UNIVERSITY *of* NEW HAMPSHIRE
COOPERATIVE EXTENSION

**Facebook/Twitter Best Practices for UNHCE Staff**

With an increase in usage of social media websites such as Facebook, Twitter, YouTube, etc., it's important for UNHCE to use these new tools to reach our audiences; however, consistency of use and some best practices will help all of us to keep our message consistent and link people to other Extension resources as appropriate.

We do have an organization-wide Facebook and YouTube channel. In addition, the UNHCE Education Center also has a Facebook and Twitter account. Several staff from Family and Consumer Resources are also sharing a Twitter account where they "tweet" about a variety of family development issues. A couple of counties are also communicating to people via Facebook and Twitter as well!

# <u>Facebook:</u>



Facebook is a global social networking site that allows people and organizations to "friend" others, sharing status information, photos and links to pages with those who are part of your social network. There are various security levels that control how much personal information can be shared with the public or others. If you would like to use Facebook for your educational programming, please consider the following:

Create a Facebook for an organization – **not an individual**. If you have a personal Facebook account, keep it personal. You can create a new page for an organization by logging off of your personal page or going to www.facebook.com. You should click on the hyperlink that reads, "Create a page for a celebrity, band or business".

The next page will allow you to create an official page for your organization. Select "Brand, product or organization" and you will then need to select the type of organization. Select "Non-Profit" and give your page a name. Use "UNH Cooperative Extension" in the title; for example, "UNH Cooperative Extension Education Center" or "Cheshire County UNH Cooperative Extension".

You will be asked to certify that you are the official representative of the organization you are creating a Facebook page for.

Note, one of the rules in Facebook when you create a page for an organization is that you are not allowed to create a personal profile. When you log in, Facebook will ask you if you want to update your profile from time-to-time, but **you should not create a profile.**



Use an official logo. We have a compact graphic identity for UNH Cooperative Extension designed especially for Facebook and ask that you use this for any official Facebook pages. Or you can request a logo with your county or program name incorporated into it as well.

See Faye Cragin if you would like a custom logo.  You can find this logo on the Intranet
http://extension.unh.edu/Intranet/UNHCooperativeExtensionLogos.htm. If you have a strong
argument for an alternative logo (i.e. you have a well established, approved logo for your
program), consult your program leader and obtain written permission from him or her.

DO NOT use your personal photo as your wall image, as this is the image that
will appear on others pages each time you post something new.

The UNH Cooperative Extension Facebook is easily accessible from our
webpage and we've got more than 200 followers to date.   If you create a
county or programmatic Facebook account, please list our page as one of your
favorites as well.

In most instances, it's best to prevent fans (others who are following your page) to post new
content to the wall.  This will prevent someone who isn't affiliated with UNH Cooperative
Extension to post something that is not appropriate.  However it will allow others to make
comments or ask questions about the posts that you make.

**Special note regarding youth audiences:**  Youth use Facebook extensively for communicating
with their friends and family and this is a great tool to reach younger audiences.  If you set up an
organizational Facebook for your program, it allows youth (or anyone) to voluntarily follow your
page by clicking on the "Like" icon.  However, if you have a personal Facebook page, you may
get "friend requests" to include youth as one of your Facebook friends as it's easy for them to
find people they know.  It is **not** a good practice to become Facebook friends with 4-H members
or youth you might work with as a professional.  Keep in mind, if you are Facebook friends with
someone, you can see all of their personal updates to status and any photos they might post (and
they can see the same from you).  *UNH has strongly discouraged faculty from "friending" their
students as well.  Remember, if a youth or student (or one of their friends) posts something
illegal on their Facebook page and you see it, then you are required to report it.  AND, if you
don't report it, your inaction may be punishable.*  We encourage the same thought process and
discretion for "friending" volunteers as well.



Twitter is different than Facebook, as it's more like instant messaging.  There are fewer graphics
and each post (called "Tweets") can be no longer than 140 characters long.  Again, keep your
personal Twitter account personal, but set up one specific for your Cooperative Extension
programs.  There's a nice overview of Twitter on their page -
http://business.twitter.com/twitter101/.

Like Facebook, you upload an image that appears on others' pages when you Tweet, so the same
rules apply as above for logo use.

Tweet regularly but your message will need to be short (remember less than 140 characters!).
You can create shorted URL's by using a free service such as TinyURL (http://tinyurl.com/)
Tips for Updating Social Media Sites

- Make sure you are not the only one with the login and password (at the very least, share this information with your program leader).
- Social media applications require dedication to update at least every couple of days, so team up with a colleague and share the responsibility of updating and reviewing posts.
- Check the comments being made to your page regularly and answer questions or comments. Delete inappropriate comments if necessary (Facebook).
- If you are responsible for both a Facebook and Twitter page with a similar focus, consider using a tool such as TweetDeck http://www.tweetdeck.com/desktop/ to post to multiple applications in one step.

Ideas for Posts/Tweets

- Timely information, such as the promotion of an upcoming workshop, event or field day.
- Links to relevant UNH Cooperative Extension web page articles or pages
- Links to relevant eXtension pages or resources
- Links to relevant other state Extension web resources
- Comments that tie news items to Extension or UNH resources
- Think twice before posting.  All information on the web is open to the public and permanent. Use sound judgment and common sense.  If you wouldn't say it to the media, then don't post it!

Marketing your Pages

- Include the "Follow us on Facebook" link on your web page (County page or other program area).
- Link to other UNH Cooperative Extension Facebook pages or follow other UNH Cooperative Extension Twitter pages.  In Facebook, you can do this easily by logging into your organization page, then browsing to other Facebook pages and clicking on "Add to My Page's Favorites".  In Twitter, use the search function to find our pages or other Extension pages.
- Let your existing clientele know you are on Facebook or Twitter by promoting it in your written or electronic newsletters.
- Link back to your website
- Create a signature block (for your email) that promotes following your page.
- Provide regular, high quality posts/Tweets.  People will share good information with others!

For further help or information on utilizing Facebook, Twitter or other social media sites, please contact, David Foote, Director, Communications and Information Technology or Lisa Townson, Assistant Director, Programs.