

# **Social Media Guidelines**

Kellogg School of Management at Northwestern University

## Kellogg Social Media Accounts

### What we ask of you

Update account form  
Relevant & regular posts  
Focus on external audience  
Align with brand strategy

### What we offer

Training  
Coaching  
Weekly scrum  
Toolkit

### Official Kellogg Accounts

The following applies to any social account that has “Kellogg” in its name or handle (i.e. Kellogg High Tech Club on Twitter):

1. You must have a **Kellogg Social Account** (kell.gg/sm-account) on file with Marketing & Communications to register or utilize an account. (Trying to make sure we are all coordinated.)
2. Accounts are to be used to **regularly** share and endorse content that is **relevant** to the Kellogg community (no cat videos)
3. Accounts are to be used for **external communications only** (not for broadcasting student or staff updates)
4. Account activity and content will be regularly audited by Marketing & Communications, your department, and your peers for alignment with **brand strategy**, consistency, and effectiveness (we’re all in this together)
5. Accounts will be **audited** by your peers and Kellogg MarComm on a quarterly basis. (making sure the Kellogg brand is well-represented and you have the tools you need)
6. Follow the **Social Media Guidelines** and the **Brand Standards** for Kellogg (rules, rules, rules)

## Affiliated Kellogg Accounts

The following applies to any social account that has “Kellogg” highlighted within its profile (i.e. Dr. Pearce on Twitter):

1. Follow the **Social Media Guidelines** and the **Brand Standards** for Kellogg

## Kellogg Social Media Best Practices

### 1. Update your profile

Include a headshot, description, and at least one link

### 2. Be authentic

Share your own thoughts in your own way

### 3. Be visual

Images result in higher engagement rates

### 4. Be quotable

Succinct posts get read and shared, especially when well-crafted

### 5. Be generous

Thank people publicly with a RT, Like, or Comment when they add value

### 6. Use hashtags

When referencing a conference or theme, use a hashtag

### 7. Reply often

When someone references you, return the favor

### 8. Cultivate your stream

Choose people and organizations to follow who enlighten you

### 9. Curate to add value

Only 25% of thought leadership posts should be Kellogg content

**Have Questions?** Contact Kellogg’s Community Manager

## Kellogg Social Media Guidelines

The Kellogg School encourages faculty, staff and students to engage in social media with the understanding that we are all ambassadors of the school. These guidelines outline what is expected when you discuss Kellogg-related topics or otherwise identify yourself as a Kellogg constituent.

- 1. Know our policies. The NorthwesternIT “Acceptable Use” Policy** applies if you are a member of the Northwestern Community and/or user of the University network. **Kellogg’s Honor Code** applies if you are a student at Kellogg. **Kellogg’s Brand Standards** provide guidance on voice and tone.
- 2. Follow copyright and fair use laws.** Respect the laws governing copyright and fair use of copyrighted material owned by others. Typically, these laws allow you to quote only short excerpts of others’ work and you must attribute the work to the creator. A good social media practice is to link back to others’ work.
- 3. Truthfully represent fact and self.** Blogs, microblogs, Facebook and other social media sites typically allow you to create a profile. While this need not be lengthy, you should accurately state your affiliation to Kellogg School. Kellogg discourages anonymous accounts, pseudonyms and other alternative screen names. For official accounts with Kellogg in the handle, please contact Marketing & Communications to obtain the correct form.
- 4. Disclaim.** Be clear that what you say in social media is representative of your views and opinions and not necessarily the views and opinions of the Kellogg School. A common disclaimer for blogs or personal website would state, “The postings on this site are my own and don’t necessarily represent The Kellogg School of Management’s positions, strategies or opinions.” You are ultimately responsible for your posts.
- 5. Protect private or confidential information.** Social media blurs the lines between public and private information and between professional and personal lives. Once any form content (i.e. text, images, video) is digital, it can circulate and often will do so beyond your intended audience. Ask for permission if you want to post a photo or conversation that other parties may have considered private. **Please don’t use public social media to discuss internal Kellogg matters.**
- 6. Respect others.** Kellogg welcomes, respects and honors diversity of customs, values and points of view. Be true to yourself online but be cautious and respectful with potentially inflammatory topics like race, politics, and religion. It goes without saying that ethnic slurs, personal insults and obscenity are discouraged in general and certainly not welcome in Kellogg forums.
- 7. Correct mistakes.** We all make mistakes but, if you make them in social media, try to be transparent and correct them quickly. If, for example, you take down a blog post and re-post it with a correction, note that you did so.
- 8. Don’t SPAM.** Whether you blog, tweet or just post on Facebook, social media should be a two-way conversation. Overly promotional or repetitive posts that don’t generate response are often construed as SPAM which doesn’t represent you or the Kellogg School well.
- 9. Share what’s valuable.** Please feel free to link to non-Kellogg articles and content that have value to the Kellogg community.
- 10. Just ask.** If you’re not sure whether or not it’s appropriate to post something related to Kellogg please ask. Discuss with your manager, Student Affairs or Kellogg Marketing & Communications — we’re here to help and avoid problems down the road.

