Penn Law

UNIVERSITY *of* PENNSYLVANIA CAREY LAW SCHOOL

Office of Communications
Social Media Handbook

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Getting Started

Before Creating an Account

- Consider if you need your own account or if there are ways to partner with Communications to get your message out to @PennLaw's large follower base.
- Study the available social media platforms and determine the best one(s) for your needs and resources. The best social media account is an active, informative one with plenty of regular and timely content.
- Figure out which platforms work best for your goals. In general, we recommend **Facebook groups** and **Twitter pages** as the most effective platforms.

Creating Your Account

- Clearly brand the account as Penn Law using our pre-made templates or high-resolution images and logos from the Penn Law Office of Communications.
- Fill out all forms and descriptions to provide full background information on the account.
- Include a link back to www.law.upenn.edu.
- Email socialmedia@law.upenn.edu the links to your new accounts so we can promote them and add them to the social media directory at: https://www.law.upenn.edu/newsevents/social-media-directory.php.
- Link to (or follow, like, etc.) the main Penn Law account on each platform and other Penn Law related group accounts.

Maintaining Your Account

- Post as often as appropriate for your chosen websites. Twitter can handle a high volume of content; Facebook users tend to be more sensitive to over-posting.
- Use helpful tools like Buffer to ease your workload. Schedule tweets in advance and monitor relevant keywords. Some of these tools offer additional analytics to what is built into the websites themselves.
- It rarely makes sense to "click once" to distribute content in the same format to all social media channels. Make sure your approach is tailored to each platform.

What Not to Post

- Content that belongs on personal accounts.
- Irrelevant information to your group or Penn Law.
- Use caution when posting pictures of alcohol, or any other recreational activities that could jeopardize someone's career prospects or the reputation of Penn Law.

Best Practices

Develop your strategy and social media plan

The Penn Law Office of Communications recommends that you develop a social media strategy prior to creating or promoting your accounts. Hopefully, you've already asked yourself these questions in choosing which social media platforms to use. If not, here are a few things to consider.

- What do you want to accomplish?
- Are you interested in driving traffic back to your website? Creating awareness that you exist? Finding and sharing valuable information with a specific audience?
- How will you measure success? Do you want a large number of followers, or would you prefer a smaller community with strong ties to your mission?
- Who is responsible for posting to the account, and how often?
- Can you develop an editorial calendar so you know what you're supposed to post and when?

Create a bio and use an image for your icon

- High resolution images make your account look professional.
- Check in with the Penn Law Office of Communications to keep your account in line with our branding and logo guidelines.
- Be sure to link to Penn Law's website in your bio or description.

Spend some time familiarizing yourself with the platform.

The best way to understand Facebook, Twitter, or any other social media site is dive in and to start using it! Get posting on a personal account and find out how things work.

Promote your account once you're ready

Promote your account by alerting other accounts, friends, or colleagues via email or the social media platform itself.

> *If you are posting on behalf of a Penn Law group, be sure to add your group's social media information to Penn Web A-Z and email us at socialmedia@law.upenn.edu to promote the page!*

Basic Lingo and Terms

For a complete list, see Twitter's Glossary *and* Facebook's Glossary.

General

Avatar	Your profile image that appears next to all posts. Generally, this should be your logo.

Twitter

@	Used to publicly reply to someone when placed at the front of the tweet or to mention someone when placed within or at the end of the tweet.
Hashtag	(example: **#SCOTUS** or **#PennLawReunion**) A type of keyword used to tie your tweet to other tweets about the same topic. Hashtags can be used for serious purposes or subjective humorous commentary.
Retweet	Reposting a tweet to your feed, either by clicking Retweet underneath it (tweet will appear exactly as it appears on your screen). It will give you the option to add your thoughts on the tweet if desired prior to posting.

