CHAPTER SOCIAL MEDIA
GOVERNANCE GUIDE
May 11, 2015
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A Primer on Social Media

What It Is

Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks.

Therefore, communicating with your audiences via social media means that your key focus should be on people – their inclinations, their thoughts, their feelings, their perceptions, their voices and their experiences – not the technologies. If you focus on your audience, they’ll come to you and joining the newest platform to meet them where they’re at (especially if time is limited) doesn’t become as much of a priority in reaching your audience. While it is important that you understand how to use these networks and tools, focusing too much of your time and effort on custom tabs and brand new platforms often leads to missing the biggest opportunity social media facilitates: nurturing an online community culture that truly values the people that populate it.

Community management requires communication expertise, as it’s ongoing communication that covers everything from resolving disputes to crisis management, from creating conversations to listening to input and stories and monitoring for content and testimonials. It also requires a solid understanding of people – how they’ll react, what they want to hear, what their perceptions will be – as well as their online habits and behaviors.

With all that considered, we need to go back to when our doors first opened in 1927. We need to put ourselves in the shoes of those who were interacting with key constituents at a time when everyone knew each other and the entire society got involved when someone needed help. Relationships and people need to be at the forefront of our social media efforts, just as it was at the forefront of our society’s operations over 85 years ago.

The focus needs to be on making connections, listening and creating a genuine sense of community. The good news is, within your chapter, everyone is already likely doing this in the real world. As a whole, you’re engaging and interacting with your target audience on a very real level and in order for you to be successful in your social media efforts, it just means translating that behavior to the digital world.

At its very essence, this approach is the definition of “pull” marketing, attracting the audience to interact and engage with you – and on a regular basis. While this guide provides further instruction on how to tactically execute this approach, the bottom line is that social media plans and daily activities need to embody a community-first, audience-focused approach.

Why is this especially important when developing social media content, initiatives,
campaigns and plans? Because, when communicating via Facebook, Twitter, Instagram and the like, you’re competing against an audience member’s family and friends for their attention, not just other brands and organizations.

**What It Is (Primarily) Not**

Social media marketing refers to the process of gaining website traffic or attention through social media sites.

While it seems counterintuitive to suggest we don’t want to treat our social media efforts as a process of social media marketing, it’s taking that approach (at least when following it to the definition of the term) that causes most brands to fail at driving long-term success. Instead, the benefits of social media marketing (e.g., increased traffic or attention) come at a much higher level, and at a more sustained rate, when taking an approach of focusing on people and putting the community first.

This doesn’t mean that your approach and the content you create needs to be void of key marketing messages, it just means that it may require forgoing how you would traditionally frame them and instead take on the approach of composing those messages much more like a personal update (e.g., “We’re excited to announce that we’ll be hosting a Happy Hour next month. Mark your calendar!”).

Think outside your four walls, so to speak, and share the stories of the people who actually make up your social media communities instead of having the spotlight firmly planted on your chapter. By being their voice, and not just talking at them, a sense of community is created and your audience will feel a stronger connection to the chapter and organization.

While the word “story” may have a connotation of producing a written piece or video, that’s not always the case when it comes to creating or finding social media content. A “story” on Facebook or Twitter is as simple as a real-time photo or an entertaining quote overheard at an event. It also doesn’t have to be something that you create – a “story” could be finding a member’s photo on Instagram and requesting their permission to use it on your chapter’s Facebook Page or setting up a process/resource that allows your audience to submit content to you.

In many cases, we’re looking to avoid “push” marketing, and instead we should analyze what our audiences want or need to hear and how it can be best positioned to match their inclinations. However, as social media does play a role in advertising and marketing efforts, content that supports business and marketing objectives will need to be created, but you’ll also need to explore how these objectives can be achieved in a subtle, more sustainable manner, as no one wants to be marketed to day in and day out while they’re in a space that’s largely meant for their own personal connections and communication.
Purpose of Chapter Accounts

Because your audience is likely to be a close-knit group, you’ll be able to take a more personal and communal approach to social media. The purpose of your accounts is to enrich the sense of community that the chapter provides.

A Facebook Page, Twitter account or any other social media presences should serve as an extension of the real world experience that your chapter provides.

The accounts should be used to inspire close connections and engaged conversations. While this may seem similar to the approach that Cornell Hotel Society takes, your chapter will be able to do this on a much deeper level, as your audience likely knows each other well and will be more apt to have more meaningful conversations and connections than two members who live in entirely different regions.

Your chapter will be instrumental in helping Cornell Hotel Society – as a whole – achieve its goal of inspiring connections and a sense of belonging.

Due to your close connections, the content that we recommend sharing on your chapter’s presences – and content that we would like to share – include:

- **Highlighting Member on a Personal Level** – Photos, links or videos highlighting members on a more personal level – such as sharing a wedding announcement or a baby announcement – can help inspire these connections. When sharing this type of content use the hashtag #HotelieHighlights.

- **User-Generated Content Related to CHS** – You’re likely to be connected with many of your chapter’s members. If you see that they post a great photo or video that they shot on their social media presences, ask them if you can get their permission to share it on your chapter’s social media accounts. Let them know that this content may also appear on Cornell Hotel Society’s main accounts.

- **Industry Trends and News** – To incite engaging conversations, we recommend that you get your members talking about the industry, encouraging them to voice their opinions and connect with others. When sharing industry news, we suggest looking for a tie to CHS, such as a member who works for the company that the article highlights.

