

Before you Tweet, Know your CHIRPS

Presented by Uyen Mai, Marketing & Communication

Getting to know you

- What social media do you use in your own life?
- What social media do you use for your professional life?
- What do you hope to gain from this presentation?

Before you Tweet, Know your CHIRPS!

- be **C**ertain
- be **H**onest
- be **I**nteresting
- be **R**eflective
- be **P**articipatory
- be **S**trategic



Be Certain

- Is it factual?
- Is it private information? or privileged data?
- Is it fitting from our college
- Does it really represent your club?
- Are you posting on the right account?



Be Honest

- Live up to the college's standards
- No posing
- No lying
- No unauthorized material



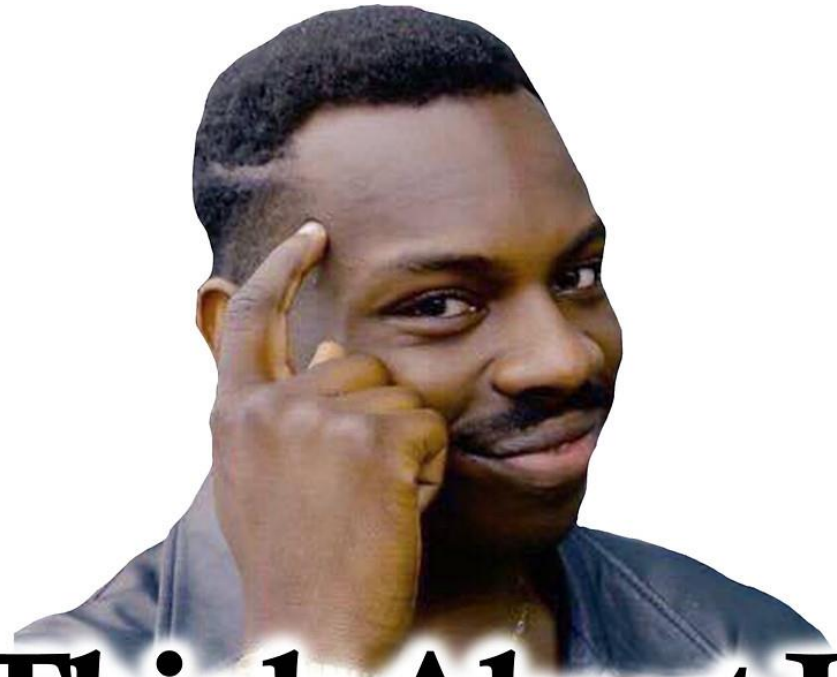
Be Interesting

- Variety of Content
 - Links
 - Photos
 - Videos
 - Facts
- Ask questions
- Start a conversation



Be Reflective

- Look at analytics
- Evaluate posts
- Which ones did well?
- Which ones didn't?



Think About It

Be Participatory

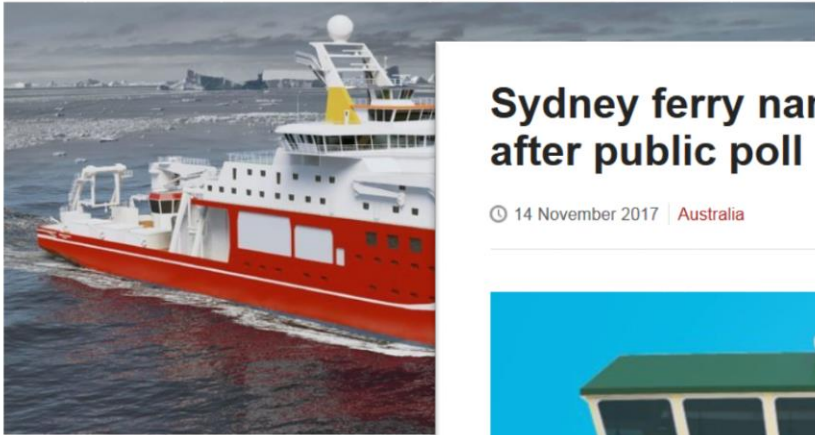
- Two-way communication
 - Respond to questions
 - Correct misinformation
 - Share content
- Rules of engagement
 - When do you delete comments?
 - When do you ban?



... but not TOO participatory

Boaty McBoatface: What You Get When You Let the Internet Decide

By KATIE ROGERS MARCH 21, 2016



A computer image of the research vessel, which is still being designed by The Natural Environment Research Council

A proposal by a British government agency to name a \$287 million polar research ship

Trainy McTrainface Receives Its Name in Official Ceremony in Sweden

The moniker might be revenge for Boaty McBoatface.

BY NATASHA FROST OCTOBER 17, 2017



Sydney ferry named Ferry McFerryface after public poll

🕒 14 November 2017 | Australia



jetBlue

JET SET
YOURSELF FREE.

Book directly on jetblue.com for
a chance to win flights for a year.

Book now



Be Strategic

- Always have backup admins
- Clear mission and goals
- Agree on the kinds of posts you will share
- Agree on how to deal with spammers, angry visitors, abusive followers?
- Clarify your process
 - When do you speak for the club? What if someone leaves? What happens each year?



Starting Strong

- Have a clear identity
- Have clear goals for your social media
- Have ideas for posts
- Have a plan for participation, responses and challenges
- Figure out roles and back up roles
- Get approvals from your department/club
- Team with Marketing and others

Questions?