Kellogg Social Media Auditing Process

- What** Audits offer the department, peers, and MarComm the regular opportunity to provide feedback on the social activity within an official Kellogg Social Media Account
- When** Three times per year in the Fall, Winter, and Spring
- Why** To align Kellogg Social Media participants on policy, improve the effectiveness of activity, and encourage use of resources
- Who** Three participants per audit — a RESPONSIBLE peer, an ACCOUNTABLE person within the department being audited, and a representative from MarComm
- How** MarComm will send out an email notice requesting that each official Kellogg Social Media account complete their audit within a specified timeframe. MarComm will complete one form and request another participant to do an audit as well. RESPONSIBLE participant must ask their manager (ACCOUNTABLE) to complete the form. When all three answers have been collected and reviewed by MarComm, MarComm will send out a summary to the department along with any recommended changes.

Components

	YEA	NAY
Frequency of posts		
Relevance of posts		
SM guidelines being followed		
Quality of curation		
Amount of curation		
Getting the audience right		
Tone/voice seems right		
Engaging/conversing		
Cross-promoting within Kellogg		
Brand standards being followed		

What is this account doing well?  
What can be improved?

## Social Media Response Plan

Remember to develop a regular habit of escalating kudos and positive acknowledgments too!

### RACI Definitions

**RESPONSIBLE** \_\_\_\_\_  
Individual(s) who operate the social account

**ACCOUNTABLE** \_\_\_\_\_  
Individual(s) who have a full visibility to RESPONSIBLE and understand objectives

**CONSULTED** \_\_\_\_\_  
Individual(s) who ultimately own the business objectives

**INFORMED** \_\_\_\_\_

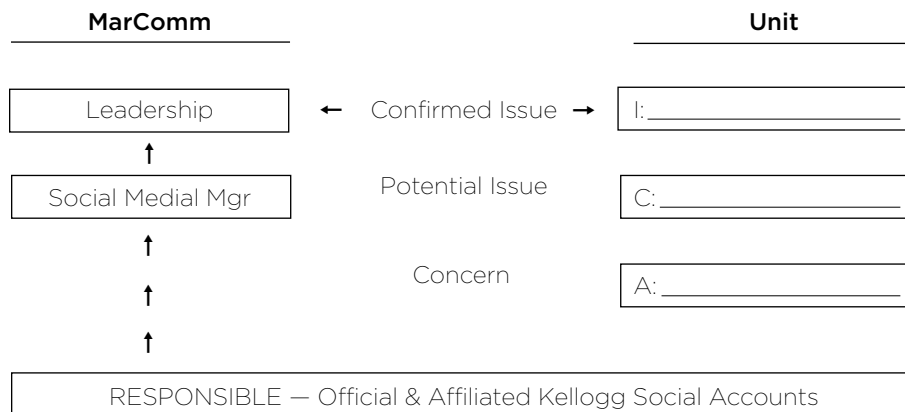
### Escalation Definitions

**CONCERN:**  
Questionable tweet, post or comment  
Originates from know person

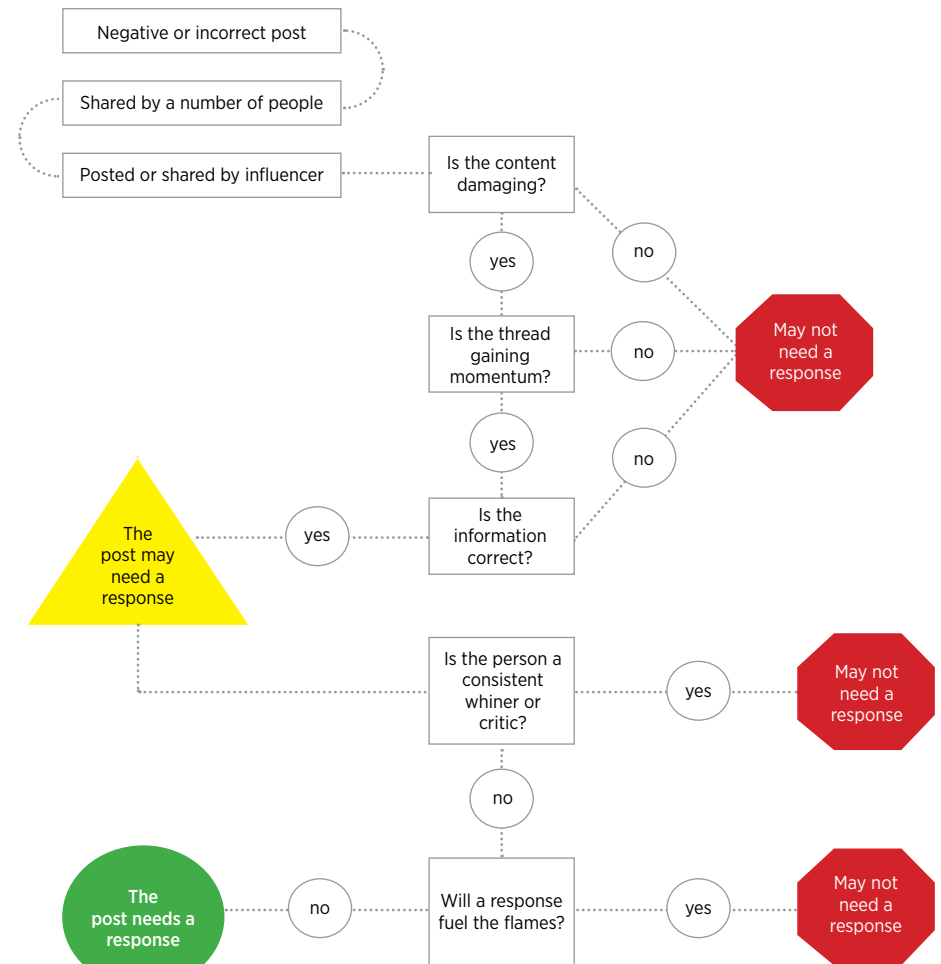
**POTENTIAL ISSUE:**  
Negative or incorrect post  
