

# SOCIAL MEDIA BEST PRACTICES

## **Monitoring and upkeep**

Assign an administrator who can regularly monitor postings and content. Aim for frequent postings and updates – the recommended frequency is at least once a week. If you invite questions and comments through your blog, Facebook profile, or Twitter account, make sure to respond in a timely fashion

## **Measure for results**

To evaluate post activity and interaction with a community, make use of analytics and tracking tools. Facebook, YouTube and Flickr have built-in analytics for pages. When posting links on any social media site, we recommend using a link tracking service such as bit.ly. Some Twitter applications have this feature built into their software interface for convenience. These tools can help to refine your strategy and better understand you audience's preferences and behaviors.

## **Remember**

When you create a social media site and list your affiliation to The University, understand that you are representing The University as a whole and that any poor behavior you exhibit reflects poorly on The University.