

GETTING SOCIAL:

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

Social Media Goals

Communicate on social media as you would communicate in person.

Confirm facts and figures, and proofread. Posts stay "published" online indefinitely.

Respond to conversations and questions in real time.

Provide your followers with thoughtful and relevant content.

Get permission before sharing others' pictures or quotes.

Social Media Goals

TIP: Your core audience is not everyone!

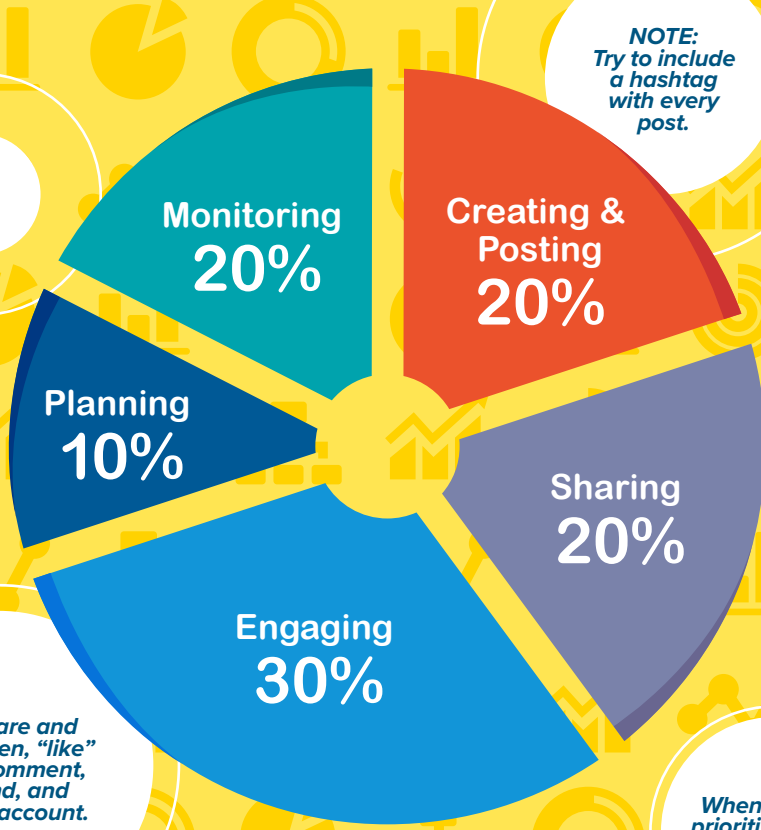
Establish your promise, a summary statement of your social media strategy.

Compare what your audience wants with what you want to accomplish.

Choose social channels suited to your audience and goals.

Establish your core audience and consider what they want from a social media exchange.

1/4 Hours Across 5 Strategic Activities



NOTE: Try to include a hashtag with every post.

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

When posting, prioritize quality over quantity.

Facebook: Up to 3 posts daily

Twitter: Up to 7 tweets daily

Instagram: Up to 5 posts a week

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

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

Create a "bank" of quality pictures to pair with your posts.

Select a polished, professional profile picture and banner image.

Keep posts short, even shorter than the established limit given.

Complete all profile fields, including a concise, informative description.

A url goes at the end of a post, following a colon and a single space.