Purpose:

1. Outline the recommendations for external and internal participation in social media platforms, including non-MUSC hosted social media and MUSC hosted social media, in which an individual’s affiliation with MUSC is known, identified or presumed.

2. Minimize the business, legal and personal risks that may arise from an individual’s use of social media during working or non-working hours.

3. Protect the privacy and safety of our patients, employees and students.

General Information

These guidelines apply to all employees, students, clinical providers, volunteers, vendors, contract personnel and other associates of the MUSC enterprise, hereinafter referred to as MUSC Community. These guidelines apply to the use of social media during work and non-work hours when the person’s affiliation with MUSC is identified, known or presumed. These guidelines do not apply to content unrelated to MUSC.

These guidelines apply equally to all organizational entities that comprise the MUSC enterprise ("the University"). This includes the University’s academic and research division, the Medical University Hospital Authority, MUSC Physicians and all other entities understood to be part of the MUSC enterprise. These guidelines follow all applicable existing MUSC communications, privacy, conflict-of-interest and information security policies. For example, individuals must not share confidential, sensitive or proprietary information about MUSC and you must maintain patient (HIPAA), employee, and student (FERPA) privacy. Among the policies most pertinent to this discussion are those concerning patient, employee and student confidentiality, the MUSC Acceptable Use of Computing and Telecommunications Resources Policy, the MUSC Enterprise Brand Policy, and policies/protocols involving photography, video and media relations work.
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Our Brand and Social Media

“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

(Scott Cook, co-founder, Intuit)

The dynamic, pervasive, and real-time interaction enabled by social media has significantly changed the landscape for brand management. Our numerous constituent audiences – from potential students and patients to national-level colleagues and the general public – are not passive consumers of information we spew at them. These audiences shape the conversation about MUSC, MUSC Health and MUSC Children’s Health every day. Across hundreds of social networking outlets, these audiences are sharing their MUSC brand interactions, engaging with branded storytelling content that promotes our clinical, educational and research missions, and letting us know when we may not be delivering on the brand promises we have made to our constituents.

For those of us who use social media platforms to communicate, interact, and influence our various constituent groups, we must first recognize that when it comes to brand, we have two primary goals: protection of the brand, and promotion of the brand. To do these things well requires a thoughtful, intentional approach that integrates constituent-generated brand stories with our own promoted and business-goal driven content, all while having plans for mitigation of the negative brand experiences that are bound to happen in this ever evolving and changing group of online platforms. This multi-vocal nature of how our brand is created and maintained leads us to certain all-encompassing intentions for social media and brand experience at MUSC, namely that MUSC, MUSC Health, and MUSC Children’s Health Community members must:

• **Find and empower brand ambassadors who respond quickly, consistently, compassionately and authentically, whether on official MUSC accounts or when publicly representing MUSC;**

• **Anticipate both positive experiences and brand threats and have a plan of action for responding to both;**

• **Share how we are changing what’s possible through pursuit of our vision, mission and values in accessible, clear, culturally relevant and engaging ways that promote interaction with and sharing of our content.**
Your Responsibilities

1. Using social media and other vehicles for sharing information falls into three categories and requires varying access controls:

<table>
<thead>
<tr>
<th>Public Information</th>
<th>Any information that is appropriate for the public online or in a publication, including cloud-based platforms.</th>
<th>No access control needed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSC Restricted Information</td>
<td>Information that should not be available to the general public, but that is not subject to HIPAA or other privacy laws.</td>
<td>The use of unapproved external/cloud services for transmission or storage is strictly prohibited due to state law.</td>
</tr>
<tr>
<td>MUSC Protected Information</td>
<td>Personally identifiable information that is subject to HIPAA or other privacy laws.</td>
<td>The use of unapproved external/cloud services for transmission or storage is strictly prohibited.</td>
</tr>
</tbody>
</table>

2. Any MUSC Community member communicating on the Internet or via social media about MUSC or MUSC related matters should disclose his/her role at MUSC. Always use good judgment and strive for accuracy in these communications, as errors and omissions reflect poorly on MUSC and may result in liability for MUSC.

