** an account, consider these things:

- What will you post?
  - Must differ from what the core platforms are posting.

- Do you have enough content to post at least once a week?
  - This includes over school breaks.
- Can you plan one-month of content?
- What is the purpose of the page?
- What do you see as the desired outcome of creating this social property?
- Who are you trying to reach? Who is your audience?
  - Is this audience vastly different than who the core page is trying to reach?
- What are the goals?
  - Short-term and long-term
- How do you plan on measuring success?
  - Likes? Shares? Comments? Attendance?
- Do you have the resources and time to post and regularly maintain a Facebook page?
  - Who will manage the creation and distribution of content?
  - Who will manage implementation, maintenance, and response?
  - Will you continuously have a person dedicated to managing the social media platform and maintenance of the page?
- What value does this social media platform bring to your organization and to the school?
- Are you trying to reach an internal audience?
  - If the majority of your post is for an internal group, please do not use a page and instead use a group.
- Can you share your important messages through the core channels?
- Want to discontinue the use of your channel because you can't meet all of the above requirements? We can post on the core platforms.
  - Contact [Emma Thomas](#)
- Can you meet all the requirements and want to create a new channel?
  - Great! Contact [Emma Thomas](#)
- Have questions, requests, concerns?
  - Contact [Emma Thomas](#)

## COLLEGE OF BUSINESS ACCOUNT ADMINISTRATOR

If you do have a sanctioned or user-generated account, you must adhere to our social media values and the following guidelines.

Complete the Cornell Social Media Training. Contact [Central Communications Social Media](#) to get started.

### WHEN CREATING CONTENT

- Be strategic
  - Know what you want to accomplish and how you will measure success. Social media should not be a stand-alone tactic; integrate it into all your marketing and communications efforts.
- Provide content that is engaging and adds value
  - Optimize content and probability for engagement by posting photos and videos, and linking to articles. Ask open-ended questions. Encourage discussion. Take

advantage of social media conventions like Throwback Thursday (to showcase historical photos or ask trivia questions).

- Reflect the school's culture
  - Be hospitable. Be helpful. Be friendly.
- Listen to your audience
  - Create content based on their needs and interests.
- Link to stories and other information
  - Try to link to stories on Cornell websites.
  - Be sure to source where the content was curated when linking to sources of relevant and compelling content (articles, photos, video, etc.).
    - Twitter Example: *Great article from @BusinessWeek about the #CornellMBA.*
  - Do not double link! Remember if there is a link preview you need to delete the link in the caption.
- Use good judgment
  - On a departmental site, you are an official representative of the school and Cornell University. When in doubt, please don't. Posts last forever and can be found in search results years after they first appear. Furthermore, media may be following your site and mining it for story ideas.
- Use a conversational tone
  - Allow the school's voice and personality to shine through.
- Proofread messages before posting
  - Check for factual, grammatical, and spelling mistakes.
  - If you do make a mistake, correct it as quickly as possible. If you make a factual error, own up to it.
- Respect copyright and fair use laws
  - Abide by school and university policies relating to privacy, confidentiality, discrimination, and harassment.
  - Never post material that could be viewed as hurtful, obscene, or inflammatory.

#### WHEN RESPONDING TO POSTS

- Answer questions promptly
  - Attempt to respond to user inquiries within a 12-hour timeframe
- Always be truthful
  - Ensure that information provided to advocates, stakeholders, and social media sites are factual, honest, and accurate.
  - All opinions shared with the public express the honest and authentic opinion of the majority of stakeholders without manipulation or falsification.
- Stick to your area of expertise
  - You don't have to know *everything* about Cornell. If you're not the online spokesperson for a particular subject, direct the question to the appropriate person, department, or website to which the question is referring.
- Be respectful
  - Please don't delete others' posts because they are critical or because you disagree with them.

- Complaints
  - Let people with complaints and suggestions know they are being heard. Address complaints with information that can help to resolve the issue. Be courteous, polite, and professional at all times.
  - Do not disparage the user or their opinion regardless of their sentiment.
  - Direct exceptionally controversial or negative users to a designated email to take the conversation away from the public.
  - Pick your battles. If a user is intentionally trying to stir a negative conversation, re-direct them to a designated social media email contact.
- Be transparent
  - When commenting on school or university matters on a non-departmental site, identify your affiliation with Cornell
  - Disclose any business/employer relationship if you are communicating on behalf of another party.
    - Twitter Example: *“Cornell MBA was featured in Business Week for our Diversity & Inclusion efforts. Not surprised #ProudProfessor”*
    - Facebook Example: *“Great to see credit go where credit is due. I’m a recent graduate, and truly believe Johnson is progressive in their MBA offering.”*

#### WHEN FACED WITH INNAPPROPRIATE POSTS

- Delete posts or comments sparingly.
  - However, posts that are threatening, defamatory, or abusive should be deleted, along with those selling products or promoting political or commercial ventures unrelated to Cornell.
  - Cornell reserves the right, but assumes no obligation, to remove any inappropriate comments.
  - We also do not permit messages selling products or promoting commercial, political or other ventures.
  - Facebook pages in particular are subject to SPAM in the comments. Pay attention to comments and visitor posts/reviews and delete SPAM as necessary.

