

Social Media Guide

The following social media guide can help CIGI experts and staff members use social media effectively and responsibly. This is not a one size fits all guide! Some best practices apply to different users, based on their goals on social media.

CIGI official accounts: CIGI has official accounts on Twitter, Facebook and LinkedIn. We encourage you to follow these accounts, share our content with your networks, and engage with us! This is a great opportunity for us to amplify your social media presence, and vice-versa. Although there is no CIGI Instagram account, feel free to tag the CIGI location within appropriate photos of the venue, colleagues, etc.

Be engaging: The ultimate purpose of social media is to connect people and ideas. To that end, follow, reply to and mention interested parties in your posts or tweets. You can tag people in conversations to spark debate or share information with particular individuals or influencers. Use hashtags in Twitter to join an established conversation on a topic.

Be consistent: What is the focus of your social media account? What do you want it to do? Give people a reason to follow you and be consistent in your approach. Post consistently if you hope to build and maintain an online presence. Check in regularly to keep up with reactions and responses to your posts.

Be yourself: Let people know who you are. Your personality is what distinguishes you from a 'bot', so complete your profile with a picture, a personalized 'about me', and contact info or a link to your personal website if applicable. Post in *your* voice, with *your* thoughts and reactions. That said, if you wouldn't say it to someone's face, don't say it on the internet.

Be mindful: Before you click 'publish' on a social media post, take a moment to consider its tone, its accuracy and potential reactions to it. You can edit a Facebook post, but only delete Twitter and LinkedIn posts after they are posted. And while each platform offers some privacy options, there is no guarantee your posts will remain private. Posts can be copied, captured, saved and republished.

Know the 'rules': Each platform has its own strengths, weaknesses and etiquette. Familiarize yourself with them and keep abreast of important updates to the platform. In short, Twitter operates best as an open network with high transparency and mass broadcasting, Facebook is typically a more closed community of people you know, and LinkedIn is focused heavily on professional networks.

Don't 'feed the trolls': Avoid fruitless or unending arguments designed to upset or offend. On Twitter, a good rule of thumb is that if an account has a generic or blank profile picture, it's generally not worth the energy of replying to a 'bot'.

Protect your account: Take advantage of security options, such as using a strong password and two-step verification, to safeguard your account against hacks. If you suspect your account has been hacked, change your password immediately. Further support can be requested by email at ITsupport@cigionline.org.

Tips and tricks:

- Use high resolution photos wherever possible – this will help your page stand out among spam
- Follow and engage with individuals relative to your field of research/interest – this is a great way to network and improve your own account's followership and engagement
- Check the Discover/Trend tabs daily – this is a great way to be informed of, participate, and post about current affairs to extend your reach
- Use lots of photos – posts are more engaging with than without!

This guide isn't complete; if you have any questions about your own social media profiles please don't hesitate to contact the Social Media Engagement Specialists at socialmediaupdates@cigionline.org