3. MUSC Community members must ensure that all posted content is permissible for use, meaning that: a) any/all patient or patient family member photos have written consent prior to use (https://www.musc.edu/cce/ORDFRMS/pdf2/all_all_consent_photoconsent.pdf?parent=30); b) all videos and written content should be compliant with current federal mandates related to accessibility, such as captioning for all MUSC created videos (http://horseshoe.musc.edu/everyone/web-accessibility) and c) all permissions to use content created or distributed by third parties have been obtained. If you do not secure these permissions, you may be responsible for any fines incurred as a result of using content without permission.

4. MUSC Community members should ensure personal blogging and social networking activity (i.e. accessing Facebook, Twitter, Instagram, Blogs, You Tube, etc.) do not interfere with work commitments. These activities should be restricted to official breaks. Supervisors should ensure employees only access social media sites at appropriate times and locations.

5. MUSC Community members should contact the appropriate website manager, Office of Communications and Marketing staff member, or the MUSC Social Media Governance Committee if there are any questions about what is appropriate to include in a blog or social networking channel. Remember, if comments wouldn’t be deemed appropriate by a manager or others at MUSC, it is unwise to post them to the Internet. Content contributed on these platforms becomes searchable and shareable, and immediately leaves your control forever.
6. MUSC Community members should be respectful, professional, and compassionate to fellow employees, students, professors, business partners, competitors and patients. In addition, avoid using unprofessional online personas or names.

7. If a group or individual offers to pay an employee to participate in an online forum as a representative of MUSC, this could constitute a conflict of interest and relevant policies and guidelines would apply.

8. If someone from the media or press contacts an MUSC Community member about posts made in online forums that relate to MUSC in any way, the member must alert his/her manager and contact Public Affairs & Media Relations (843-792-3621 or woolwinh@musc.edu) before responding.

9. Do not post the MUSC, MUSC Health, or MUSC Children’s Health logo unless it is specifically approved or included within another approved piece (e.g. banner ads and widgets). In addition, do not manipulate the logo to create a “new” logo. For questions about proper use of the MUSC and MUSC Health brands and the enterprise brand policy, visit https://academicdepartments.musc.edu/brand-center/index.html.

10. To stay up to date on current trends, MUSC’s Social Media Governance Committee has provided an industry best practice resource guide in Appendix A of this document.

11. “If you see something, say something.” Unfortunately, unintended consequences as a result of viewing improper, inappropriate or unprofessional behavior exhibited by some individual MUSC Community members on social media platforms is a reality. What might seem like a funny, private joke, or venting frustrations amongst some people in an online forum, may actually be a violation of one of the aforementioned policies, Code of Conduct, HIPAA or FERPA. What’s even more unfortunate is that if a violation has occurred in such a forum, and you are privy to it but don’t do or say anything about it as soon as reasonable to do so, you too may become part of a disciplinary process for that content, up to and including termination from the organization. In this scenario, the best course of action is to screenshot the offensive or violating content and send it to either the University or MUHA compliance offices.

**External Social Media**

*Guidelines for creating an approved MUSC social media channel*

Institutional representation through online social networking platforms must be initiated and authorized through the Office of Communications and Marketing. To be clear, there may be no official MUSC sites or pages on YouTube, Facebook, Twitter, Instagram, Pinterest, etc., that use the MUSC brand in any way (including the trademarked “MUSC” or logo) unless approved and/or developed by the Office of Communications and Marketing. All requests to establish official MUSC external platforms must be submitted in writing. The request form can be found here: http://horseshoe.musc.edu/everyone/communications/ccmo/public-affairs-and-media-reations/social-media/social-media-request. Requests for external platform accounts for official, internal, MUSC-related audiences will be redirected to the secure Yammer internal social networking platform (see Internal Social Media, pg. 8). All MUSC-sanctioned, registered or otherwise approved accounts must have at least one member of the Social Media Governance Committee as an administrator of that page/account in case a primary administrator leaves the institution, needs to take a leave of absence, or some other unforeseen circumstance that may impact the maintenance of said account.
Provide as much information as possible about the target audience you wish to reach, goals associated with social media use, and metrics for evaluation of use. Additional criteria for approval includes administrators’ overall knowledge of current social media trends and analytics, plans for content variation and back-up administration of accounts or pages, and strong business or awareness rationale for creating a new page/account/channel instead of using an existing and well-established MUSC-sanctioned page/account/channel. Members of the Social Media Governance Committee may contact you for additional information about your request.

