

SOCIAL MEDIA GUIDEBOOK

Charles H. Dyson School of Applied Economics and Management

- FOLLOW US
 - [Facebook](#)
 - [Twitter](#)
 - [Instagram](#)
 - [LinkedIn](#)

- USE THE HASHTAG
 - Dyson's official hashtag is **#CornellDyson**.
 - If you use it on Instagram and Twitter, we will repost/retweet.
 - You must have a **public profile** for us to see your posts and tweets.
 - You can use the hashtag on Facebook and LinkedIn, but it's not as effective.
 - Examples of when to use the hashtag:
 - Exciting things happening in class, studying for tests, doing Cornell/Ithaca things, hanging out with other Cornell/Dyson students, at Dyson events, getting food with friends, to share your accomplishments, group projects, Senior Gala, Cornell hockey games, etc.
 - We want this hashtag to show the real Dyson experience.
 - Examples of when *not* to use the hashtag:
 - You consider it too personal to be shared, it doesn't reflect the Dyson brand well, it's from a wild night out, etc. You can have fun and your posts don't have to be "business professional" posts, but please use good judgement.

- REMEMBER, YOU REFLECT CORNELL
 - If you want to put #CornellDyson on your Twitter or Instagram account, remember that your online presence reflects Cornell University and the Dyson School. Think about if you would want a future employer (or your grandmother) to see it before you post it.

- FOLLOW THE CLUB/ORGANIZATION SOCIAL MEDIA POLICIES
 - Per Cornell University brand standards and social media rules, you may not create any branded social media accounts. This means you cannot use the name "Cornell" in your usernames or use the logos, insignia, or Dyson/Cornell imagery as your profile picture.
 - We can work together to create an effective social media strategy for your organization that increases your reach and gets your message out.
 - [Social Media Guidelines and Best Practices](#)

- KEEP US IN-THE-KNOW
 - If you know of/are hosting an upcoming event, have won an award, have other exciting news to share, reach out to the marketing team and let us know! We can't

always provide coverage, but we are here to share the exciting things happening at Dyson. We will work with you on the best way to show the world how awesome our school is.

- Email Dyson school lead [Cortney Kay](#).

- **BECOME A SOCIAL MEDIA CONTENT AMBASSADOR**
 - Are you passionate about social media? Become a Social Media Content Ambassador!
 - Responsibilities include posting regularly, promoting Dyson, attending events, doing Instagram story takeovers, and more. There are various levels of participation requirements, so we can talk about what works best for you.
 - Email social media specialist [Emma Thomas](#) for more information.

- **BECOME A BLOGGER**
 - Love writing and have a unique perspective to share? Write for us!
 - We are always looking for students to share their experiences and stories. Articles you write will be published on the Dyson Business Feed. We'll work with you to develop a publishing schedule based on topics that fit into our overarching content strategy. There are opportunities to post once or on a regular basis.
 - Email our strategic content specialist, [Katelyn Godoy](#) to participate.

We look forward to connecting with you on social media!