

## Dos and Don'ts of Social Media

Do streamline your accounts as much as possible in order to not dilute your message.

Do publish consistent, relevant content. Establishing an audience on Twitter or Facebook takes time and commitment. Many pages fail because they are given up on after a month or two.

Do have a voice. Casual works better on social media sites—people want to feel as though they are hearing from a person, not an administration—but be careful not to be too casual.

Do use hashtags, or #gmu, in order for others to easily find your tweets.

Do respond to questions that you can answer. People ask questions via social media sooner than picking up the phone or sending an email.

Do include a biography on your Twitter page. Make the bio clear and concise so people know who you are and what part of Mason you represent.

Do check your Facebook "Posts by Others" section to see if others have posted on your page. (You can access this by clicking on "Highlights" in the middle located directly above your Timeline.)

Do make sure you let your students, faculty, staff, and alumni know that you are on social media by providing them with your Facebook Page name and/or Twitter username.

Do make an effort to use other usernames in your tweets if you know them.

Do be open and honest about your policies and intents.

Do apologize and correct mistakes.

Do have fun! Interacting and communicating via social media will provide valuable insights to you and build a larger audience for your achievements and successes.

Don't start a Facebook page for everything. Make sure you explore all your social media options before creating a communications plan. Each site does something just a little bit differently, so knowing which one makes the most sense for your project, event or organization is key.

Don't delete comments just because they are negative. Social media is a two-way communication tool.

Don't post too often. Start with once a day or once every other day. If you post ten messages at once, people will start to ignore you.