

Social Media: Best Practices

This document is intended as a guide for individuals interested in becoming active on social media and effectively interacting with followers. Being active on social media requires consistent engagement and quality content.

- To remain active on social media, you should aim to produce a minimum of 12 posts per month. Roughly 25% can be re-tweets or shares, but strive to include as much original content as possible.
- Include a photo or visual component whenever possible.
- Tag partners or colleagues if they are active on social media.
- Use precise, direct call-to-actions to encourage followers to take an intended action, such as “read more:” with a link.
- Respond to feedback and questions within 24 hours.

Responding to Positive Feedback

- Favorite/like posts that mention you and demonstrate a positive sentiment.
- Consider sharing or posting a “quote” repost to publicly acknowledge a positive mention.
- Be authentic: show your followers that a real person is on the other end of the account.

Responding to Negative Feedback

Negative feedback is often an opportunity to demonstrate our commitment to doing the right thing. Resist the urge to be defensive or immediately remove the post. Instead, show understanding and try to quickly resolve the situation.

If you are ever unsure of how to proceed with a negative comment, please email kempnercommunications@harvard.edu and we will support you.

- Tweet or post a standard response that is personable but not inviting to engage in further conversation.
- Try to take heated conversations offline by encouraging users to send a private message. If the person continues to engage publicly, you do not need to respond again.
- In cases when posts, comments, or tweets are hateful and offensive, it can be best to avoid responding. See guidelines for reporting/blocking users below. Examples of inflammatory posts that you may not want to respond to include:
 - Profanity
 - Irrelevant or inappropriate content
 - Satire or jokes
 - Rants or ridicule

Deleting Comments, Reporting Posts/Profiles, and Blocking Users

Hiding or deleting comments can further inflame a situation, causing additional negative activity. However, if posts or comments violate Harvard's code of conduct, you should report these posts to the relevant platform and if possible, remove them. Examples include content that:

- Violates state/local laws or university rules or policies
- Is intentionally misleading, factually erroneous, or libelous
- Is discriminatory, harassing, or threatening
- Is geared toward directly selling, soliciting, promoting or advertising any third-party products/services
- Infringes on the confidentiality or privacy of any party

Twitter/X

There is no way to delete other people's tweets, even if they @mention you directly. You can report a tweet and will receive a notification if an action is taken on an account that you recently reported.

To report a post on Twitter:

- Tap the ... More icon located at the top right of the post.
- Select "Report post" and follow through the steps so Twitter can gather all the relevant information about the issue.

Another option to have more control over who can interact with your account is by blocking specific users. Accounts you have blocked cannot follow you, and you cannot follow them. Users do not receive a notification that they are blocked, but if they attempt to visit the profile of an account that has blocked them, they will see they've been blocked.

To block a user:

- Go to the profile of the account you want to block.
- Click the ... More icon and select Block from the menu.
- Click Block to confirm.
- This can always be undone in the future.

LinkedIn

LinkedIn allows accounts to remove comments on their own posts. To hide or delete a comment:

- Click the ... More icon on an individual comment. Click delete and confirm.
- All "likes" and any replies on the deleted comment will also be removed.
- The commenter is not notified, but they will know their comment has been deleted if they go to view it again.

You can also block persistent negative commenters to keep them from commenting on any future posts:

- Go to the profile of the person you want to block.
- Click the ... More icon below the person's profile picture and select Report/Block.
- This can always be undone in the future.

To report a post on LinkedIn:

- Tap the ... More icon located at the top right of the post.
- Tap "Report this post."
- Select the applicable reason from the "Why are you reporting this?" pop-up and submit.