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BABSON’S SOCIAL MEDIA PRESENCE REFLECTS OUR BRAND PERSONALITY:

action-oriented, innovative, resourceful, collaborative, real-world, agile, and bold. As a reflection of Babson College, all social media channels must follow photo, color, editorial, and logo guides found within the full Babson brand guidelines. This will ensure consistency with other marketing material and will extend and reinforce the Babson brand.

This guide is a summary of best practices and brand applications in common social media platforms. Find the full Babson brand guidelines at www.babson.edu/brandguidelines.

CREATING AN ACCOUNT?

All new Babson-branded social media account requests must be reviewed and approved by the Associate Director, Integrated Content Strategy prior to account creation.
CREATE AN ACCOUNT

Once your account has received approval from the Associate Director, Integrated Content Strategy, read and continue to refer back to the Babson Social Media Policy and Social Media Best Practices documents as you create and maintain your account. You can find both at [www.babson.edu/brandguidelines](http://www.babson.edu/brandguidelines).

Remember, the social media world is no different than the “in-person” world. The same laws, rules, policies, guidelines, and best practices that govern our relationships with students, parents, alumni, the media, and the community all apply online. Faculty and staff are as responsible for their online posts as they are for their personal, verbal, or written interactions.

BEST PRACTICES OVERVIEW

Keep these points in mind when creating and maintaining your page:

» EVERYTHING POSTED IS PUBLIC. / Assume that everything you are posting is public, is available to the public forever, and can spread further than you may intend.

» YOUR OPINIONS ARE YOURS. / On Babson pages, post content that reflects the College’s brand and messaging.

» BE THOUGHTFUL ABOUT PERSONAL LIFE AND BUSINESS LIFE. / Be careful about mixing personal views and activities with Babson-branded pages.

» BE CAREFUL AND ACCURATE. / Check your facts, research references in advance, and review spelling and grammar before posting.

» KNOW PRIVACY POLICIES. / Review the Babson Social Media Policy, as well as those of the social media platforms you are using.

» PROTECT YOUR PRIVATE INFORMATION. / Be careful about disclosing personal information that is not relevant to the branded page.

» PROTECT YOUR PASSWORDS. / Only allow those who are posting on the page access to the password.

For our full list of social media best practices, download the document at [www.babson.edu/brandguidelines](http://www.babson.edu/brandguidelines).
MY SOCIAL MEDIA STRATEGY /

Account(s) / Platform(s): ___________________________________________________________

Primary Audience (pick ONE): _____________________________________________________

Secondary Audiences: _____________________________________________________________

GOALS / AUDIENCE

1/ _______________________________________________________________________________

2/ _______________________________________________________________________________

3/ _______________________________________________________________________________

MEASUREMENT

What are your KPIs (Key Performance Indicators) to measure the success of your social media efforts? You should have at least one metric for each goal.

1/ _______________________________________________________________________________

2/ _______________________________________________________________________________

3/ _______________________________________________________________________________

BEST PRACTICES FOR ENGAGEMENT

» Post what your audience wants to see, not just what you want to post.
» Maintain a conservative posting schedule, but post at least once every few days.
» Vary your content (text, links, photos, videos, related content).
» Use call to actions (questions, links).
» Use a casual tone of voice.
» Monitor posts; don’t post then abandon!
» Respond to questions.

What works for YOUR audience?
SOCIAL MEDIA PLATFORM ELEMENTS

PROFILE PHOTO

This image—displaying in multiple sizes across the channel—must clearly communicate what your group is and/or does. This may be a logo (with permission), text, or image, but must display well with the cover photo and on its own in the feed.

RULES FOR A SUCCESSFUL PROFILE PHOTO

» Choose an image or graphic that compliments the cover photo.

» Use correct dimensions to avoid distortion. Do not distort or stretch images/art to fit. (See asset specification sheet.)

» Remember this image is displayed at a smaller size in the feed and where you’ve engaged with content—including likes, comments, or retweets—and in feeds of others. Test to ensure the content is still recognizable and impactful at smaller sizes.

