

Best Practices

Keep it conversational

Social media is a place for audience engagement through sharing and conversation. Ideal: Be fun, friendly, and professional. Good example: Check out the [University of Florida's Facebook page](#) to see how manager Bruce Floyd and team interact with users.

Add value

Express an interesting point of view and worthwhile information and perspective. When speaking about Warrington, offer your subject matter expertise and contact Communication Services if unsure whether a topic or response is appropriate.

Build relationship

Focus on engagement with the audience and building trust to develop relationships rather than using your social networking site solely as a marketing tool. Promoting your school/college/program 100 percent of the time is exhausting. Mix it up with interesting photos, video, alternative relevant content.

Don't be an island

While we are used to promoting our own agendas, be sure to share others' relevant content and to interact with others. For example, if you are mentioning another College/school/department/program in your post, don't forget to tag their [social media pages/accounts](#).

Mind your manners

Treat past and present co-workers, other personnel, consumers, partners, competitors, stakeholders, Warrington, the University of Florida, and yourself with respect. Avoid posting materials or comments that may be seen as offensive, demeaning, inappropriate, threatening or abusive. Acknowledge differences of opinion. Don't be argumentative or defensive, but provide thoughtful, informative responses.

Be careful with personal social media accounts

Make it clear that the views expressed are yours if you use your personal social media account for work purposes. Include a notice in personal social media profiles (ie. Twitter, etc.) that expresses that although you work at Warrington and UF, you are sharing your opinions and not the opinions of the College and/or University.

Be careful when switching from personal to organizational accounts. Always double check each post before and after to make sure it is posted from the correct account and includes the correct link.

The Internet is a public space

Consider everything you post to the Internet the same as anything you would post to a physical bulletin board or submit to a newspaper. Many eyes may fall upon your words, including those of reporters, consumers, your manager and stakeholders. Assume that all of these people will be reading every post, no matter how obscure or secure the site to which you are posting may seem.

The Internet remembers. Search engines and other technologies make it virtually impossible to take something back. Be sure you mean what you say, and say what you mean.

An official response may be needed

If you spot a potential issue and believe an official response is needed, bring it to the attention of Communications Services before it reaches a crisis situation. Potential issues can often be resolved more effectively and efficiently if they are identified quickly.

When in doubt, ask

If you have any questions about what is appropriate, play it smart and check with your supervisor or Warrington's social media manager.

University of Florida: Best practices in social media

- **Content:** Post regularly and reasonably often, keep a consistent schedule
- **Diversification:** Utilize multiple channels to achieve goals. Integrate Twitter, Facebook, Google maps, blogs, Flickr, YouTube, etc. Utilize multiple sources of content, both by professionals within your unit and the University, and by social media audience members.
- **Entertainment and Infotainment:** Maintain a sense of humor while retaining professionalism.
- **Evolution:** A social media campaign must evolve to take advantage of new opportunities.
- **Measure Results:** Really. This is important. [Editor's note: There are many different methods to measure results on social media. Visit [Mashable](#) for [Social Media Examiner](#) for tips, or contact Warrington's social media manager.]
- **Demographics:** Each social networking site is associated with different audience demographics. Choose the site(s) that best match your social media strategy and goals.