Facebook

Pages	Facebook has several kinds of pages: individual pages, groups, and Brand Pages. A Brand Page is like an individual's page, where you can publish information, photos, videos, events, and content to the News Feed.
Groups	Groups can be public, private, or secret. Group members will see every post made in the group and allows for easy conversation among the members. These can be private or public.
Cover Photo	The large background image that appears at the top of your page or group. This should be a photo that represents your group, organization, or location. Do not include logo here.
Share	To share a post in your newsfeed on your own page. A box should appear to add your own commentary.
@	Unlike Twitter @ replies, Facebook only lets pages reply to other Brand Pages and not individual accounts. When typing your post, the @ symbol will show a drop down menu as you type from which you can select the Page you are mentioning. It will not automatically tag the person, so you must select the page from the drop down menu.
Like	There are two ways to "like" content on Facebook. You can click "like" below individual posts or you can click "like" on a Page. Liking an individual post will only let the poster know you liked it, but liking a Page is akin to "following" or subscribing to their posts. Use individual likes to determine popular content and Page likes to see how many people are subscribing to your content.

Twitter Tips

Who to Follow

- Follow the influencers and thought leaders. There's a good chance they'll follow you back!

- Find other Penn and Penn Law-related accounts on the Penn Law Social Networks page or on the Penn Web A-Z directory.

- Use lists to organize the people you follow. They're a good resource for people who follow you, and they allow you to sort through your stream as you follow more people.

Posting

- Try not to post several tweets at once. Use tools like Buffer or HootSuite to schedule in advance and spread things throughout the day and week.

- Consider the time of day when you post. The heaviest usage times are rush hours (morning and evening) and lunchtime hours.

- Twitter can handle a higher volume of content than other social media platforms so there's room to repeat your messages a bit. Just make sure you rephrase them instead of copying and pasting the exact same text.

- If you're posting something topical, do a search to see who else is talking about it and consider either following that person or organization or using **@theirhandle** to tell them you're discussing that topic too.

> **Remember:** *People will follow you if they think you're a good source of interesting information.*

How to Write a Good Tweet

Constructing a Tweet

- Tailor each tweet to the content. You can use the post headline as a starting point, but don't rely on it too heavily.

- Your tweet should be a tease to lure people into clicking. Pay extra attention to the first few words since that's all most people read when skimming.

- Experiment with formatting. If you have a great, short quote, post that instead of the headline. Try reframing a headline as a question.

- Try not to use all of the 140 characters so people who retweet can add commentary (120 characters, including the link, is ideal).

Hashtags and Search Terms

- Use #hashtags that are part of a movement or to make commentary. Search for ones relevant to your tweet, but don't add more than one or two tags.

- Don't hashtag general words or terms used within the tweet. Twitter will automatically find it as a search term.

- Do some searches of the content in your tweet prior to posting it to find any relevant hashtags.

Links and Pictures

- Use a link shortening service like bit.ly to save characters and track the click-through rate on your tweets.

- Try to upload photos directly to Twitter via the "attach a photo" button so that it shows up on your homepage sidebar.

Communicating via @ and DM

- DM (Direct Messages) are private, while RTs and @ mentions are public, so be aware of which you are composing!

- When possible, engage your followers.
  - If someone @ or DM contacts you, reply as quickly as possible.

- Do a bit of promotion for others, and they'll return the favor.
  - See an interesting tweet? Retweet it. Ideally, you'll add a bit of commentary when you do so.

Sample Tweets:

> *Alumni! Get ready for **#PennLawReunion** with the official 2015 Reunion app: **http://bit.ly/K2mWos***

> *Golkin Hall's dedication is featured in the latest issue of **@PennGazette**! Read it here: **http://bit.ly/IYr1xk***

> ***#PennLaw2017**, don't miss tonight's Street Fair to celebrate Golkin Hall Week & the beginning of Spring! http://pic.twitter.com/tDHN5rmn*

> ***@khjesq** Commencement is on May 14, 3pm at the Academy of Music. Read more here: **http://bit.ly/KCLQia #commencement2012***

Facebook Tips

Facebook Brand Page vs. Facebook Group

While a Brand Page may seem like the best option, posts made on Brand Pages are not favored in the Facebook news feed algorithm and may try to get you to pay to "boost" your posts to reach your followers. As a result, we usually recommend a Facebook group for departments or clubs.

The chart, below, compares the features offered by Brand pages and by groups.