Do not open new MUSC branded social media channels unless your request has been reviewed and approved.

After submission via the request form to socialmedia@musc.edu, the request will be reviewed by members of the Social Media Governance Committee and a response generated to the requestor. For any existing sites or pages that are not registered but are found via periodic social media audit processes, those page or site administrators may be asked to amend those pages/sites/platforms or take them down if they do not comply with official MUSC guidelines, the brand policy, or current social media best practices.

In general:

1. MUSC official sites on social networking platforms may have pages or content areas assigned to departments, divisions or programs at MUSC, aligned with current best practices for those platforms and overall social networking. Communication guidelines and best practices apply to such pages, as well as to content maintained by the Office of Communications and Marketing or other official areas.

2. Content owners are responsible for posting and using content in accordance with MUSC values, the MUSC code of conduct, HIPAA, FERPA, the MUSC Enterprise Brand policy, and privacy, conflict of interest and information security policies and procedures.

3. Content owners are responsible for monitoring and maintaining content:
   - Content must be current and accurate
   - Content owners will not engage in any communications that would not be acceptable in the MUSC organization. Users will respect copyrights and disclosures, and will not reveal proprietary financial, intellectual property, patient care or similar sensitive or private content.
   - Content owners are responsible for constantly monitoring postings to social media sites and deleting postings that do not adhere to MUSC policies.

4. MUSC ordinarily does not prohibit links to its web sites, provided any such link does not improperly connote an endorsement by or affiliation with MUSC or otherwise adversely impact any MUSC entity. No link may appear on any page or within any context containing content or materials that may be interpreted as libelous, obscene or criminal, or that infringes, otherwise violates or advocates the infringement or other violation of any third party rights.

5. In the spirit of embracing the interactive nature of social media, MUSC welcomes user-generated content posts and replies on its pages. However, objectionable content is subject to deletion at the discretion of MUSC. Users should ensure that comments:
   - Are not profane or offensive
• Are in context to the site or discussion thread
• Respect the privacy of MUSC’s patients, their families, staff and students. (Do not use names or readily identifiable personal specifics.)
• Do not disclose any proprietary information.

6. Some social networking and blogging may be approved activities, typically in the context of marketing, community outreach, public affairs work, or media relations, where MUSC Community members engage in Internet conversations for work-related purposes during the workday. Such engagement on behalf of MUSC must be approved and coordinated through the Office of Communications and Marketing and your supervisor. For more information about basic best practices for social media marketing and paid promotion, please see Appendix B (MUSC Social Media Marketing Basics Handbook).

**Personal Social Media**

1. Use a personal email address and not your MUSC email address as the primary means of identification. Just as an employee or student would not use MUSC letterhead or official MUSC title for a letter to the editor expressing personal views, do not use an MUSC email address to express personal views on a social networking platform or external website.

2. Write in the first person. Where a connection to MUSC is apparent through conversation or stated as part of an individual’s profile, the MUSC community member should make it clear that he/she is not speaking on behalf of MUSC. In social networking profiles, members should include this disclaimer in the “About Me” section of a blog or social networking profile: “The views expressed on this [Twitter, Facebook, blog, website] are my own and do not necessarily reflect the views of my employer/school.”

3. If an MUSC Community member’s personal blog, postings or other online activities are inconsistent with or would negatively affect MUSC’s reputation or brand, he/she should not refer to MUSC or identify a connection to MUSC.

4. MUSC’s Office of Communications and Marketing should be notified by MUSC community members who use personal websites, blogs, Facebook pages, Twitter accounts, etc., that present them in their MUSC roles (email: woolwinh@musc.edu, bonner@musc.edu, socialmedia@musc.edu). These activities are encouraged if representations of MUSC are positive and the previous guidelines are followed. As indicated in the MUSC Code of Conduct, MUSC Community members should not disparage MUSC or disclose confidential information obtained through their work in these types of online communications.

