Here are some tips that we reviewed during "Be Savvy, Look Savvy: Your Checklist for Facebook and Twitter."

FACEBOOK CHECKLIST

Brand image:
What do you look like? Connect back to Illinois!
- Name in profile—have reference to Illinois (not UIUC). *Settings > Page Info*
    - You can change it if fewer than 200 people like your page
    - If more than 200 like it, you have to submit a request to Facebook
- Choose a Facebook web address. Use Illinois, not UIUC. *Settings > Page Info*
    - You can change it 1 time
- About: Include good description and your website link. *Settings > Page Info*
- Profile photo
    - Can't create a logo, but you can use I-mark and your unit's name
    - See what your profile image looks like small (in News Feed) because that's what it will look like to others. Make sure it is high quality and the proper dimensions.
    - Be consistent and use that image for your profile on other social media—reinforces who you are, builds recognition with audience
    - Don't change this image unless you have a really good reason to
- Cover photo
    - Much more flexibility here—people only see this when they first visit your page
    - Add a caption
    - You can change this with some regularity (seasonally); it can serve as your post for the day
        - http://illinois.edu/about/overview/cool/fb_timeline_images.html
        - http://admissions.illinois.edu/admitted/facebook_covers.html

Basic posting tips
- You can tell if you're posting as you or your page—at the top it says "You are posting, commenting, and liking as…"
- You can modify the info that pre-populates in a link
    - You don't need to keep the link in your post once the story displays
    - You can switch images if multiple are available in the story
- Link to others by typing @NameOfGroup (campus units or national entities)
    - Facebook could show this post to the other page's fans

- Don't use #hashtags unless it is part of a specific campaign (2 maximum)— more decreases engagement, according to a recent study
- Schedule a post by clicking on the clock icon at the bottom of the post you're creating
- When to post: look at Insights > Posts to see best times for each day
- If you are sharing a post (which you can't schedule), take a minute to say something about it (add more info or pull out a good sound bite)

Be social; engage!
While you are on there, switch over to use Facebook as your page, click on Home, and like some units' statuses. Be sure to view both "Top Stories" and "Most Recent." (Select under News Feed navigation.) If you have no content or see something compelling, share that.

Review Insights—Informs your strategy
Most important things to check out
- Overview
  - o Engagement #s at a glance
  - o Pages to Watch—add similar entities as your unit (from campus and from other universities) to see how your pages compare, what you can learn from successful pages
- Posts
  - o What time of day is best to post for your fans; when are most online
  - o What kind of posts are working/not
- People
  - o Know your audience (age can tell you if they are students/young alumni, or older alumni). This informs you what else to post that would be of interest to them.

TWITTER CHECKLIST

Brand image—What do you look like—Connect back to Illinois
- Name (20-character limit)
  - o Click "Edit profile" (Get Illinois or IL in there; don't use UIUC)
- Username/Handle (15-character limit)—appears in URL
  - o You can change this and it won't affect your existing followers; but good to alert them beforehand
  - o https://support.twitter.com/articles/14609-changing-your-username
- Profile image should be the same as on other social media
- Cover photo should be appropriately sized

Basic posting tips

- Use @Username to tag a person or group; they will be notified that they were mentioned and may reply or RT you
- .@Username—put a period in front of the @Username if it's at the beginning of a post and you want all your followers to see it
- Add hashtags like #ILLINOIS or #Illini if appropriate/space allows
- MT=modified tweet (as opposed to a straight retweet, or RT)
- Shorten links to give you more room to write; try http://ow.ly

Review Insights—Informs your strategy
Go to http://ads.twitter.com, log in, click on the Analytics dropdown

SOCIAL MEDIA IMAGE SIZE GUIDE
http://ow.ly/ygvxw

—Holly Rushakoff, hrush@illinois.edu, June 2014
http://publish.illinois.edu/illinoissmc/resources/