Social Media Do's and Don'ts

Presenters
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Abstract - Social Media Do's and Don'ts

The goal of this workshop is to educate participants about do's and don't of social media like Facebook, Twitter, YouTube or even more popular social media sites like Instagram, Tumbler, LinkedIn any other virtual hub where our campus community particularly our students interact. As the landscape of social media continues to shift, we will share strategies and tips for the success of your department social media as well as university guidelines for our campus. At CSUF, we encourage our students and employees to embrace social media sites as easy-access venues for streamlining processes and enriching communications and engagement.
Social Media is Everywhere
SOCIAL CONSIDERATIONS

• 38% of Internet users now access social media via a mobile device

• 54% of Millennials use LinkedIn to read industry news and seek professional advice

• 76% of Tumblr and 74% of Instagram users are teens

• Snapchat’s user base skyrocketed 67% over the last six months

FACEBOOK
• 1.32B monthly active users
• 1.07B monthly active mobile users
• 829M daily active users.
• 82% of daily active users outside the U.S. and Canada.

Twitter
• 271M monthly active users
• 500M tweets sent per day
• 78% active users on mobile
• 77% of accounts outside the U.S. and Canada.
• Vine: 40M users
Social Media Do's

• Use a **strong password**.
• Use **privacy settings**. Insist your friends use theirs too.
  – NEVER leave anything but the bare minimum as publically available. Make sure only your accepted friends or followers can see what you put up.
  – Even then **leaks, hacks, and privacy policy revisions are not unheard of**. Don't assume what you do post IS secure, despite the settings.
• Use **HTTPS** to connect to your social networking sites whenever possible, especially when connecting from a public hotspot. Be wary if your social networking service only uses HTTP for login credentials only.
• Whenever possible, **organize contacts into "categories"**.
  – Most of us do this between friends and family anyway, but from a security standpoint it might also make sense to separate "best friends" from "person I met yesterday afternoon"
• **Verify** friend/follower requests.
  – Don't accept just anyone. Most scams start by someone bluffing their way onto your friends list. KNOW who you're sharing your information with.
• **Verify links, attachments, downloads, emails, anything sent to you**.
  – Even your trusted friends could've had their accounts hacked. Don't wire that "emergency money" until you can voice-verify.
• **Investigate exactly what information any third-party add-ons, games, extensions, etc. will be privy to**.
  – Does that poker game REALLY need access to your contacts list?
• **Read up on the security tips and instructions provided by the Social Network itself, as well as what trusted security professionals and sources have to say.**

https://cuit.columbia.edu/cuit/it-security-resources/social-networking-dos-donts
Social Media Don'ts

• Give away your password or use the same password for any other services.
  – If a leak at Facebook causes your password to become public, you don't want a hacker being able to use that same password to log into your Gmail or Courseworks.
• Put in any more information than you absolutely have to.
  – Hackers, scammers, stalkers all use that information to do anything from guess answers to your security-questions, to impersonating you when trying to scam another user.
  – On that same note, be careful how much live information you're putting out there. Don't advertise when you're going on vacation, when your possessions might be left unattended, that super expensive thing you just left the store with, etc.
  – Also be aware of auto-geotagging. Some services will automatically tag your status updates with GPS information. If you don't want everyone to know where you are, make sure your social networking service doesn't turn on this "feature" for your "convenience" automatically.
• Upload anything you wouldn't want everyone to see.
  – Assume that anything you put up will be revealed whether through hack, leak, or privacy policy change.
  – Nothing is ever really gone from the internet. Even if you delete a picture from your account, it's still sitting on Facebook's server somewhere.
  – In a professional setting, be mindful of inadvertently letting slip sensitive information that could harm you or your employer
Facebook Security

• Protect Your Facebook Account
  – Password, logging out (crucial when you are accessing from a public computer)

• Avoid The Scammers
  – Conventional scammers:
    • Access your information
    • Access your computer
    • Trick you into downloading malicious software
    • Phishing – reveal personal information or financial data. Facebook message and chat
    • Trick you into logging into a fake Facebook account to steal your Facebook login and password.
Social Media Dos- Business

Develop a Plan. Flying blind without a social media plan or standards can set you up for failure. Without a plan, social media can quickly become a hindrance rather than the booster you intended it to be.

Be Professional, ALWAYS. Be positive as no one likes negativity on their social feed – it is not the place to air grievances. Always be professional, courteous and polite.

Be Social and Conversational. Social media is more than a one-way street. Make sure to listen well and hear what your followers are telling you.