Questionable post by unknown person

**CONFIRMED ISSUE:**  
Content is damaging  
Thread is gaining momentum

### Escalation Flow



### Should I Respond?





## Everything You Need to Know About Twitter

Hint: It's simple

Let's start with the main components...

**Tweet:** A tweet is a piece of text **no longer than 140 characters**. Spaces, punctuation, links count. Think of it as a bite-sized blog entry.

**Timelines:** Every user also has his own unique timeline that consists of the tweets from everyone he follows. It's like a personal news ticker. You can follow several people and all their tweets will show up here.



**Followers:** As you tweet you'll begin to receive emails to let you know that someone is following you. Often people will discover you and follow after finding a tweet of yours in a search. Something you posted might also get retweeted by one of your followers, leading their followers to see it. People might discover you through a search engine or via website link.

**Conversations:** To publicly direct a tweet to someone specific, start your tweet with @ followed by their username. It will be visible in your profile but it won't appear in the timeline of anyone else in your network unless both (you and recipient) are being followed.

**Interactions:** Click the "Notifications" tab at the top to see who mentioned or interacted with you.

**Twitter Profile:** Click the Settings link in the top menu to edit your Twitter profile. Everything in the Profile section is publicly visible. Using a head shot as your picture is helpful in convincing people to follow you. You may also add a short description with your title and expertise in the Bio section.



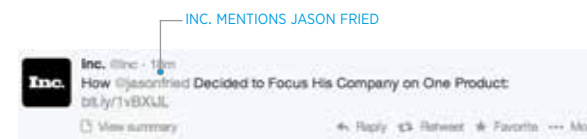
**Hashtag:** Use "#keyword" to make a conversation easily searchable. Distribute the hashtag at events so that participants can follow the conversation.



**Re-Tweeting:** Twitter allows you to share someone else's tweet with your followers. Simply press the retweet button at the bottom of the tweet.



