

## Office of Communications

# Social Media Quick Tips

Looking to generate social media content and get M'ville to amplify your news? Keep these four simple steps in mind as your department routinely manages its social platforms.

### **1. Build your content around timely events and announcements.**

Include a photo or video, hashtags, and call to action. What do you want people to know? Is there an action you wish them to take after reading the post, such as registering for an event? Give complete event or announcement information. Keep post character limitations in mind when creating content, such as that Twitter allows tweets up to 140 characters.

### **2. Tag M'ville College in your content if you want it amplified.**

The Adler team will gladly retweet, repost, share, or like your content, as appropriate. Send a direct message to one of Manhattanville College's social platforms to inform Adler you want something shared.

### **3. Put the best management practices in place.**

Who is in charge of your department's social media platforms? Is content being actively thought about, scheduled, and shared? Are you utilizing any third party social media programs to increase activity, awareness, and organization, such as HootSuite or UNUM? These third party programs make multiple posts for your department possible and easier to manage.

### **4. Need a social strategy coaching session?**

Reach out to Adler Public Relations Director Heidi Raker at [Heidi@stanadler.com](mailto:Heidi@stanadler.com) to coordinate your session.