5. A word about personal branding on social media... The most common reasons to brand yourself on these platforms include awareness, education, and engagement. You can find your community anywhere in the world on social media. And when you decide to engage, you must think about how you want to come across in an environment that amplifies, and may exaggerate, who you are. Your actions, stated views, responses and engagement with others on these platforms can have significant consequences for you and the larger MUSC brand, especially if you have identified yourself as part of the MUSC Community. Thus, it’s recommended that you post or share with these 5 C’s in mind, meaning that you want to be clear, consistent (not boring), compassionate, competent, and calm, and at all times.
**Cloud Computing/Sharing**

Cloud computing is the use of computing resources through the internet allowing individuals to mobilize work effort. Through cloud computing, work performed at the office can be accessed at home or on the go via any internet-connected device. The freedom of cloud services is the ability to access information from any computer or device. Cloud-based solutions have become popular due to mobility features as well as allowing users to collaborate on projects and view results in real-time.

Approved Cloud Services:

Box for MUSC – musc.box.com

OneDrive – part of Microsoft license

Unapproved Cloud Services: (includes but is not limited to)

- Dropbox
- iCloud
- Google Drive
- Apple iCloud
- Amazon Cloud Drive

If you have questions about any platform, please verify approved services via the Information Solutions Help Desk at 2-9700.

**Internal Social Media - Yammer**

The use of external social media platforms for MUSC business or school or work related, internal, closed groups violates cyber security best practices and is prohibited. Anything posted on these pages leaves our internal network and transfers to external servers. For example, if you post MUSC protected, proprietary, HIPAA or FERPA related information to a closed, private Facebook group, that information leaves the safety of MUSC servers and becomes a possible target for breach on the external Facebook server network. Due to the highly confidential nature of our communications and potential for HIPAA and FERPA violations, Facebook or any other external social media platform is not a proper channel for these groups.

No matter what security settings are used on external social networking platforms, such as Facebook, those platforms own the content you place there. To be clear- once you post anything to a public platform like Facebook, they own it – even in closed groups. The potential for HIPAA, FERPA and other privacy violations on these external platforms alone is bad enough, not to mention the potential negative repercussions for individuals who inadvertently post inappropriate information.
Yammer is MUSC’s only official, enterprise-wide social network approved for internal group communications. Yammer is a private and secure online environment that makes real-time communication, collaboration and sharing among the MUSC Community easier and more efficient. It consolidates the disparate methods used to communicate across the enterprise into a centralized “one stop” real-time service for MUSC communication, information sharing and collaboration. You are able to use Yammer to subscribe to content based on your interests and responsibilities, send messages directly to groups or individuals and create public or private groups for departments, project teams or special interests. The ability to create and to opt into content-specific groups promotes more appropriate usage and improves community satisfaction with this enterprise social network. One of the big advantages of Yammer is that it combines the functionality of web forums with listservs so that members can receive and post messages via a web interface, mobile client or email in real time.

Yammer was reviewed and piloted by members of the MUSC Community prior to implementation. Professional communicators and IT security experts performed a formal review, and endorsed the implementation of Yammer across the MUSC enterprise. Based on these expert recommendations, Yammer was then approved by MUSC senior leadership representative of the enterprise.

There are three primary reasons that MUSC subject matter experts and senior leadership have mandated Yammer use for internal social networking:

1) Security compliance. With Yammer coming under our Microsoft licensure agreement, we are able to provide best practice-level and legal requirements of security regarding the possibility of any sensitive or protected information being discussed in such a forum. In addition, when groups use applications such as Facebook, they are granting that application the rights to all the information that is posted there. With that in mind, it’s easy to see how this could become a problem with HIPAA, FERPA, and sensitive or proprietary information or otherwise “insider” information.

2) Yammer is compliant with MUSC branding standards and the enterprise brand policy that protects and promotes the reputation and standing of MUSC and;

3) Yammer promotes the opportunity to keep your “work” online persona separate from your “personal” social networking activities.

Using Yammer for internal social networking is about protecting ourselves, each other and others from inadvertently sharing patient health or proprietary information. Protecting this information is a serious responsibility and expectation of your employment or enrollment that extends to the online and digital world, regardless of your personal preferences for external platforms.

