Schulich Medicine & Dentistry Social Media Standards

Prior to creating social media accounts affiliated with Schulich Medicine & Dentistry, please review the Western Social Media Guide: http://communications.uwo.ca/comms/web_design/social_media/twitter.html

Western University has indicated that all social media accounts using the School logos must provide account access to Communications. Consequentially, the Schulich Medicine & Dentistry Communications Team requests login access to your social media accounts.

TWITTER:

Twitter accounts created with an affiliation to Schulich Medicine & Dentistry must follow the School's Twitter standards. They are as follows:

1. You must follow our naming convention for your Twitter name and username. Note: a **@username** can be up to 15 characters and your **name** can be 20 characters

   Examples:

   Name: Vascular Surgery
   Username: @westernuVasc

   Name: Family Medicine
   Username: @westernuFamMed

   Name: Epilepsy
   Username: @westernuEp

   Name: Anesthesia
   Username: @westernuAnes

   Name: General Surgery
   Username: @westernuGenSurg

   Name: Public Health
   Username: @westernuPH

2. Your profile image must be the Schulich Medicine & Dentistry logo. The header image can be any relevant image of your choosing.

3. You bio must follow this format:

   The Department of Family Medicine, Schulich School of Medicine & Dentistry, Western University. London, Ontario | schulich.uwo.ca/familymedicine

The Div. of General Surgery, Department of Surgery, Schulich School of Medicine & Dentistry, Western University
London, Ontario | schulich.uwo.ca/surgery/general-surgery

4. Please try to re-tweet or tag @SchulichMedDent as often as possible. Please also use the School's hashtag when tweeting positive content: #SchulichAdvantage

Tips on how to maximize your account:

- It is important that you tweet and re-tweet regularly and daily. Content relevant to your program/department will be your primary focus; however, if you are looking for additional School related content, the following resources will be helpful to you:

    o ThisWeek@Schulich (news and events)

    o The Schulich Medicine & Dentistry Home Page (news)

    o The Pulse (monthly faculty and staff newsletter)

    o The Schulich Medicine & Dentistry YouTube channel

- Engagement and interaction tends to increase when posts include a photo or video link. Try to post photos as often as possible.

- The Schulich Medicine & Dentistry and #WesternU twitter accounts regularly have content and images that you can re-tweet.

FACEBOOK:

Please review the Western standards for Facebook:
http://communications.uwo.ca/comms/web_design/social_media/facebook.html

Facebook accounts created with an affiliation to Schulich Medicine & Dentistry must follow the School's Twitter standards. They are as follows:

1. Your profile image must be the Schulich Medicine & Dentistry logo

2. Your Facebook page name should follow this formation: [Department name], Schulich Medicine & Dentistry, Western University

3. Your cover photo can be an image of your choosing that reflects the School or your department/program.

4. Please add Kathleen Sanbor as an admin on your Facebook account (this is the Schulich Medicine & Dentistry communications account).

Maximizing your Facebook account

- You should be posting on your Facebook account daily

- Photos, images and videos will increase interaction with your users and often have the highest vitality (ultimately increasing the number of views on your post). Try to post visual content as often as possible.

- As previously mentioned, there are a number of vehicles you can refer to for fresh content; however, the focus of your page should primarily be content that is specific to your department/program (you do not want to be posting the exact same content as the Schulich Medicine & Dentistry accounts daily, as your page is about your department/program!).