Complete Your Profile. Networks such as LinkedIn reward members for profile completeness by ranking them higher in search listings.

Post Frequently. Be consistent, but don't overshare.
Social Media DON'Ts - Business

**Don't Use Automation all the Time.** Some social networks (such as Facebook) will penalize you for using apps like Hootsuite vs. publishing direct to Facebook. Write content specifically for your platform and put in the time.

**Don't Take Lack of Likes as a Failure.** The fact that your platform is getting impressions is enough to show that you are active and knowledgeable in the space, and keeps you top of mind with viewers.

**Don't Spam.** People don't want to be bombarded. Set a frequency and stick to it. One Facebook post a day, 3 tweets, 1 Instagram etc. Find creative ways to show why you're great.

**Don't Overuse Hashtags.** #nothing #is #more #annoying #than #having #every #word #in #an #update #hashtagged.

**Don’t Forget Your Spelling.** Poor speling and grammer is turrnoff for cusomers.
Scammers Who Target Facebook

In addition to the conventional scams, there are several scams that target social networking sites and Facebook users.

• Gaming App scams
• Vanity scams
• Facebook account thieves
• Malicious script scams
• Event giveaway (Recently)

A Guide to Facebook Security - Linda McCarthy, Keith Watson, and Denise Weldon-Sivy
Using Advanced Security Settings

• Using secure browsing
• Using one-time passwords
• Using single sign-on
• Monitoring account activity
• Using social authentication
• Know all your friends?

A Guide to Facebook Security - Linda McCarthy, Keith Watson, and Denise Weldon-Siviy
Twitter Security Do’s

- Password
- Use direct message when appropriate
- Consider having a private separate account for work
- Have fun! It’s not about being paranoid.
Twitter Security Don’ts

• Don’t share excessive personal information
• Don’t tweet about situation where security could be compromised
• Use good judgment about what you tweet
• Avoid using the same password
CSUF IS SOCIAL

Cal State Fullerton

Welcome to the official Pinterest page of California State University, Fullerton – home of the Titans. CSUF has more than 36,000 students and approximately 1,800 full- and part-time faculty members.

Fullerton, CA

Repins from
- Cal State Fullerton Alumni
- CSUF Research Boards
- Titan Shops

10 Boards 102 Pins 0 Likes Activity 19 Followers 79 Following

est. 1957 5 pins

Titan Athletics 14 pins

CSUF in The News 10 pins

Titan Pride 22 pins
12 Social Media Platforms
Social Media Engagement Specialist
Social Media Interns/Assistants
Social Media Working Group
We love numbers
CSUF Social Media Statistics 2015

The Big Three

50,000 fans
30,000 followers
6,166 followers
So How Did We Get Here?
Social media has moved from something you do (building a presence and posting) to something integral to the broader brand, enrollment, and advancement/development.

But, getting results from your social media efforts (better branding, increased applications, improved alumni engagement, higher giving levels) requires consideration and strategy.
Have Fun, Experiment

Cal State Fullerton @csuf · Oct 7
We know how you feel. Thanks for the #tacotuesday #yikyak #titantuesday #csuf pic.twitter.com/JwJEAxTBRY

Cal State Fullerton @csuf · Oct 7
Photo: Looks like Taco Tuesday fun. Repost from @csuf_freshmanprograms with @repostapp #csuf ---- Today's... tmblr.co/ZroMJs1ScUgMr

View Tweet details
Flash Mob Nab
Student Voices
Students are Social

- They can share something that no one else can
- Authentic
- Closer peer-to-peer connection
- Professional experience
- Encourage content creation
- Affordable
Dear [Name],

The Center for International and Intercultural Studies has accepted your application to Washington D.C. - The Washington Center for the Spring, 2015 term. Please click continue to complete the post-decision procedures outlined on the page that follows this one. This may include the signing of some required documents and a statement of commitment. You are always able to return to your post-decision area to review expectations, important dates, requirements and this letter. Just log in and select this application.

