A Quick User's Guide to the UCWbL's Social Media

Reading This Guide

This Quick User's Guide will explain some basic strategies for incorporating social media into your team's activities. With this guide, you will be able to:

1. Abide by DePaul University's Social Media Guidelines
2. Use the UCWbL's Facebook Page to create events
3. Represent your work on UCWbLing, the UCWbL's blog
4. Connect with other DePaul departments and university writing programs over Twitter
5. Schedule Tweets and Facebook status updates with HootSuite
6. Reblog and publicize your work—and others'—on Tumblr

Using Social Media Responsibly*

Be respectful. As a DePaul employee, you understand the university's commitment to Vincentian respect for the dignity of others and to the civil and thoughtful discussion of opposing ideas. Some online communities can be volatile, tempting users to behave in ways they otherwise wouldn't. Your reputation, and DePaul's, are best served when you remain above the fray.

Maintain confidentiality. Do not post confidential or proprietary information about DePaul, its students, its alumni, or your fellow employees. Use good ethical judgment and follow university policies and federal requirements, such as the Family Educational Rights and Privacy Act (FERPA) and the Health Insurance Portability and Accountability Act (HIPAA). For a list of topics you should never discuss in any medium (e.g., hate speech), refer to the Progressive Discipline Policy.

Keep your personal political views separate. Don't include your own political commentary as a speaker for DePaul and the UCWbL. According to university policy, DePaul may not "participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of (or in opposition to) any candidate for public office." Use of university resources to support a candidate could endanger DePaul's tax-exempt status as a 501(c)3 non-profit organization.

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*adapted from DePaul University's Social Media Guidelines by Kris Gallagher

Creating Events with the UCWbL's Facebook Page
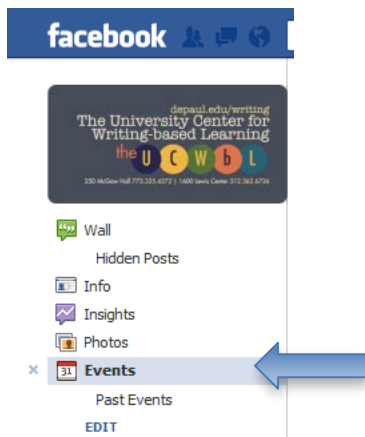
From [the UCWbL's Facebook page](#), you can create Facebook events to spread the word about an upcoming happening for the DePaul community. To do so, click "Events" in the left-hand column, then "Create Event" in the upper right-hand corner of the screen.

Keep the following in mind as you create your event:

- Be as specific as possible in the description. What does your event **offer** writers?
- Include the room location, building name, and campus.
- After you create your event, it will be added to our Wall. You can repost the event to the wall as the date of your activity draws near.
  - From the individual event's page, click "Share Event" in the upper-right hand corner.
  - You'll have the option to add comments before clicking "Share Event" again.
- Once the event is created, it will be made publically available, and anyone who likes us and is subscribed to our feed will see it in her news feed.
- You can invite people to the event by using your own identity in Facebook. This is the best way to promote the event; however, you are not obligated to do so. From your personal profile, navigate to the UCWbL's page and then click "Events." Now you have the option to join or share the event.
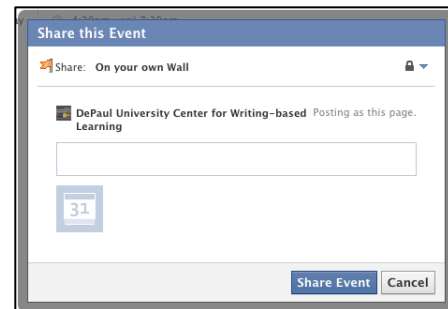
Sharing Your Team's Work on UCWbLing

We encourage you to write for [UCWbLing](#), our Wordpress blog, and use it as as a space for discussion, collaboration and reflection on your work at the UCWbL and DePaul. Before you begin blogging, make sure you've read [the](#)

[Getting Started Guide to UCWbLing](#). Blog posts on UCWbLing feed automatically to our Facebook and Twitter accounts, which helps us reach a larger online audience.

Please keep these guidelines in mind while blogging:

- Except for posts of audio and video content, blog posts should run **between 200-600 words** of original writing.
- **Categorize your posts** using the categories provided, and **always tag your posts**. Tags are key words that describe the content of your post and they help search engines find your post on the Internet.
- **Include lots of links to other content online.** Not only do links enrich the conversation, they also help search engines find the blog by providing clues as to what the blog post is about.
- **Remember to include the "More" tag** to show only a snippet of your post on the home page.

- **Do** *not* **plagiarize others' work**, and if you quote another writer, make sure you refer to the original source by the author's and publication's names. If the work is freely available online, link to it.
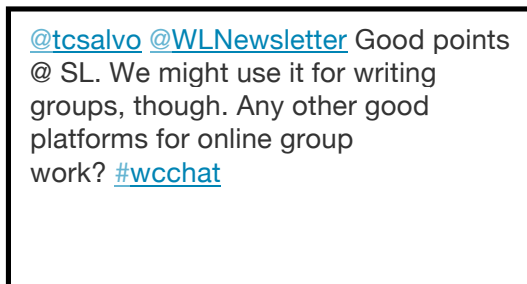
Tweeting with @DePaulUCWbL

Not only does Twitter allow us to connect to members of the DePaul community, but it enables us to converse with writers and other writing centers around the world. As you compose your 140 character Tweet, remember to tag other Twitter users and key words using the @ and # symbols respectively.