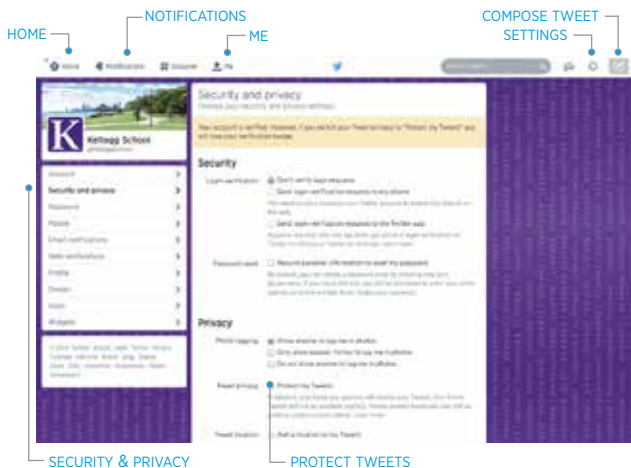
**Mentions:** If a given @username is included in a tweet anywhere else but at the very beginning of your tweet, the tweet will be sent to the timeline or stream of everyone who is following you.



Now let's craft some tweets

### To start:

- If you wish to protect your tweets, go to “settings” then “security and privacy” and click on “protect my tweets.” In this mode, only those you approve will receive your Tweets.
- Check your follow requests by clicking on the “Me” tab and adding followers to whom you'd like to show your tweets.
- To tweet, click on the “home” tab and then “compose tweet” button on the top right of the page. Try to keep tweets to 128 characters or less so others may retweet you without the need to amend your tweet.
- Don't worry about gaining lots of new followers or knowing all of the ins and outs in the beginning. Start by writing tweets 1-2 times per week.
- It may be easiest to begin by retweeting someone else's tweet. You can do this from anywhere on Twitter. Just hit the light gray retweet button below the tweet that you like.
- Review whom you follow. This will impact who follows you and is reflective of your own interests. Follow leaders within your area of expertise. Follow colleagues at Kellogg and peer schools. Use Twitter's search function to start.



### Once you feel like you have the hang of it:

- Unprotect your tweets so that your tweets are available publicly.
- Add your Twitter handle (@Prof.X) to your faculty bio, LinkedIn profile and other places that reach your intended audience.
- Perpetuate the conversation to drive awareness and engagement by leveraging mentions, conversations and hashtags.
- See who has mentioned you in the “notifications” tab. Reply with thanks, favorite or retweet a mention within 1-2 days.



- If your tweet links to an article or other webpage, shorten the URL using bitly.com. Just paste the URL you want to shorten into the box and click “shorten”.



- Enlist MarComm to amplify your tweets via the main Kellogg handle and develop an influencer strategy to help you gain followers. Use a tool like Followerwonk to help you find new followers.



*A few tips to help you drive engagement...*

**In short:**

**1. be generous**

comment, link to content, retweet others

**2. be visual**

**3. be quotable**

- Appeal to your audience's need to stay ahead. Try lists or easy-to-approach tips.
- Links to lists serve as great hooks, and they tend to be among the most shared and favorited. Lists can make your content feel more accessible and digestible.
- Provide a visual element to bring your POV or research to life where applicable
- Try retweeting something that catches your eye
- How about a jarring stat to introduce your new research?
- Be quotable



## Everything You Need To Know About Google +

**Google +:** Google's answer to Facebook. Easier to control who is viewing your information via the concept of circles. G+ participation helps drive web traffic to affiliated sites (after all Google is in the search of business)

**Timelines:** Google+ timeline is similar to Facebook, but sorted into communities and Circles you have joined or created. Content is often longer form and more professionally-oriented than Facebook.

**Followers:** Google+ format allows you to add people to different circles which control what they see: followers, acquaintances, friends and family. The idea is that you may not want your boss, your mom and your best friends to all see the same content. People will begin adding you to their circles and you can add them as well.

**Conversations:** You can comment on people's posts, or can use Google+ as a platform for other google communications products such as hangouts and gChat. All YouTube comments require activating a Google+ account and will appear on your profile.

**Interactions:** Click on the bell on the top right of your screen to see who has communicated with you. You can click on the quotation marks at the far right to start a Hangout.

**Google + Profile:** On your profile page, click on the about tab and each section has an edit button where you can edit your information. You can add both a profile and a cover photo. On the top left of the profile page, you have the option of viewing a profile both as yourself and see how it appears publicly. You can also add contact information to your profile.

### To Start:

- Once your profile is up and running, you can click on the people icon to add people. You select what circle they fall into, which will help you control who sees what. However, make sure you are posting content that is available to your broader circles so they don't stop following you.
- Try to post 2-3 times a week so that your content is fresh.
- Try to add (follow): Colleagues, students, friends and people who work in your field of interest. Keep them in different circles based on your relationship to them.
- Hit the +1 button for content that you find valuable.
- Make sure to post photos so people can get a sense of who you are.
- To post, simple type or link content on your profile in the "what's new" box.