» Avoid including your account name in your profile photo. The profile photo always appears alongside your account name, so avoid repeating it, or using extensive text in the profile photo.
COVER PHOTO (OR HEADER)

Make the most of your cover photo. It’s your page’s prime real estate. Keep in mind that in some platforms, text or other elements will overlay your cover photo. Choose a photo that works well with these elements.

RULES FOR A SUCCESSFUL COVER PHOTO

» Use images that convey a story and that are compelling for the viewer.

» Use correct dimensions. Do not distort or stretch photos to fit the space. (See asset specification sheet.)

» Impactful Images are preferred. You may add text or graphics if needed, but keep in mind readability at various sizes for both desktop and mobile devices.

» Keep text short and clear. Avoid URLs, as they are not active links (users cannot click on them) within the cover photo.

» Find Babson-branded Facebook cover photos at www.babson.edu/ambassador.

REVIEW AND TEST YOUR ACCOUNT ON DESKTOP, TABLET, AND MOBILE DEVICES

Most people use social media platforms on their mobile devices. And, just because your profile and cover photos look good on your desktop, that doesn’t mean they look the same on tablets and mobile devices. Review your account across devices after publishing, and adjust as needed.
NAME OF ACCOUNT AND DESCRIPTION

Refer to Babson’s editorial guidelines for tone when writing about the College, your department, or your group. Keep content sections consistent across all platforms.

ABOUT SECTION

Use the “about” section for a concise description of your department or group (12–15 words).

URLS

Add a URL at end of the “about” section. Use short, clear URLs. If a direct URL to a specific page is not available, use www.babson.edu.

DESCRIPTION OR STORY

Use the “description” area for a more comprehensive description of your group or department. This is where you can elaborate on the “about” section. If you are directing to a page with more information on the Babson site, you do not need to copy and paste the entire page within this section. Keep the description concise and use a URL to drive the user to more information.
POSTS AND CONTENT

Choose images and content that appeal to your viewer. Always ask: “Would they want to see this?” “Is this useful to them?” Be regular and consistent in your posts, while being mindful to not overwhelm your audience.
STEPS FOR A SUCCESSFUL POST

TEXT/ Include a clear, short caption. Add a call to action or link in the caption when appropriate and possible. Use a live URL (one that users can click).

IMAGE/ Consider the use of high-quality, attractive, and relevant images to enhance the performance of posts. Use correct image dimensions to avoid distortion or cropping. Do not distort or stretch photos to fit. (See asset specification sheet.) If a URL is included in the image, be sure to also include it in the text caption so that it is clickable.

HASHTAGS/ Consider using an established Babson hashtag to extend your reach. Common Babson hashtags can be found at www.babson.edu/twitter. If establishing a new hashtag to use on Twitter, Instagram, or Facebook for a particular program or event, be sure to plan in advance so you can thoughtfully promote the hashtag through your various communications. It is recommended to include “Babson” in this hashtag to leverage the strength of the brand and enhance the exposure of the program.

TIMING/ Consider your audience’s behavior, as well as what’s happening in your audience’s community. Think about their typical weeks and daily patterns to determine when is your best time to post content. After you’ve posted a few times, analyze which posts did better, and determine if the engagement was due to the timing. Also consider not posting during times of crisis or newsworthy events.

PROOFREAD/ Double-check posts, and run spell check, before publishing, and follow our editorial guidelines for all posts.

MONITOR/ Watch your post for a few days after you’ve shared it. Observe engagement and respond to questions.

QUESTIONS? CONTACT INTEGRATED MARKETING

Unsure if it’s an OK time to post? Not sure how to respond to an inquiry from your audience? We’re here to help.
To improve search and enable users to easily find your videos and photos, please reference our established taxonomy of naming and tagging these assets.

