

Higher Education Social Media Checklist

Brought to you by @dukeu & @amndsl

Facebook

- Do you host events?
- Do you take photos at events?
- Do you take photos of your audience?
- Do you have up-to-date customer service information?
- Do you have built-in networks or organizations?

Twitter

- Do you have timely content?
- Does your content intersect with current events?
- Do you have expertise in a niche area?
- Do you want to engage one-on-one with audiences?

Instagram

- Do you have visually compelling content?
- Do you want to reach students or younger demographics?
- Are people already posting Instagram photos about you?
- Do you have photography and editing resources?
- Do you have a student intern?

Google+

- Do you or your professors want better Google search results?
- Is your area of expertise in the technology, engineering, science or medicine space?
- Do you host online video conferences?

YouTube

- Do you have *regular* compelling and sharable video content?
- Do you film events or lectures?
- Do you have staff resources for video?