### Once you feel like you have the hang of it.

- Explore: Google+ lets you add anyone.
- Browse communities, closed or open groups formed around industries and topics.
- Comment on posts to begin conversations.
- In G+, you "tag" another user by starting with the "+" sign — good for driving engagement.
- Post links to articles that you find valuable and add your own commentary.
- If you're interested in setting up a Google+ community within Kellogg or experimenting with Hangouts, please contact our Community Manager.

### In Short:

**Be generous:** +1 valuable content and tag other users.

**Be visual.**

**Be quotable:** add commentary when possible.

## Everything You Need To Know About Facebook

**Facebook:** The largest social media network in the world – used for everything and in every space. Ubiquitous.

**Timelines:** For this week, anyway. Facebook posts statuses from your friends and pages you visit frequently. They use an algorithm, so if you have someone whose page you haven't visited in months, you won't see their status updates. There is no way to change this, unfortunately.

**Friends:** These are the people who are connected to your page. Facebook has a myriad of security settings, so be careful. You can set what certain people can see, and you should make sure to take advantage of these settings. Too many horror stories about people getting in trouble for things they have posted on facebook publicly.

**Conversations:** Facebook allows people to communicate through private messages, status updates, and their messenger app. Most people comment on status update, but be mindful of the fact that political and current event posts can often become quite heated, and sometimes devolve beyond the realm of civility. Be mindful.

**Interactions:** The little globe on your top right shows your notifications (event invitations, status comments, page requests, game invitations), the speech bubble is your messages, and the people are your friend requests. If you find the game invitations as irritating as i do, you can move the right of the request and click the x to turn them off.

**Profile:** Go nuts. Just remember that your cover photo is public, so keep it g rated here. Otherwise, just make sure you have your privacy ratings what they should be. Also, make sure you have your likes private, because that's often how people who don't have access to your full profile, gauge things like your political affiliation. In cases such as job hunting, you may not want that. Favorite quotes and your about me make your profile uniquely you. A note of caution as to relationship status; should it change you will be bombarded with questions as to why. You may not want to deal with this. A good rule of thumb is not to post this unless you are cohabitating, engaged, or married.

**Privacy:** Always a discussion on the fb. Facebook allows you to customize these. Use this feature, and use it liberally. This way you can post content your mom can see, and content that she can't. Make sure that these settings are iron clad before you begin job hunting, employers are notorious for perusing candidates facebook profiles. These settings are found under settings (under the globe), privacy. Also, make sure that you have the power to approve any photos you are tagged in. You will thank us later.

**Pages and groups:** there are millions, for every interest, and every student group. Join as many as you want. If the group is very active the notifications can become annoying – but you can disable them on the groups page.

### To start:

- Make sure your profile is complete. Profiles are what make facebook fun.
- Find friends! You can feed in any email program, or just search.
- Join groups – facebook has something for every interest, so look around.
- Don't overload yourself – having thousands of friends can be daunting, and come back to haunt you.
- Post status updates, but don't overshare. A couple of nuggets about your weekend – awesome. What you ate for breakfast, lunch, and dinner? Overkill.
- Add photos....Facebook has lots of memes and traditions (throwback thursday, anyone?), Get involved in the ones you like.
- A note of caution about games – fun to play, but don't bombard people with requests. Play, but don't invite people more than once or twice.

### Once you feel like you have the hang of it:

- Post articles and photos that are of interest, but don't overdo it.
- Status updates are fun – tag people and make it interactive.
- Join in conversations. Be careful on news sites, as your comments are public. Don't be a troll.
- Like things, it helps make them more visible, and people will return the favor

### For facebook groups:

- Post no more than twice a day
- Be mindful of kellogg's social media guidelines and policies.
- Send a note to our [community manager](#) if you have questions, or want to start a group.

### In short:

**Be generous:** hit the like button and respond to updates.

**Be visual**

**Be quotable:** keep updates short.

## Everything you need to know about LinkedIn

**LinkedIn:** The most popular professional social network. Your linked in profile is essentially a fleshed out resume. It is the one of the social media platforms to have a successful premium service which allows you to post jobs, see who has viewed your profile, and send inmail messages to people you would like to connect with.

**Timeline:** The LinkedIn timeline shows updates from your connections (as they are called on linkedin), articles that fit into your professional interests, postings from any networking groups, and job postings that you may be interested in.

