**Social Media Best Practices**

1. **Use graphics**

Avoid posting without an accompanying photo, graphic or video. Text gets lost without an eye-catching visual to accompany it; visuals engage the viewer and draw attention to your post.

1. **Don’t get text-heavy**

Keep your posts short and sweet; text-heavy posts are more likely to be scrolled past rather than read. Keep it to 100-150 characters; if you have more information to share, do so by including a link. The initial post should draw people in and rouse enough interest that they want to click on the link and learn more.

1. **Don’t post too often…**

You shouldn’t post to your accounts more than 1-2 times per day. Too many posts get lost in the shuffle and your fans/followers may grow tired of hearing from your program too much.

1. **…But make sure your post enough**

* You need to use your social media accounts regularly for them to be effective
* Try to post a minimum of 3-5 times per week, but keep your posts relevant; don’t post something just to say you made a post
* Consider developing themed posts: “Miracle Monday”, “Fun Fact Friday”, etc.

1. **Vary your posting times and days**

* Don’t always post at the same time of day; social media gets a lot of traffic in the evening
* Post on the weekend as well; you have a better chance of connecting with your audience
* Free social media scheduling platforms like Later and Hootsuite will allow you to schedule afterhours posts without interrupting your personal time

1. **Remember that your page reflects on LSU Health**

Your page represents your program, department and LSU Health as a whole. Keep it professional, but make sure it reflects the spirit of your program and department

1. **Think TWICE before you post**

* Make sure your posts focus on promoting your program to potential residents
* Post about faculty and/or resident publications, accomplishments, department milestones, activities, courses, etc.
* Don’t post photos that will violate HIPAA
* Don’t include photos where people are consuming or holding alcoholic drinks, or where people look like they’ve been consuming alcohol
* Don’t use the program page to weigh in on controversial topics like politics, religion, etc. Doing so can negatively affect your program and the university
* If you have your own social media account and you’re flipping back and forth between posting on your personal account and the program’s account, MAKE SURE you’re posting your personal views on your personal account. It’s easier than you think to accidentally post on the wrong account, and it’s impossible to erase an image or a statement from internet caches once it’s been seen (and it will be seen quicker than you think).