Metadata is for the long-term benefit and findability of the asset and its relation to Babson’s online presences. Compiling metadata helps users decide whether to engage with your asset when it shows up in search results. Examples of search results pages where your asset could be presented are Flickr, YouTube, Google, and Babson.edu. For any of these fields below, consider using names of Babson or constituent “celebrities” if they may be commonly searched for. Important elements include:

**TITLE: VIDEO**
The title of the video shows up first in search results; make it count. Put the most important and/or general words in the subject of the video first and add a few descriptive words after. Try to use the term Babson in the title as appropriate.

**TITLE: PHOTO ALBUM**
The Photo Album title will appear on the Babson Flickr page and Babson’s Mobile App. Provide users with the right context for the event or photo slideshow so it will draw their attention to view individual photos. Including Babson in the title is not a requirement.

**TITLE: INDIVIDUAL PHOTOS**
The title of the individual photo is what really drives search on Flickr, Google, and Babson.edu. For most cases, some event photo titles can be the same across events but you should call out the high-impact, differentiating photos.

**DESCRIPTION OF VIDEO/ALBUM**
Provide 100-200 supporting words to give the video and album context. Tell users exactly what the video or album is about and what the video will show. Be catchy and fun to capture the user’s attention, rather than a generically dull description. The more description copy the better (5,000-character limit for YouTube). Add links back to relevant Babson.edu properties when appropriate.
TAGS
Tags are relevant keywords that describe your asset. You also may try to include high search volume keywords. Think of generic terms that may be used more often in search (i.e. business) rather than more descriptive teams (i.e. phenomenal). (120 character limit for YouTube)

| Undergraduate | Student Life | (include location – i.e. Australia) | Faculty |
| Graduate | Athletics | Arts | Speaker |
| Entrepreneurship | Event | Event Name | Career |
| Business | Event Name | Health | Staff |
| Education | Dorms | Wellness | |
| Higher Education | Campus | Global | |
| Academics | Study Abroad | Alumni | |

BEST PRACTICE ALBUM

BABSON CONNECT: SAN FRANCISCO VIDEO WITH CRAIG NEWMARK
https://youtu.be/kzy6_ZRulrw displaying as first video in YouTube search results for “Craig Newmark”

Title: Babson Connect: San Francisco Featuring Craig Newmark, Founder of craigslist

Description: Founder of craigslist, Craig Newmark, interviewed by Babson alum, Tif Lien ’10, shares how his vision of connecting people and building community has evolved from craigslist to craigconnects. Babson Connect is an event offered twice a year that brings together the Babson community in the Bay Area to build and enhance relationships, network, and learn. Learn more about Babson San Francisco’s offerings: http://www.babson.edu/sanfrancisco See attendees’ reactions and responses to this event and more on social media by using #BabsonConnect and #BabsonSF.

Tags: Babson College, Babson, entrepreneurship, entrepreneur, education, craigslist, craigconnects, craig newmark, business, successful, advice

POLICY ON PHOTOS WITH ALCOHOL CONSUMPTION
» No photos with children (aged under 21) and alcohol or perceived alcohol

» No photos with alcohol or perceived alcohol where it is not permitted (i.e. residence halls, athletic fields other than Homecoming, classrooms, etc.)

» No photos of current students with alcohol

» No photos of individuals actively consuming alcohol
RESOURCES / FILES AND REFERENCE SITES

BABSON COLLEGE MARKETING WEBSITE
www.babson.edu/marketing

BABSON BRAND GUIDELINES, LOGO, AND TEMPLATE FILES
www.babson.edu/brandguidelines

SOCIAL MEDIA RESOURCES
Babson Social Media channels:
www.babson.edu/socialmedia

Babson Ambassador Toolkit, including Facebook Cover Photos:
www.babson.edu/ambassador

Mashable:
www.mashable.com

TechCrunch:
www.techcrunch.com

HubSpot:
www.hubspot.com/free-marketing-resources

Facebook
» Inside Facebook: https://inside.com/facebook

Twitter
» Twitter Blog: http://blog.twitter.com

TweetDeck:
www.tweetdeck.com

Hootsuite:
www.hootsuite.com

Social Media Today:
www.socialmediatoday.com

Contact Us:

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