

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!