The implementation of Yammer replaced previously used external social media sites for internal information-sharing, such as Facebook. All internal Facebook or other social media pages designed for staff or other internal communication should have been terminated. Pages or groups found to be in violation of this change will be contacted for immediate removal of those accounts or groups from those outside platforms.

External social media methods meant for engaging and interacting outside audiences remain unaffected by this change and those groups may continue unaltered and within the constructs of the MUSC Social Media Guidelines.
MUSC Community members can sign up for Yammer at www.yammer.com, using their MUSC email address to access the MUSC channels. For Yammer newbies, you may find Appendix C of these guidelines, “The Best Yammer Cheat Sheet Ever” to be a quick way to familiarize yourself with the functionality and feel of Yammer. Yammer does not require you to remember a new password or username, and is tied directly to your MUSC credentials, creating a more secure online environment, and it offers an easy-to-use app compatible with all modern smartphones.

And finally, here are the top 10 things Yammer can do for you:

- Are you tired of countless emails when a quick exchange could accomplish the same thing? Stop the email struggle when communication needs to be faster, or real-time.
- Are you over the “reply all” emails when it really only needs to go to one person? Yammer can help cut down on unnecessary email in your inbox.
- Having trouble tracking the discussion via email? Maybe you stepped away for a meeting and now you are sifting through emails trying to find the most recent version of a document. A quick stop in Yammer can catch you up in seconds.
- Do you need to know in real-time what’s happening on your unit, in your class or in your department? Go to your group on Yammer from wherever you are, and see what’s happening right now.
- Did your car break down on the way to work, and you need to let everyone know? After you’ve followed the usual notification protocols for your area, maybe it’s Yammer time.
- You can set your Yammer account to email you responses and notifications, just like Facebook, so you don’t even have to login to see what’s happening in the groups you follow, if that’s your preference.
- You can attach documents and work on items in real-time with your colleagues from all over campus in a secure online environment.
- You can create special interest or closed, private groups for fundraisers, professional activism, daily inspiration, your unit, your class of 20XX, your study group or anything else you can think of. Moreover, if the group is private, it actually is private.
- You can post photos, videos and flyers just like any other platform.
- It gives you peace of mind that while communicating all that you need to within your MUSC social groups, you are doing it in a safe place.

If you have questions, need more information, or would like to schedule a training: Yammer online support is available at https://community.office365.com/en-us/w/yammer/. You can also visit the MUSC online training system, MyQuest, and search for the Yammer learning module (myquest.musc.edu).

For more information, contact Heather Woolwine (woolwinh@musc.edu), Sarah Bonner (bonner@musc.edu) or Deborah Reynolds (reynodh@musc.edu) in the Office of Communications and Marketing.
**Emergency / Weather / Crisis events and social media**

Numerous channels exist for emergency, weather and other crisis events communications. While we are aware of the potential that external social media platforms offer to spread information rapidly, our experience, expertise and available human resources indicate that only broad, high level messaging should be shared through external platforms such as Facebook or Twitter. For reference, please see the table below so you are familiar with what kind of information you can expect from various MUSC channels, including external social media platforms, during an emergency, weather or other crisis event.

