

SOCIAL MEDIA GUIDE

GOOD

OK

BAD

Guide to help you understand how best to leverage major social media sites.

Adapted from [CMO's Guide to The Social Landscape](#)

WEBSITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEARCH ENGINE OPTIMIZATION (SEO)
 Facebook A social networking site where users can add friends, send messages, and build their own profile.	Great for engaging people who like your organization, want to share their opinions, and participate in events and contests.	Facebook brand pages are great for organization exposure.	Traffic is decent and on the rise thanks to share buttons and counters, but don't expect massive numbers of unique visitors to go to your site.	Little to no value, aside from blogs picking up and featuring your posted links. Not worth the time expenditure.
 Twitter A microblogging site that enables users to send "tweets," or messages of 140 characters or less.	Use keyword search monitoring through a program such as Hootsuite, Twitjump, or Radian 6 to track what people are saying about you.	Offers unique opportunities for Web site integration and to engage with audience in a viral way, helping your organization stand out.	Potential can be large, but promotion is an art form—promote your brand too heavily and turn off followers. Don't promote enough and receive little attention.	Value to your site's SEO is limited, but tweets will rank high in search results: good for ranking your profile name and breaking news. Shortened URLs are of little benefit.
 Blogs Personal publishing platform. WordPress is the most widely used. Design is highly adaptable.	Allows you to create essays with audio, video, and graphics. Student and faculty posts are a great way to create audience participation.	Some brand exposure. Can link to homepage. Showcases organization's expertise and responsiveness to topics of interest to audience.	Can drive traffic to your site if you feature appealing user content in posts, e.g., essays by successful students or popular professors.	WordPress has excellent system for tagging posts to drive search engine optimization. Beneficial for increasing Google search rankings.
 Foursquare A location-based mobile platform that allows customers to "check in" to their location and see tips and who else is present.	Brands as well as crowd-sourced tips can tell users about your location. Also many locations run specials for check-ins.	Offering specials or posting tips allows you to share message about location. Great for encouraging loyalty as well as turning new users into loyal ones. Check-ins can lead to user becoming mayor—competition encourages returns to location.	Likely will not drive traffic to your website. However, creating tips with information on your brand can provide visitors with critical information when visiting.	Unlikely to drive SEO.
 LinkedIn A social networking site for business professionals.	User engagement opportunities are possible by answering education-related questions, establishing yourself as an expert in the field.	Effective for personal branding and demonstrating your organization's professional prowess. Encourage staff to maintain complete profiles to strengthen your group's reputation.	Unlikely to drive any significant traffic to your site, though you never know who those few visits might be from—perhaps a potential client.	Very high page rank—almost guaranteed on the first page of search results—specially for your organization name or individual employees' names, but that's about it.
 YouTube A video sharing website where users can share and upload new videos.	Whether you seek to entertain, inform, or both, video is a powerful channel for quickly engaging your audience, responding to complaints, and demonstrating your social media savvy.	One of the most powerful branding tools on the Web when you build your channel, promote via high-traffic sites, and brand your videos.	Traffic goes to the videos. If the goal is to get traffic back to your site, then add a hyperlink in the video description, but don't expect traffic to correlate closely with video views.	Very good for building links back to your site because videos rank high. Also a tried-and-true way for your organization to gain exposure.
 Flickr An image- and video-hosting website where users upload their own pictures and videos.	Properly tagged photosets of organization events can help fans see what your group is doing.	Participation in education-related groups might get your photos, and thus your organization, viewed by people with similar interests.	Even if you get tens of thousands of visits to a photo hyperlinked with your URL, click-through rates are among the lowest around.	Heavily indexed in search engines, passing links and page ranks. Also helps images rank higher in Google images and in building inbound links.
 iTunes U An online audio and video collection from educational institutions.	User has to seek this out or be directed here via a promotion by another social medium or a link. It is exclusively outbound.	Great for brand exposure. Showcases the University's multimedia expertise and communicates the breadth and depth of its offerings against other better-known names.	Affords some name recognition but won't drive traffic to your site because everything is accessed via the iTunes app.	Very unlikely to drive SEO.