COLUMBIA SPS CLUBS: SOCIAL MEDIA GUIDE

TWITTER
Club benefits: industry influence, real-time updates, conferences

GETTING PAST ‘TWEET BLOCK’
Twitter is notorious as a difficult habit to break into.

GET SET UP
Add a profile pic, add a header pic, add a line to your bio

GET PLUGGED IN
Follow all of our programs and SPS tweeters, listed out on our Twitter Lists: SPS Programs; CU SPS Faculty & Staff
Fill your feed: follow people relevant in your industry and relevant media outlets

TWEET OFTEN
Industry news, program news, tag faculty, students and alumni, industry conferences and events

PROMOTE YOUR HASHTAG
Use #ColumbiaSPS, promote your program or club’s unique hashtag, use industry-relevant hashtags

Great example from SUMASA (Sustainability Management Student Assoc)

FACEBOOK
Club benefits: Private groups and group messaging, managing events and RSVPs

GET SET UP
Launch a Facebook Page - Community here. Add a profile pic, a cover photo pic, and a description

INVITE YOUR FRIENDS
Scroll through your Facebook friends and invite all contacts from your program

START POSTING
Industry news, events, program highlights from the SPS website

Here is a great Facebook page example from Applied Analytics Club

LINKEDIN
Club benefits: Encourage students to Columbia-ize their profiles, connect with everyone you meet on campus

ADD CONNECTIONS
Add all your faculty, student and staff Columbia connections as you meet them
ADD COLUMBIA
Add Columbia and your program name and graduation year to the Education section on your profile

POST SHORT-FORM UPDATES
Post photos or insights from Club events, share industry news, tag your colleagues in the posts

POST LONG-FORM PULSE BLOGS
Here is a great example of a Sports Management M.S. student blogging on sports business trends

SNAPCHAT
Club benefits: get creative and gamify events, scavenger hunts

GET SET UP
Launch a Snapchat handle for your program

START POSTING
Take videos from around campus or Club events

INSTAGRAM
Club benefits: on-the-fly photos, documenting what you discuss at meetings

GET SET UP
Launch an Instagram handle for your program

START POSTING
Photos from campus and Club events

PROMOTE YOUR HASHTAG
Use #ColumbiaSPS, promote your program or club’s unique hashtag, use industry-relevant hashtags

Great example from the Applied Analytics Club

Promote your social media accounts in your Club emails, your own email footers, and live and in-person!