The @ symbol followed by another Twitter user's name is a public reply or mention of that user.

Hashtags (#) group your tweets under specific, searchable categories and denote them as belonging to a wider conversation.

@tcsalvo @WLNewsletter Good points @ SL. We might use it for writing groups, though. Any other good platforms for online group work? #wcchat

Twitter has a built-in feature, called **Lists**, that make it easy to follow the Tweets of particular group—such as other DePaul departments or other writing programs.
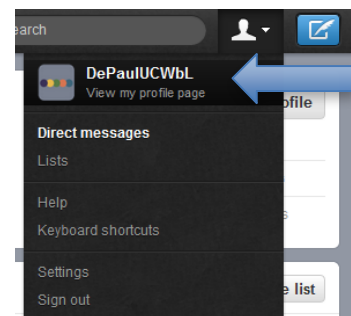
To access the public lists we're subscribed to, you navigate to @DePaulUCWbL's profile page. To do so, click on the drop down list in the top-right corner of your screen, then click "DePaul UCWbL / View my profile page."
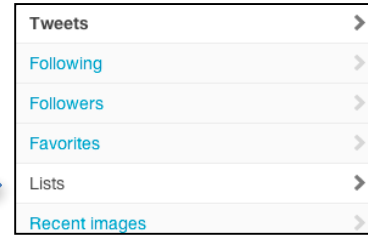
Now you can view the Lists from the menu on the left.

## Scheduling Twitter and Facebook blasts on HootSuite

HootSuite is a supplemental tool for Twitter and Facebook that allows you to post tweets in advance. This is helpful for promoting recurring events, like the CMWR's Friday forums, or ongoing activities, like International Writing Center Week.

In the upper-left hand corner of the home page, you can compose messages, schedule them, and select the social media streams where the message will appear. Select only the Twitter and Facebook streams, not the Wordpress stream:
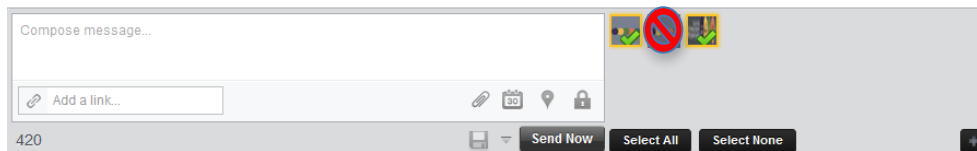
After you've composed your message, you can select the date and time the message will appear. Repeat this for each date and time you want to send the message.
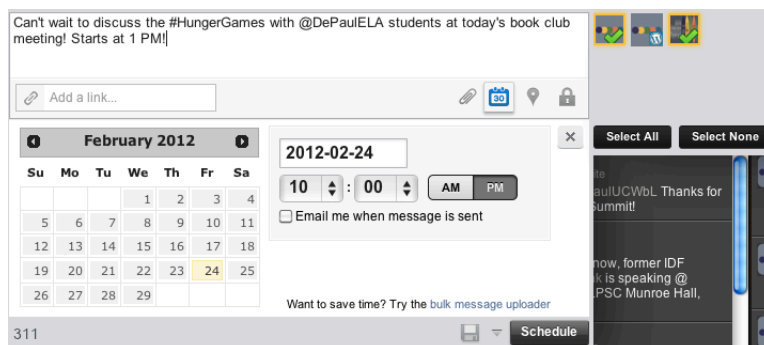
Posting and sharing content on Tumblr

Tumblr is a micro-blogging platform that you can use to share interesting items found from around the web, as well as our own content. You can easily share text, photos, quotes, links, chats, audio and video.

To post on Tumblr, log in at https://www.tumblr.com/login and choose the type of content you want to share from the buttons at the top of the page:
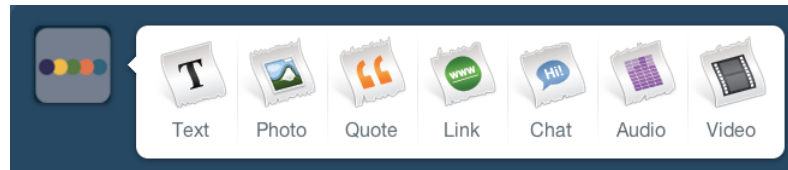
You can add descriptive text to each the type of post. Be sure to add a source if you're repeating information from somewhere else.

If you want your post to appear on a certain day or time, select "Publish On…" from the right-hand dropdown menu instead of "Publish Now" and set up a time for the post to show up.

Make sure to link to other content and tag extensively. **Tags** work by typing key words separated by commas. Tags help others find our blog and re-share our posts.

For lengthy text posts, use the "read more tag," or consider publishing your post on UCWbLing and re-blogging it using Tumblr.

Click "Preview" on the bottom of the page to see what your post will look like on the site, and then "Create post" to publish.