GETTING SOCIAL: A Quick Guide for David Geffen School of Medicine Social Media Accounts

**Best Practices**

**Communicate**
- On social media as you would communicate in person.
- Provide your followers with thoughtful and relevant content.

**Respond to conversations and questions in real time.**

**Confide in your audience and share personally and professionally.**

- Confirm facts and figures, and provide sources and links to appropriate information.

**Provide your followers with thoughtful and relevant content.**

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**Social Media Goals**

- Establish your goals, a summary of your overall social media strategy.
- Understand what your audience wants and what you want to accomplish.
- Choose social channels that will give you the best return on investment.
- Set measurable goals and deadlines.

**1/4 Hours Across 5 Strategic Activities**

- **Planning:** 10%
- **Creating & Posting:** 20%
- **Monitoring:** 20%
- **Sharing:** 20%
- **Engaging:** 30%

**Facebook:**
- Up to 3 posts daily
- Up to 4 comments per post

**Twitter:**
- Up to 7 tweets daily
- Up to 1 retweet per post

**Instagram:**
- Up to 5 posts a week
- Up to 3 likes per post

**General content:**

- Quotes from inspiring scientists
- Pictures and stories of people on your team
- Clinical trials
- DGSOM news and events sourced from DGIT Digest
- DGSOM accomplishments and affiliations

**Maintaining a Polished Presence**

- Create a "bank" of quality pictures to pair with your posts.
- Complete all profile fields, including a concise, informative description.
- Select a polished, professional profile picture and banner image.
- Compliment all profile pictures with an informative description.
- Include logos and titles in your logo.
- Use a single space at the end of a post.
- A url goes at the end of a post, following a colon and a single space.

**NOTE:**
- Profile Picture
  - Facebook: 170 x 170
  - Twitter: 400 x 400
  - Instagram: 110 x 110

- Cover or Banner Image
  - Facebook: 820 x 312
  - Twitter: 1500 x 500
  - Instagram: NA

**TIP:**
- Share and share often, "like" posts, comment, respond, and monitor account.

**NOTE:**
- Try to include a hashtag with every post.

**10%**

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**20%**

- Creating & Posting

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- Monitoring

**20%**

- Sharing

**30%**

- Engaging

**NOTE:**
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