<table>
<thead>
<tr>
<th>MUSC Channel</th>
<th>Sender/ Location / URL</th>
<th>Type of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUSC Alert Email *</td>
<td>Emergency Command Center team issues these regularly</td>
<td>Enterprise level info about what’s happening, closures, procedures for MUSC, MUHA and MUSC Physicians</td>
</tr>
<tr>
<td>MUSC Alert phone call / text*</td>
<td>Emergency Command Center team issues these regularly</td>
<td>Enterprise level info about what’s happening, closures, procedures for MUSC, MUHA and MUSC Physicians</td>
</tr>
<tr>
<td>Yammer</td>
<td>Groups: Weather Updates and All Company (situational groups may be added as the need arises and would be named using common key words)</td>
<td>Enterprise level info about what’s happening, closures, procedures for MUSC, MUHA and MUSC Physicians</td>
</tr>
<tr>
<td>MUSC Emergency phone line</td>
<td>843-792-MUSC (6872)</td>
<td>Enterprise level info about what’s happening, closures, procedures for MUSC, MUHA and MUSC Physicians</td>
</tr>
<tr>
<td>Specific leadership email</td>
<td>Your dept./div/unit/dean’s email distribution via list serv</td>
<td>Very specific information that pertains to your role in your clinical, research or college unit</td>
</tr>
<tr>
<td>MUSC websites</td>
<td><a href="http://www.musc.edu">www.musc.edu</a> <a href="http://www.muschealth.org">www.muschealth.org</a></td>
<td>Closures, clinic updates, general public info; general emergency messaging on medical center intranet and horseshoe</td>
</tr>
<tr>
<td>Facebook / Twitter</td>
<td><a href="http://www.facebook.com/MUSCCharleston">www.facebook.com/MUSCCharleston</a> <a href="http://www.facebook.com/MUSChealth">www.facebook.com/MUSChealth</a> Twitter handles: @MUSCPR @MUSCHealth</td>
<td>Closures, clinic updates, general public info; other MUSC-sanctioned accounts are encouraged to share/post/tweet from these primary accounts</td>
</tr>
</tbody>
</table>

*These channels are used in situations involving imminent threat or danger at MUSC or MUSC Health locations such as an active shooter, earthquake, or gas leak requiring evacuation. If you have not signed up for MUSC Alert or provided back up contacts in that system, please visit: [http://academicdepartments.musc.edu/vpfa/publicsafety/emergency/MUSCAlert/](http://academicdepartments.musc.edu/vpfa/publicsafety/emergency/MUSCAlert/)
Social Media Training

If you are interested in social media training, please review these short training modules in MyQuest:

Understanding Platforms and Audiences
Social Media and the Law
Social Media and your personal brand

In addition, Appendix B of these guidelines (pg. 14 ) can provide best practice information for social media marketing and paid promotion.

Finally, members of the Social Media Governance Committee are available for consultation based on your needs. Any questions or correspondence should also be directed to socialmedia@musc.edu.
Appendix A – Social Media best practice resource list

Mashable  https://mashable.com/tech/
Social Media Today  https://www.socialmediatoday.com/
Alltop (tech news aggregator site)  https://www.alltop.com/tech
Our Social Times (business trends and best practices)  https://oursocialtimes.com/
Forbes (best business/marketing practices)  https://www.forbes.com/social-media/#764a0c7f410f
SmartBrief (healthcare and marketing/advertising sections offer relevant content)  http://www.smartbrief.com/
Pew Research Center (web and social trends over time, great data source)  http://www.pewinternet.org/
SocialMediaExaminer.com
Sproutsocial.com
RazorSocial.com
Appendix B (MUSC Social Media Marketing Basics Handbook)

Social Media Governance Committee

MUSC Social Media/Consumer Best Practices

Using MUSC Health Approved Channels – It is important to use established channels that have gained trust and authority with the local community, as well as a larger following, than brand new channels. New channels need to use Boosted Posts, Paid New Likes campaigns, and in-depth sharing strategies in order to move the needle of reach and growth, while the established channels need less of that.

By sharing content on these pages, your message can reach a larger audience and support the brand message, rather than dilute it.

Main Facebook Channels:

- MUSC Health – Best used for sharing hospital content
- MUSC Children’s Health – Best used for pediatric-focused content
- Medical University of South Carolina – News of MUSC and University content

Main Twitter Channels

- MUSC Health
- MUSC Children’s Health
- MUSC PR

Main Instagram Channels

- MUSC Health
- MUSC Children’s Health

How to Submit Information to Be Shared On Approved Channels

Submit information to socialmedia@musc.edu or to the following social media administrators:

- MUSC Health – Sarah Bonner bonner@musc.edu
- MUSC Children’s Health – Frances Taylor taylorf@musc.edu
- Medical University of South Carolina/MUSC PR – Heather Woolwine woolwinh@musc.edu
FACEBOOK

Statistics and Trends

- Facebook is the most popular social media channel for adults in the U.S.
- Facebook is still the fastest growing social network
- 1.4 billion people use Facebook daily
- 68% of U.S. adults are Facebook users
- Facebook users skew heavily towards women
- Facebook users’ annual incomes are wide ranging, with incomes reported from <$30,000 to more than $75,000 annually.
- The largest age group on Facebook is 18-29 (88%), followed closely by 30-49 (84%)

Appropriate Content

Facebook is a great channel for sharing all kinds of content - images, videos, articles, and text. The more engaging type of content for Facebook is video, both pre-recorded and live streaming. A third of all online activity is spent watching videos.

