

## GETTING STARTED

**Determine Your Goals:** Are you trying to raise awareness about your department? Share information with students? Your goals will help you decide what content to share.

**Choose Your Platform:** The best platform depends on the audience you're trying to reach. Instagram and Snapchat might be better platforms to reach students. Facebook and LinkedIn might be a better choice for parents or alumni. **(Note: NSU departments may not use TikTok.)**

**Gather Necessary Images:** To request a profile picture and/or cover photo, please email [communications@northern.edu](mailto:communications@northern.edu).

**Commit to Regular Posts:** Only start a page if you're able to post regularly—at least once a week. Your department is responsible for its own social media pages. Make sure at least two people know the passwords or have administrator rights to the page.

**Plan ahead:** Plan out your content based on upcoming events, important dates, etc.

**Teamwork:** When you post, let others in your department know so they can share it. You can ask for it to be shared on the main NSU accounts, but the Communications and Marketing Department may decline if it doesn't fit Northern's content calendar or social media strategy.

## CONTENT IDEAS

**Be Visual:** An image or video is preferred in most cases rather than just text and will be more likely to draw people in as they scroll through their social media feed.

**Be Useful:** Share helpful information, such as upcoming events, deadlines or advice. Include a link to a page on the NSU website when possible.

**Be Engaging:** Use a friendly, conversational tone while maintaining professionalism. Aim for interaction and respond promptly, whether answering a question or simply "liking" a comment.

**Share:** Follow other NSU department social media accounts and share their content. Also, look for interesting, relevant content online to share (news articles, blog posts). Use caution if jumping on current trends or hashtags—make sure you know the context behind it.

**Be Nice:** Be respectful and professional, and remember that you are representing Northern. Sharing is encouraged, but never plagiarize. Use common sense—and spell-check.

**Use Our Hashtag:** Don't forget to use [#NorthernStateU](#)!

## WHAT NOT TO DO

**Don't Post Inappropriate Content:** No alcohol, drugs, profanity, nudity, degradation, etc. in your posts. If you wouldn't feel comfortable sharing it with your grandmother, you probably shouldn't be sharing it with the NSU community. Adhere to Northern's employee handbook.

**Don't Share Your Password:** If you have access to a Northern social media account, take care not to share your password with anyone. If you are hacked, make sure to take action immediately.

**Don't Go It Alone:** If you're not sure about a post, reach out to a colleague or the communications department to see if it represents Northern in the best light. Utilize the different perspectives on campus. New insight can bring about new ideas.

**Don't Disrespect Others:** Keep in mind that you are representing the university. Don't talk down to others or engage with trolling behavior. If you have concerns about posts or comments, contact the communications department at [communications@northern.edu](mailto:communications@northern.edu).

**Don't Misrepresent the University:** If you don't know the answer to questions from the public, find someone who does. The communications department can help you find a contact. We want to make sure all information is accurate.

**Don't Be Afraid to Ask:** We're here to help! If you have an idea for a post, but don't know how to go about doing it, let us know and we will help you find a solution. If you have any questions, feel free to reach out to Communications and Marketing at [communications@northern.edu](mailto:communications@northern.edu).