**Connections:** On LinkedIn your connections are people that you meet networking, business colleagues, coworkers present and past, and alumni connections.

**Conversations:** as with most social media, on linkedin you can comment on someone's posts or send a private message. LinkedIn also allows you to see profile views, and get detailed information on who has viewed your profile with their premium service.

**Interactions:** on the top right of your screen you will a flag which is where your notifications are, and next to it, a small envelope that is where you can find your messages, and connection requests. Also, on linkedin, you may request an introduction of someone you want to network with through one of your existing connections.

**Profile:** this is essentially your cv. Keep photos professional and classy. Add additional skills, interests, and volunteer work to offer a complete picture of yourself. Make sure that your contact information is accurate.

**Groups:** linkedin has numerous networking groups – make sure to take advantage of them, they are great sources of information and making connections.

**Pages and groups:** there are millions, for every interest, and every student group. Join as many as you want. If the group is very active the notifications can become annoying – but you can disable them on the groups page.

**Companies:** follow the pages of any companies you are interested in so that you get their most up to date information. Also follow kellogg's "[company page](#)" (for business audience), and [university page](#) (for prospective students).

**Pulse:** pulse is linkedin's algorithmic based feed based on your background and interests. LinkedIn will show you articles that they believe could be relevant to you.

### To start:

- Once your profile is active — add connections. LinkedIn is for networking, so cast a wide net. General rule of thumb is that connections are for people who have met face-to-face, even if briefly. You can feed in your email contacts to get you started.
- Endorse people. LinkedIn allows you to endorse connections, and if you do so, they're inclined to return the favor.
- Find alumni — alumni networks are often a fantastic way to find employment or investors, so make sure to use this feature.
- Post content — but be careful. Sharing articles and industry information on linkedin is great, but remember this is your resume.
- Find information — some of the best industry articles are fed through linkedin — make sure you use it.

### Once you feel like you have the hang of it:

- Request introductions — linkedin is great for this — use your network. Join groups — great way to get more of a foothold in your industry.
- Start conversations — get your network talking — it will improve your visibility. Begin blogging on linkedin. Contact our [community manager](#).

### For linkedin groups:

- Post no more than once a day
- Be mindful of kellogg's social media guidelines and policies
- Send a note to our [community manager](#) if you have questions, or want to start a group.

### In short:

**Be generous:** endorse others and comment on valuable posts.

**Be visual.**

**Be quotable:** one sentence with a link is ideal.

## Hashtags

**Hashtags allow social media users to more easily highlight and find key topics, events, or memes within social networks.**

It is a good practice to include a hashtag when you are referencing

- An event (#KelloggEC, #SuperBowl)
- A key topic (#BigData, #Leadership, #HealthIT)
- A meme (#MyKellogg, #TransformKellogg, #picoftheday)

The hashtag can either occur within the context of the tweet or post, or at the end.

If you would like to use a hashtag for an event that is not listed below, please contact Kellogg's **Community Manager** to get one assigned.

Here are some sample hashtags that have been used in relation to Kellogg:

Transforming Together	#TransformKellogg
Africa Business Conference	#KelloggABC
Aspen Conference	#CorpGovGap
Black Management Association	#KelloggBMA
Brave Leaders	#KelloggBL
Business of Healthcare	#KelloggBHC
Convocation	#KSM14
Energy Conference	#KelloggEC
Greater China Business	#KelloggGCB
Innovating Social Change	#KelloggISC
Kellogg CMOP	#KelloggCMOP
Kellogg Spark	#KelloggSpark
MacEachern	#KelloggHealthcare
Marketing Conference	#KelloggMC
Private Equity Venture Capital	#KelloggPEVC
Real Estate Conference	#KelloggREC
Retail and Luxury Goods	#KelloggRLG
Super Bowl Advertising Review	#KSMAdRev
Admissions Events	#KelloggOnTheRoad
Kellogg Throwback Thursday	#KelloggTBT
Student Experience	#MyKellogg
Kellogg Insight	#KelloggInsight
Kellogg Mag	#KelloggMag

## Student Blogger Best Practices

Audience: Prospective Students

Goals: Conversation, Answer "Why Kellogg?"

*Note: This is a living document that will be updated as we test and learn.*

*Updated Nov. 6, 2012.*

### Our Goals

- Showcase the student experience from a cross-section of diverse perspectives
- Improve visibility of a wide range of themes, including but not limited to experiential learning, diversity, etc...
- Increase Kellogg's online brand presence

### Why You?

- You all have a story to tell from different perspectives.
- You're involved.
- The experiences mean more from you.