Acceptance:

All acceptances to off-campus programs are provisional. You must maintain the academic and social/disciplinary record upon which your acceptance was based. If there are changes in this record (such as a withdrawal from, or an incomplete or a failure in a current course; a significantly lower grade average for the current semester; changes in your social/disciplinary status; or changes in your physical or psychological health status), you are obligated to report these immediately to me. Reporting such changes does not mean you will be withdrawn from the program; however, failure to report such changes will be grounds for revoking your acceptance. In addition, you are...

http://instagram.com/herewegosaints

Herewegosaints

St. Lawrence Univ. Students SLU’s student-run account! Week of 10/6: Mia Thomas ’16 is conducting research in St. Georges, Bermuda via a National Science Foundation grant. http://www.stlawu.edu

Follow

564 posts 2,282 followers 107 following
**Vine:** Several colleges are using Vine (6 seconds of video on Twitter). Many are allowing student assistants, interns to manage the accounts and shot from their point of view.

https://vine.co/u/1128511448163745792

**Video blogs:** using students to talk about their college experiences via YouTube.

https://www.youtube.com/watch?v=HUaPFlyp_sM&list=TLbemv3ZddtGf8GoO2BphqQllcx0JymTLe
Who is Doing it Well?

AUG 14 | ELVIS WEEK

Elvis Presley @ElvisPresley

#ElvisWeek honored by world's best cookie! RT @oreo: RT if you're swingin' your hips like Elvis this week! #dailytwist

3:51 PM - 14 Aug 2012

Oreo Cookie @Oreo

Power out? No problem.
5:48 PM - 3 Feb 2013

15,714 RETWEETS 6,027 FAVORITES
Taco Bell creates and curates content specifically for social media and tailors each post to the particular social platform being used.

Between 2007 and 2012, Taco Bell gradually clocked up 7 million Facebook follows largely through organic growth. Taco Bell currently has 10.4 million Facebook fans and 1.18 million Twitter followers.
Back At CSUF
Concert Under The Stars

We hope you had a great time at Concert Under the Stars. If you weren't there we look forward to seeing you next year #CSUF #titans #mycuf. — with Lacey Beegun and 12 others. (4 photos)
Hey Titans. Where are your favorite places to hang out on campus? Post your favorite spots on Twitter with #csufhangouts and we will repost. #titanpride

(4 photos)
The Hat

CAL STATE FULLERTON DAY AT ANGEL STADIUM
SUNDAY, SEPTEMBER 14, 2014

Enjoy an afternoon of major league baseball and Titan fun as the Angels take on the Astros. Discounted field or terrace level ticket includes an exclusive Angels-Fullerton baseball hat in Titan colors. Reserve tickets http://losangeles.angels.mlb.com/ena/ticketing/supergroups_csuf.jsp #csuf #titanstadium #aangels

- with Mike A. Vazquez, Candice Diane, Osiel Madrigal and Almas Ji.
Cal State Fullerton

California State University, Fullerton is in Southern California, and has more than 36,000 students and 1,800 full- and part-time faculty members.

http://www.fullerton.edu/
Social Media In Crisis

Campus Lockdown
Lockdown and Social Media

**Facebook:** We had **1,000** new likes during the 8-hour period.

**Storify:** Reached more than **80,000** views

**Twitter:** We surpassed **9,000** followers on Twitter.

We posted updates throughout the night and responded to questions from parents and our campus community. Overall the social media channels worked well in concert with the text, email and phone alerts.

Highlighted responses:

1. **Sonia Elizabeth Cardenas**
   I am so proud to be a Titan!!
   Being locked up for 6 1/2 hours was a small price to pay in order to let the officials do their job and protect us! Thank you for the updates and keeping us safe!
   December 13 at 8:25am via mobile · Like · 8

2. **PJ Knox**
   KUDOS to the communication team for keeping everyone updated. I received regular emails and text updates in addition to the announcement over the PA system. And of course Facebook, Twitter, etc, etc... Absolutely Fantastic!!
   December 13 at 8:50am · Like · 12
Cal State Fullerton is No. 1 #MyTopCollege

July 30, 2014

Cal State Fullerton was recognized as the No. 1 school in the Forbes magazine #MyTopCollege social media campaign. More than 300 universities across the nation participated.
And just when you thought you figured it out

https://www.youtube.com/watch?v=kKSr6h5-fCU&start=328
Embracing Social Media

- Develop a Strategy and Set Goals
- Pick and Choose Your Platforms
  - Empower and Support
  - Put Guidelines in Place
- Develop a Consistent Voice Across Platforms
  - Communicate Across Campus

- Metrics
• Be a Brand Ambassador

• Create unique content. Tell your story

• Content is King. You have content at your fingertips and social media gives you so many more platforms to get your message out to a growing audience.
Questions
Thank You

We hope you enjoyed this session. Please help us to improve and turn in your survey.

Visit our vendor partners at the Exhibit Hall on the 2\textsuperscript{nd} floor of Pollak Library South.