

# Starting a Mason Social Media Account

The following checklists will give helpful tools and tricks to for how to use Facebook and Twitter for your office, department, or club at George Mason University.

## Facebook

The Associate Press Stylebook defines Facebook ([www.facebook.com](http://www.facebook.com)) as the world's most popular social media service. Users communicate with friends and other users via private and public messages. Posted profiles, photos, lists of personal interests and privacy settings are key elements of this site.

You can use Facebook to:

- ∞ Communicate with students, potential students, alumni, and interested community members the way they want to be communicated with. Take advantage of the viral nature of Facebook—spread the word through networks.
- ∞ Post information that is relevant to your audience. A page is an easier way to communicate with your audience—posts made on your wall will appear on your fans' newsfeed when they log in.
- ∞ Monitor what other colleges/universities are doing and what important events/news items are happening there.

How do I set up a Facebook page?

Before creating a Facebook Page, the first question you need to ask yourself is: Do you have a personal Facebook account?

If yes, here are the steps to setting up an account through your account:

1. Log in to your account
2. Copy and paste <https://www.facebook.com/pages/create.php> into the hyperlink bar.
3. Follow the instructions below starting at #2, skipping c.

For those that do not have a personal Facebook account, please follow the directions below:

1. Go to [www.facebook.com](http://www.facebook.com) and click on “Created a Page” located under the green sign up button on the right hand side of the page.
2. Click on the “Company, Organization or Institution” square.
  - a. Choose a category for your page. We recommend education if it is affiliated with George Mason University and used for a department or office.
  - b. Choose a name that is obvious and relevant for the name of your page. That's how people will be able to find you and get followers. Click on “Get Started”.
  - c. The next page will ask if you have an account, since you do not have one you will have to create one. Enter your email address and a password you can remember. You may choose to create a general account for your office or department.  
\*\*Facebook will send you an email confirming your account creation. Follow the

instructions in the email. You will not be able to continue without confirming through the email you provided.

- d. The next few pages will ask you to upload a photo as your profile picture, fill in your “About Me” section, and customize a URL for your brand page.

Once your page is setup, make sure to invite or suggest followers to your page and add other administrators to help post to the page. These instructions can be found in Checklist #2.

## Twitter

Twitter ([www.twitter.com](http://www.twitter.com)) is a micro blog that allows for messages, links, and hashtags to be sent to your followers in 140 characters or less. Use Twitter to inform your followers of upcoming events and major news.

You can use Twitter to:

- ∞ Alert people about news and events, inform them of updates, and link to interesting news stories. However, do not spam. While it is important to maintain your social media account and keep it updated, too much information is overwhelming. Keep your posts to one or two per day throughout the day.
- ∞ Be a two-way conversation tool. Think about not only sending out your news, but also monitoring what other people are saying and responding to them. Use casual but professional language. Engaging in conversation with followers can be beneficial and may bring you a loyal audience.
- ∞ Monitor what others are saying about George Mason University, your department or organization, or other topics, events and news items.

More information about Twitter for Businesses can be found here: <https://business.twitter.com/>

How do I set up a Twitter account?

1. Go to [www.twitter.com](http://www.twitter.com)
2. Sign up in the “New to Twitter?” box on the right side of the screen.
3. Fill out the name of the Twitter account you want to use in the “full name” box, email address to associate with the account, and a password.
  - a. If you have a Facebook account, we recommend using the same name or an abbreviated version in the box for “Full Name” when signing up. This is not your @username.
4. On the next page, look over all of the information you entered to make sure it is correct.
  - a. For your username limit your name to 13 characters or less. Pick something obvious and relevant—this is how you’ll get followers.
5. The next few steps will walk you through what Twitter is and who to follow.
  - a. On the “build your timeline” page you have the option to follow accounts. (Following means that their tweets will show up in your feed located in the white box on the right side of the page.)
  - b. To follow Mason accounts, type in "George Mason University" and search. (University Relations has also created a list of some of the most popular Mason accounts. You may find other valuable accounts to follow at

<https://twitter.com/#!/GeorgeMasonU/mason-twitter-accounts>). To follow accounts, click on the Follow button next to each name. On the right side, tweets from the accounts you follow will show up in your feed.

- c. Next, upload a small photo and write a bio. You can find campus photos at [gmu.smugmug.com](http://gmu.smugmug.com).