**Social Media Best Practices for the New School Community**

**Quick Social Strategy Tips:**

Who are you talking to? Identify **Influencers** in your field and your **primary audience**—engage both in conversation.

Find your unique **brand voice**—keep it consistent across posts.

Share a **variety of content**. Mix scholarly articles, photos, videos, and light-hearted moments encourages participation from multiple audiences.

Pick the **right platform(s)**—you don’t have to have a profile for everything to be relevant!

Create **attainable goals** (per month follower and engagement growth).

Identify **team members** to manage your accounts (staff? students? faculty?)

**Influencers**

Brands or individuals with big social followings who can provide visibility to your department or the university.

**Community Engagement**

Doing more than just “liking” a photo—an online space for conversation. Sparking discussion among followers.

**Before Posting on Any Platform:**

- Check spelling/grammar
- Check for broken links
- Do you have permission to share a photo? Need to give credit?
- Is your post in line with brand values? Could your language hurt a person/group at The New School?

**Primary Platforms**

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<tr>
<th>Platform</th>
<th>Commitment</th>
<th>What It’s Like</th>
<th>Great For</th>
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<tr>
<td><strong>Twitter</strong></td>
<td>multiple updates daily; heavy community management</td>
<td>fast-paced, newsy; lots of one-on-one interactions with internal community + external audience</td>
<td>sharing articles + other text-based info; reaching influencers; event promotion; deep diving into</td>
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<tr>
<td><strong>Facebook</strong></td>
<td>update daily + responding to audience + reviews</td>
<td>slow; some one-on-one interactions; high-touch articles/videos perform well</td>
<td>sharing “big picture” articles or video; event creation + promotion</td>
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<tr>
<td><strong>Instagram</strong></td>
<td>multiple updates daily, particularly w/ Stories; heavy community management</td>
<td>highly-curated image/video; competing against popularity algorithm; must be equipped to manage potential crises</td>
<td>Engaging with prospects, current students + alumni; creatively showcasing what it’s like at The New School</td>
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SECONDARY PLATFORMS

**MEDIUM**
an easy blogging platform where users can share + recommend posts; a grown-up Tumblr; great for re-publishing articles + writing new articles with visual elements

**LINKEDIN**
professional network for influential connection in various fields; great for faculty, staff, and students to connect, share scholarly and professional work + mention The New School

**PERISCOPE**
Twitter-based medium that allows for DIY livestreaming; great for small talks, off-campus events or student performances/ readings where professional Livestream is unavailable

**YOUTUBE**
dedicated video content space; The New School has a university-wide channel that we update regularly; may submit content for upload consideration

INSTAGRAM FEED BEST PRACTICES

Example of a highly-curated Instagram feed from @ParsonsSchoolofDesign, consistent with The New School’s aesthetic standards

tagged New School location for easy searching (syncs with maps)

high-res, quality photography that shows what our campus looks like and its relationship to NYC

short and timely caption that works well with branded hashtag

giving photo credit to student
**INSTAGRAM STORIES BEST PRACTICES**

- creative, engaging photo with purpose-driven messaging
- geo-tagging the UC using clickable element
- @-mentioning Parsons using clickable element so can be easily reposted to their profile
- showcasing Alumni using proper nomenclature
- engaging video backdrop
- @-mentioning related New School accounts
- using swipe up feature to further engage audience
- showcasing students with their respective handles
- tagging related school account for easy resharing

**TWITTER BEST PRACTICES**

- @-mentioning influential brands
- @-mentioning involved school account
- shortened, working link
- tagged relevant players in photos
- @-mentioning influential brands
- utilizing branded hashtag
- tagged relevant players in photos