Best Practices Cheat Sheet

HOW TO CHOOSE YOUR SOCIAL MEDIA PLATFORM

Viewers come to expect different types of content on different platforms. Columbia Business School’s social media is no exception to this, and we have cultivated audiences looking for different kinds of posts across each of our accounts.

For your post to achieve maximum impact, it’s important that you select the platform that most closely matches your content. The below descriptions will help make clear what content is appropriate for each of our major channels, and the expectations that go along with these.

FACEBOOK

- Generally all pre-event posts perform well on Facebook.
- Because FB’s algorithms vary so much from person to person, it’s critical to always include a link out to another site and a photo with your FB post.
- Posts about events after they happen typically get less traction, unless there is a specific call to action along the lines of “if you missed it, you can read about it here!”

INSTAGRAM

- Instagram is valuable for sharing photos that promote ideas, components of our brand identity, professors, speakers, entrepreneurs, etc., particularly after an event. It is useful in visually presenting our successes and interesting moments from an event.
- Instagram is not particularly valuable for time-sensitive calls-to-action, as you cannot put active links in an Instagram caption.
- Providing a link in a bio on a regular basis is difficult. For large events it can be done, but please do note that it creates another layer of tasks for your team’s social media manager.
- If you do need a link in bio update, be sure to provide beginning and end dates for the link’s inclusion.
- Whenever possible, we want to geotag our posts, and provide a significant number of hashtags related to an event, its topic, and any speakers.

TWITTER

- Because Twitter includes live links, it can support calls-to-action for registration, etc. However, these should not be scheduled unless registration numbers are alarmingly low, as the CBS Twitter account consists almost entirely of informative posts re: academic research and industry updates.
- Strong Twitter posts will highlight speakers and their accomplishments, and underline how your event is in conversation with other hot topics in a field.
LINKEDIN

- LinkedIn is not a strong resource for event promotion, as most people do not read the messages on it with the same regularity they bring to the three platforms above.
- LinkedIn can help you to promote interest in the topic(s) your event will focus on – this is the perfect place to share articles or videos.