Tips on Creating Good Facebook Posts

The best post on Facebook is an engaging one and posts with higher engagement are more likely to show in News Feeds. Engagement means comments, likes, and shares. Ask your followers questions, give them incentive to share, or showcase interesting/timely/newsworthy items. Avoid low quality images, small images, or images with mostly text. Create unique content that users can’t find anywhere else that is interesting and relatable so that they would share with their friends.
TWITTER

Statistics and Trends

- Twitter usage has declined in recent years but customers who do use it expect brands to be on it to provide real time customer service
- 24% of U.S. adults are Twitter users
- 32% of Twitter users earn more than $75,000 per year and 26% earn $50,000-75,000 per year.
- The largest age group on Twitter is 18-29 (36%), followed 30-49 (23%)
- Twitter usage is spread evenly between men and women

**Appropriate Content**

With a 280 character per tweet character limit, Twitter is the best place to share limited text, article links, and images. Video is popular on this channel, but videos are limited to 2 minutes and 20 seconds, so using short video “previews”/linking to a longer video or using YouTube links are appropriate.

**Tips on Creating Good Tweets**

Tweets are best kept short and simple, so put your best message first and link out to an article featuring the rest. Utilize hashtags on Twitter to help reach an audience outside of your followers by categorizing content and allowing it to be indexed by Twitter and searchable by others. Two hashtags are recommended per tweet for best engagement.
INSTAGRAM

Statistics and Trends

- Instagram is the second fastest growing network, after Facebook
- 35% of U.S. adults are Instagram users
- Instagram users are more affluent, with 42% of users making more than $75,000 per year
- Instagram skews heavily towards women
- Young adults are especially heavy users of Instagram, with the largest age group being 18-29 (59%), followed by 30-49 (33%)

Appropriate Content

The best content on Instagram is high quality, interesting images or videos with short captions. In-the-moment content should be used on Instagram Stories.

Tips on Creating Good Instagram Posts

Engagement is also important on Instagram, as it follows a similar algorithm to Facebook. Ask questions in your captions, provide interesting information, and use high quality photography to garner likes and comments. Avoid low quality images or images overlaid with text. Utilize up to 30 hashtags to be help reach an audience outside of your followers. Hashtags enable content to be categorized, searchable, and indexed within Instagram.
PAID PROMOTIONS

Paid promotions are widely used as a way to target social media users. Facebook and Instagram ads are extremely beneficial in targeting a very specific audience due to their ability to target users based on their interests, as well as very flexible cost options.

Paid Promotion Best Practices

• Use specific targeting to choose the right target audience
• Use ad content (image, ad copy, video) that resonates with that target audience
• Provide a clear call to action
• Link back to a website that reinforces the call to action and ad messaging
• Test different ad types

EDITORIAL CALENDAR

A general social media calendar will be shared across administrations for official MUSC pages. Utilize the social media calendar to find current events, sharing opportunities, and hashtags to use for specific topics.

HASHTAGS

Hashtags are an important way to reach users that do not follow you and join in on conversations. Using hashtags enables content to be categorized with similar content and searchable by social media users. Always look for an event hashtag or existing hashtag to use to take advantage of a conversion that is already happening, but don’t be afraid to be creative. Hashtags are used on almost every social media channel including our top channels Facebook, Twitter, and Instagram. Using hashtags on Twitter and Instagram are very helpful in increasing engagement and reach. Facebook hashtags are not as widely used by users.

Current Branded Hashtags

• #MUSCHealth
• #ChangingWhatsPossible
• #ImWhatsPossible (Children’s)
• #ImagineWhatsPossible (Children’s)

ACCESSIBILITY – CLOSED CAPTIONING ON SOCIAL VIDEOS

Any videos posted natively on MUSC channels must be closed captioned for accessibility needs. This includes Facebook Live video.