### Official Social Media Guidelines

#### In Other Words...

You represent Kellogg School of Management. Write as if your future employer is watching.

#### The Details

- While 300 words is the ideal length for SEO, we also love shorter posts with good photos.
- Always include at least one eye-catching photo or video whenever possible.
- Be authentic.
- Address questions you already know the answers to.
- Attribute and link to news articles, songs, photos and everything you don't create.
- Promote on your social networks: Twitter, Facebook, LinkedIn. This is your personal brand, too.
- Represent the Kellogg brand.

*Examples of eye-catching photos that help tell a story.*



### Writing a Good Blog Post

- Write about what matters to you. What's your story?
- Be conversational. "The previous night, a fundamental thought leader conferred with me about optimizing my prospects for professional development." vs. "Last night, I met with a CMO who talked to me about my career."
- Include photos and videos.
- Use specifics. "It was a good conference." vs. "CEO Bob Smith offered me my dream job!"

### Previous Headline Examples

- Alum Perspective: 4 Months Out
- It's Not Just the Wall That's Great: GIM China 2012
- Evanston vs. NYC Living
- On-Campus Recruiting = Suits and Dresses in the Classroom
- The "Atrium Effect" and How to Avoid It
- Behind the Scenes: a Kellogg Study Group in Action
- The Big Difference Between the LSR and the QSR

**BOTTOM LINE:** *Be creative and catchy but clear. Get to the heart of the post.*

### Topic Ideas (but not limited to)...

- Classroom life: case studies, study groups
- Student life
- Recruitment, jobs and internships
- Speakers (in and outside of the classroom)
- "Insider" information: What is TG?
- Organizing conferences

- Conference coverage/recap
- Career Treks, GIM, KWEST
- Case competitions
- Balancing school with home life
- MMM, 1Y, JD-MBA

**THINK:** *How can my experience help a prospective student understand “why Kellogg?”*

### Getting Started and Additional Information

Per feedback from last year's bloggers, we've decided to offer suggestions for topics...

- **Event Coverage:** We'll ask for volunteers to blog about events, conferences you're already attending.
- **Monthly Emails:** We'll recommend topics that are timely or important to prospective students.
- **Editorial Calendar:** In order to make sure we have a steady flow of unique and relevant content, we'll keep a mini calendar of the topics/deadlines you've provided.
- **Q&A Round-Up:** We'll ask you a question. You provide a one- to three-sentence answer. Ex. predictions for business in 2013.
- **Posting:** Send in a Word document with photos attached to social@kellogg.northwestern.edu

### Examples of Top Performing Student Blog Posts

- Evanston Through the Viewfinder
- The End of the Beginning
- Doing Good & Feeling Good: Community Service @ Kellogg
- The Culmination of the Annual Kellogg Marketing Competition: TG Mega Mart

## Social Media Best Practices for Conferences

### 1. SET UP

**Determine whether a social channel is essential to your promotion strategy. Running a successful social strategy requires a significant time commitment.** Here are some considerations: Will you have an exec member appointed to managing the social account? Will your speakers object to tweeting during the event? Will you have updates to fill the weeks preceding and the time during the event?

**Before creating a new account, check to see if one already exists.** Using an existing account allows you to utilize a preexisting follower base, build on past years' content and remain consistent year to year.

**If you must create a new account, work with your contact in corporate partnerships who can add/remove permissions for each year's conference leads.**

- **Tip:** Name your page so it can be used by future conference organizers. Example: Use Kellogg Business Law Conference, NOT 2014 Kellogg Business Law Conference. You can reference year and date in the content.

#### Twitter setup tips:

- Use one hashtag and promote it prominently on posters, e-mails, etc. Contact Kellogg's **Community Manager** for your approved conference hashtag.
- Include the URL to your website in your profile

#### Facebook setup tips:

- **Cover image** should have details of the conference, including hashtag.



- Enhance your timeline with links to images and news coverage of past years.
- Set up a Facebook event and invite attendees.

**Website setup tip:** Include “like” and/or “follow” buttons on your website, so it's easy for others to connect and engage with you.

### 2. PRE-CONFERENCE ENGAGEMENT

**Utilize common social channels such as Facebook, Twitter and LinkedIn (alumni group).** Post event info, speakers and where users can find more information.