#### WHEN CREATING DEPARTMENTAL SOCIAL MEDIA

- Refer to the sections on creating accounts above.
- Appoint at least two administrators for each account, so you’ll have backup if one is unavailable.
- Put protocols in place for review and approval of posts. (This is particularly important if you have student administrators.)
- Keep passwords secure.
- Refer to the Terms of Service for platforms used: [Facebook](#), [Twitter](#), [Google+](#), [YouTube](#), [LinkedIn](#), [Instagram](#).
- Logos and identifiers are available by contacting Marketing and Communications.
- Once you establish a site, your audiences will expect regular updates—expectations vary among platforms, but you should plan to monitor sites daily and post several times a week.
- You do not need social media accounts. You should share departmental news on the school's sites. Send information to [Emma Thomas](#).

## FACEBOOK

If you do not have a Facebook page, we can cover what you need on the core channel. If you don't use your page enough or can't produce enough content, consider deactivating your page. Refer to the above section if you would like to create a Facebook page. Please consider the difference between pages and groups. A lot of the time, a Facebook group will benefit your goals more instead of a Facebook page.

### FACEBOOK RESOURCES

If your club, institute, or organization decides to create/continue managing a Facebook page, please follow best practices. Below are a few links from trusted and reliable social media professionals on how to best use Facebook:

- Hootsuite Blog | [Social Media Glossary](#)
- Hootsuite Blog | [The 5 Key Ingredients of a Perfect Facebook Post](#)
- Hootsuite Blog | [Facebook Marketing: The Complete Guide](#)
- Hootsuite Blog | [Facebook for Business: How to Put the Platform to Work for Your Brand](#)
- Facebook | [Best Practices](#)
- Moz | [Facebook](#)
- SproutSocial | [The 6 Fundamental Facebook Best Practices](#)

## TWITTER

If you do not have a Twitter account, we can cover what you need on the core channel. If you don't use your page enough or can't produce enough content, consider deactivating your account. Refer to the above section if you would like to create a new account.

### TWITTER RESOURCES

If your club, institute, or organization decides to create/continue managing a Twitter account, please follow best practices. Below are a few links from trusted and reliable social media professionals on how to best use Twitter:

- Hootsuite Blog | [Social Media Glossary](#)
- Hootsuite Blog | [Twitter Marketing: The Essential Guide](#)
- Twitter | [Business Basics](#)
- Twitter | [Marketing](#)
- Moz | [Twitter](#)
- SproutSocial | [The Twitter Best Practices Handbook](#)

## INSTAGRAM

If you do not have an Instagram account, we can cover what you need on the core channel. If you don't use your account enough or can't produce enough content, consider deactivating your account. Refer to the above section if you would like to create a new account.

### INSTAGRAM RESOURCES

If your club, institute, or organization decides to create/continue managing an Instagram account, please follow best practices. Below are a few links from trusted and reliable social media professionals on how to best use Instagram:

- Hootsuite Blog | [Social Media Glossary](#)
- Hootsuite Blog | [How to Use Instagram for Business: A Complete Guide for Marketers](#)
- Hootsuite Blog | [How to Use Instagram Stories: The Complete Guide for Businesses](#)
- Instagram | [Business Blog](#)
- SproutSocial | [Instagram 101: A Complete Walkthrough for Businesses](#)

## LINKEDIN

If you do not have a LinkedIn company page, we can cover what you need on the core channel. We HIGHLY recommend having a personal LinkedIn account. If you don't use your account enough or can't produce enough content, consider deactivating your account. Refer to the above section if you would like to create a new account.

## LINKEDIN RESOURCES

If your club, institute, or organization decides to create/continue managing a LinkedIn page, please follow best practices. Below are a few links from trusted and reliable social media professionals on how to best use LinkedIn:

- Hootsuite Blog | [Social Media Glossary](#)
- Hootsuite Blog | [LinkedIn for Business: The Ultimate Marketing Guide](#)
- LinkedIn | [Company Page Best Practices](#)
- Moz | [LinkedIn](#)
- SproutSocial | [5 LinkedIn Best Practices for Marketing Professionals](#)

## YOUTUBE

Groups should not have YouTube pages as all videos produced will be/are uploaded on the school YouTube channel. Consult with marketing before creating videos or if you would like a video made.

## SNAPCHAT

If you do not have a Snapchat account, no problem! We do not recommend using Snapchat so please don't create one. If you feel like you need one, consider using Instagram stories instead. If you have one and don't use it enough or can't produce enough content, consider deactivating your account. Refer to the above section if you would like to create a new account. If you would like to make a Snapchat Geo Filter, contact marketing.

## BLOGGING

If you do not have a blog, we can cover what you need on the core websites. If you would like to write something for the website, follow the guidelines below.

- Send all blogs/articles to our strategic content specialist [Katelyn Godoy](#).
- Stick to 800-900 words.
- Word docs work best.
- Send photos in their native file format rather than embedded in the Word doc.

- Please provide photo captions and credits where needed and be sure you have permissions to use them.
- Include hyperlinks where appropriate, especially if they link to sites within Cornell's web spaces.
- Highest performing posts tend to be formatted with headlines and sections rather than long paragraphs.
- Our primary audience for these blog posts is composed of prospective students, so keep that in mind. We want to show how great Cornell is and convince them (subtly, of course) that they should choose Johnson, Dyson, or the Hotel School.