Feature	Brand/Fan Page	Group
Allows personalized URLs	Yes	No
Appears in search engine results	Yes	Yes
Admin can access visitor statistics and analytics	Yes	No
Discussion features and forums	Yes	Yes
Cross-promotion via @ mentions on other pages	Yes	Yes
Create events and send invitations	Yes	Yes
Visible to unregistered people	Yes	No
Followers can leave comments and "likes"	Yes	Yes
Publish content to the News Feed	Yes	Yes
Hide administrator's personal account	Yes	No

Posting Guidelines

- Avoid sending too many updates to your fans.

- Mention when your Web site is updated, whether it's new photos, an upcoming event, etc.

- Favorite other Penn Law Facebook pages or page that have topics similar to your page.

- Monitor comments on your Facebook wall daily and respond to those that warrant it.

- Ask students, staff, and faculty to share your content and to like your Facebook page.

- Use a link shortening service to save characters and track the click-through rate on your posts.

- Keep posts under 400 characters. Facebook will hide anything above that limit.

Blog Guidelines & Tips

Creating Your Blog

- Always provide a short description in the About or Biography section for people who stumble upon your blog through search engines. Think about the context you want to provide.

- If there's a section where you can link to other blogs, do so. Other Penn Law bloggers will be thankful, and your readers will benefit from the information.

Writing and Posting

- Try to stick to a regular blogging schedule so your readers return frequently.

- Use quick, catchy headlines when possible and don't hesitate to use subheadings.

- Assert your expertise and authority on the subject matter.
  - Take credit for your work and publish under your own name.
  - Be sure to express an opinion when possible rather than an objective explanation of an issue (unless that's the mission of your blog). Contribute something unique to the existing conversation.

- Insert graphics, photos, or video to illustrate your point.

- Link to other websites or blogs within a post to provide examples or additional information. Readers appreciate extra resources, and other content producers will reciprocate the web traffic favor.

- Tag your posts.

Marketing and Promotion

- Submit guest posts to other blogs and/or invite other experts to act as guest bloggers on yours.

- Use your blog URL in your Outlook signature.

- Create social media accounts with your blog name or your own name and promote new posts on the other sites, linking back to your blog.

Policies, User Agreement, and Questions

Policies

Penn Law shares information, images, and video with the public through blogs on its website and through external websites including but not limited to Facebook, Twitter, LinkedIn, YouTube, Snap Chat and Instagram. Comments by the public made to these accounts are reviewed and, while they will not be edited by Penn Law or its staff, may be deleted if found to be in violation of this comment policy.

Comments should be related to the posted topic. Penn Law's social media accounts are not the proper place to express opinions or beliefs not directly related to that topic.

The use of vulgar, offensive, threatening, or harassing language is prohibited.

Personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, national, color, age, or religious group, creed, gender identity, sex, sexual orientation, citizenship status, veteran status, disability status, or any other legally protected class status are prohibited.

Penn Law's social media accounts are not open to comments promoting or opposing any person campaigning for election to a political office, or promotion or advertisement of a business or commercial transaction.

Comments advocating illegal activity or violating copyrights or trademarks are prohibited.

You participate in Penn Law's social media accounts at your own risk, taking personal responsibility for your comments, your user name, and any information provided. Please do not post personal information such as phone numbers and addresses.

Comments expressed on Penn Law's social media accounts do not reflect the opinions and position of the University of Pennsylvania Law School or its officers and employees.

You are subject to the Terms of Service (TOS) of the host site. Information (photos, videos, etc.) you share with or post to official Penn Law accounts is also subject to the TOS of the host site and may be used by the owners of the host site for their own purposes. For more information, consult the host website's TOS.

This comment policy is subject to amendment or modification at any time.

User-Created Content:

Users are welcome to submit or post content, including photographs and videos, to a Penn Law account where Penn Law allows users to post content, the content meets the standards articulated in this Customer Use Policy, and the content pertains to the subject of the social media site. Users may only post their own, original content. Reproduced or borrowed content that reasonably appears to violate third party rights will be deleted.

Questions or Concerns:

Questions or concerns regarding Penn Law's social media accounts and this comment policy should be directed to the Penn Law Communications Office at socialmedia@law.upenn.edu.