**Update your social media channels at least once a week as you get closer to the event.**

Parcel out fresh announcements, including:

- Overview of the event
- News about who is speaking. Solicit questions. Ex. “What would you ask [speaker]?”
- Topics being covered
- Hotel accommodations
- Photos from previous years (visual is always good)
- Registration discounts
- Ask questions to attendees, such as what speaker they are looking forward to seeing or asking to “like” if they are coming. Great examples of engagement include the **Mashable** and **Mint** Facebook pages, as well as the **Kellogg Technology Conference**.

**Curate and share industry/topical content.** Set up **Google News alerts** with distinct key words or phrases to find third-party articles or research related to the conference theme or news coverage of one of your speakers to share on these social media channels.

#### Share information with key influencers including:

- Official Kellogg School channels: Post to our walls or tweet at us and we'd gladly retweet and follow. **See our complete list of channels.**
- Student bloggers: **Are any of your organizers an official or unofficial student blogger?** Blog entries are a great way to promote your conference before and after the event.
- **Speaker and sponsor organizations:** Many of these people have social media profiles. Find them and thank them or tag them.
- **Other key influencers:** Ask individual students or organizations with strong followings to retweet/reshare, including the KSA, student bloggers, industry bloggers, media, etc.

**Tip 1:** Use a URL shortener (very helpful for Twitter), such as bitly, which allows you to easily share and track clicks on those links.

**Tip 2:** You may find it most efficient to use a free tool, such as HootSuite, to update multiple social media accounts at once. HootSuite also has a built-in URL shortener.

### 3. DAY OF EVENT

Remind conference-goers (verbally and thru signage) to use the hashtags when they tweet. Feature the tweets between sessions on a plasma screen. Assign point people ahead of time to tweet highpoints of the conference and quotes so those not in attendance can learn. Use TwitPics to post images too.

### 4. FOLLOW UP

Post photos from the event, link to any news coverage, retweet attendees or your favorite parts of the conference. **The following year's potential attendees will see how valuable and engaging your event is.**



### EXAMPLES & EXTRAS

Some great conferences that do social media well

- TED: <https://www.facebook.com/TED>
- ALT Summit: <https://www.facebook.com/pages/Altitude-Design-Summit/179318294630>

Other ideas to enhance your conference coverage:

- **Storify:** <http://storify.com/>  
Cover your conference by curating content from various social media channels.  
Ex. <http://storify.com/KelloggSchool/2012-kellogg-technology-conference>
- **Ustream:** <http://www.ustream.tv/about>  
Share your conference live with viewers around the web in real-time.
- **CoveritLive:** <http://www.coveritlive.com/>  
Provide online reporting and commentary during the event in real-time.

Last updated June, 2016

This is a living document that needs the benefit of your experience. Please send comments and recommendations to [social@kellogg.northwestern.edu](mailto:social@kellogg.northwestern.edu). Thanks in advance!



# KELLOGGCONNECT

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## MISSION

We are working together to make KelloggConnect the unique, trusted source for valuable learning, meaningful connections and rewarding interactions within the Kellogg community.

## THE ELEMENTS OF COMMUNITY

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### PEOPLE

with shared values, interests or experiences

### CONTENT

that is timely, relevant and compelling

### TRUST

between people – they will be listened to, and their contributions will be valued

To best facilitate community within KelloggConnect, we encourage members to start and join groups around common industries and interests. Groups allow for people, content and trust to be more focused around a topic that is important to the members.

## VALUABLE CONTENT

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### VIDEOS

- » Bite-sized: 5 minutes or less
- » Post the length of the video and commentary on why you think it's important

### VISUALS

- » Pictures that illustrate the group's membership or interests
- » Infographs that visually capture important insights about your industry/interest

### BLOG POSTS / ARTICLES / STORIES

- » Short or medium length (can be read in less than 7-8 minutes)
- » State its importance to YOU, which helps start discussion and discloses your own interests.

## BUILDING COMMUNITY

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### SHARE

- » Fill out your entire **profile** so people can understand what you're doing and what you care about. (It all starts with people sharing themselves.)
- » Post links to articles and **stories** that are relevant to you and your interests/industries. Include a short commentary on why you think it's important.

### ACKNOWLEDGE

- » Welcome **new members** to the group publicly with a status update or by starting a discussion.
- » Post a public **thank you** message to individuals when they add content or profile information that is valuable to the community.

### ASK

- » When you see active, engaged members **ask for help** by seeing if they would be willing to initiate a poll, post on a regular basis, or help seed valuable content within the community.
- » Take a risk and **ask a question** regarding a problem you're trying to solve.

