

## Social Media “Cheat Sheet”

### Popular Social Media Networks

#### **Facebook** – The “older” social media network

This is the biggest of the social media networks. Facebook connections are typically people you know—friends, family, coworkers, etc.

#### **Twitter** – The “immediate” social network

A real-time information network. This is where people go to find out what’s happening right now. Twitter connects people from around the world; the connections you have on this site don’t necessarily reflect who you know in the “real world.”

#### **Instagram** – The “visual” social network

This mobile-based network is all about compelling photos. The demographic here skews younger.

#### **Google+** – The “geeky” social network

Create “Circles” of contacts to selectively share photos and other content. This social network is integrated with other Google tools, such as Chat and YouTube, and some studies suggest that posting to Google+ can elevate content in search.

#### **LinkedIn** – The “professional” social network

This is your online professional network. In addition to your professional contacts, the site hosts resources and articles about industry news and trends.

### Common Features

**Hashtag (#)** – A word or phrase preceded by a hash or pound sign (#) used to identify messages on a specific topic. For example, use *#ucsd* to identify a campus-related message, or to see what others online are saying about the campus. Other examples, primarily for Twitter, are *#scicomm* (science communication topics) and *#PhDchat* (weekly discussions related to the doctoral journey).

**Mention** – Most social networks allow you to “tag” or “mention” another user in your social media post. For example, “It’s a beautiful day @ucsandiego!” will tag the UC San Diego account, meaning that the user—and usually their followers—will see your message.

**Twitter tip:** If you are beginning a tweet with a mention, put a period before the @ sign. For example, “.@ucsandiego is ranked No. 1 by Washington Monthly.” Without the period, it indicates a conversation between you and the mentioned user, and only people who follow both of you will see the message.

## Before getting started on social media

- Check your privacy settings.
- Remember that social media is a public forum.
- Be professional and ethical.
- Obtain permissions. Don't post copyrighted material without the appropriate permissions.

## Tips for using social media effectively

- *Use visuals.*  
Photos, graphics and videos tend to be more compelling than just text.
- *Engage and share.*  
Social media is...social!
- *Know your audience.*  
Think about who you are trying to reach before you put your content out there.
- *Each platform is different, so treat them differently.*  
Auto-syncing/connecting accounts is not recommended.
- *Follow others, learn from others.*  
Follow other colleagues and friends who are already on social media and learn from what they do.
- *Have fun!*

## Questions?

Learn more about Social Media at UC San Diego at [socialmedia.ucsd.edu](https://socialmedia.ucsd.edu) or contact Kristin Luciani, (858) 822-3353/[kluciani@ucsd.edu](mailto:kluciani@ucsd.edu).