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.

Provide your followers with thoughtful and relevant content.

Respond to conversations and questions in real time.

Get permission before sharing others’ pictures or quotes.

Social Media Goals

Establish your purpose, a strategic statement of your social media strategy.

Monitor conversations on social media as you would communicate in person.

Create what you want to see and share content.

Choose social channels suited to your audience and goals.

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

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

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

Choose social channels suited to your audience and goals.

TIP: Your core audience is not everyone!

1/4 Hours Across 5 Strategic Activities

Planning 10%

Creating & Posting 20%

Sharing 20%

Engaging 30%

Monitoring 20%

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.

Select a polished, professional profile picture and feature image.

Keep posts short, even shorter than the established limit.

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

When posting, prioritize quality over quantity.

NOTE: Try to include a hashtag with every post.

Facebook: Up to 3 posts daily
Twitter: Up to 7 tweets daily
Instagram: Up to 5 posts a week

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

NOTE: Images for Instagram should be square and no larger than 1080 x 1080.

Facts and figures, and pictures are more “published” online resources.

NOMEN
1.2 billion people use Facebook
300 million use Twitter
700 million use Instagram

NOMEN
3.5 billion people use Facebook
The average American has 146 Facebook friends

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