- **An Inside Look** – Whether your chapter gets a sneak peek at a new restaurant or hotel, or you overhear an insightful or funny comment at a chapter event, you can demonstrate the value of attending future events to members.

We’ll search for this content on a regular basis, selecting content to share on the main accounts on occasion.

Please note that further recommendations are included in the following pages, some that include directions to contact us directly when you have a specific type of content or certain announcements.
Strengths & Areas of Opportunity

To fully understand how chapters are leveraging social media to inform and engage members, we conducted a brief audit. Outlined below are some of the practices other chapters can emulate as other chapters have seen success in using them as well as areas of improvement.

Practices to Leverage

Five practices were identified during the audit that we recommend all chapters attempt to follow, too. Those practices are: (1) highlighting members, (2) promoting events before and after they occur, (3) using photos to one’s advantage, (4) creating sharable events and (5) sharing interesting news.

Highlighting Members (Exec Board or Otherwise)

The Collegiate Chapter helps inspire connections and engagement by highlighting its Exec Board. Other chapters could follow this practice to help engage their fans and followers when there aren’t events to promote or news to highlight. We do recommend that the bios are condensed to just a few sentences, relaying the most interesting or important information.

If you utilize this type of content, please let us know that you’ve shared it. To alert us of this content, please email James Pintsak at james.pintsak@signalcsk.com with the link to the post. When working with the member, please let them know that their photo may appear on the main CHS social media accounts.

Promoting Events – Before and After

The Northern California chapter encourages its members to attend events by constantly informing them of upcoming happenings and highlighting the events afterward to prime members to make time to attend the next one. Other chapters should make a point to promote their events in this fashion.
For larger events at the Chapter level, Cornell Hotel Society will share the information on the main accounts. For smaller events, we’ll share photos or media from after the event in many cases. To alert us of this information and content, please email James Pintsak at james.pintsak@signalcsk.com.

Using Photos to Capture Attention
The most active chapters on social media will often use photos and images to capture attention and convey a message. From sharing photos from events to creating images that highlight upcoming events, images can be a powerful tool for engaging your members.

Creating Shareable Events
The Chicago and Washington, D.C./Baltimore chapters make signing up for events easy and shareable by using Facebook events and Eventbrite to promote upcoming happenings.

Sharing Interesting and Relevant News
When there isn’t an event to promote, the Philadelphia/New Jersey Shore chapter uses news stories to continually keep their audience engaged. Other chapters can follow in their lead by looking for stories that the audience will be interested in, which could include:

- News related to alumni and members
- News related to SHA, CHS or the chapter’s exec board
Opportunities to Improve
There are several areas of improvement that all chapters can benefit from. These opportunities are: (1) using social media management tools to create efficiencies, (2) providing context with links and photos, (3) maintaining the accounts on a regular basis, (4) using a mix of content and (5) crafting short updates.

Leveraging Hootsuite to Manage All Accounts
We recommend using Hootsuite to schedule your updates and manage your presences. With a free version available, using a tool like this will help your chapter save time, making managing social media accounts easier.

Providing Context
Whether it’s a photo or a link, it’s important to provide context. Some questions to consider when crafting an update are:

- Why should the audience care about this information/content? Why is it relevant?
- What action should they take? RSVP? Donate? Sign up?
- What will grab their attention or inspire action?

Just make sure to keep the update concise – one to three sentences should be enough. The goal is to capture their attention and get them to learn more or engage with the content. If possible, unless the content is contained in the image, we recommend almost always including a text update with content.

Regularly Updating the Presence
If your chapter’s social media accounts have been going untouched for more than a couple weeks, please take the following steps:

1. Identify two to four people who are interested in the responsibility of managing the accounts and curating/creating content and also has a familiarity with the platform. Managing the accounts should only take one to three hours each month, depending on how many people are involved.

2. Create a content calendar each month with at least two Facebook posts, four
tweets and two Instagram photos per week. In co-managing the accounts, the team can either create the content calendar together, using a tool like Google Docs to collaborate on the content calendar, or one person can take that on as their responsibility and assign content to the team.

3. Each person should be responsible for scheduling all of the content that they are assigned (that can be) in advance.

4. In sharing real-time or ad hoc content, be sure to check and see if anything else is scheduled or gone out within the next or last couple hours.

Utilize A Mix of Content
Events and chapter news are always going to be a large part of your content mix, but it’s important to offer variety. This ensures that the audience won’t get bored with what’s being shared and that you can address a range of interests.

If you’re looking for inspiration for what content to share, consider items from this list:

- Member updates (new jobs, wedding announcements, etc.)
- Local industry jobs
- University and SHA history
- CHS content
- University and Cornell Athletics news
- Chapter history
- Member highlights
- Recent industry news and trends

Craft Concise Updates
If the user sees a wall of text followed by a “See More” link, they’re likely to scroll past it unless it grabs their attention within the first few words. In the majority of cases, we recommend keeping updates fewer than three sentences.
Presence Setup & Required Updates
With setting up accounts and pages, chapters will need to follow specific policies and guidelines to ensure that we, as an organization, are displaying a unified front and not infringing on the University’s, the School’s or the Society’s brand equity.

When searching for “Cornell Hotel Society,” a variety of logos and naming structures are in use, as shown below. Going forward, please use the following guidelines.

Naming Structure
With myriad naming structures currently in use, it’s important that we create a consistent approach to naming accounts going forward. If it’s possible to change the name on your accounts, we recommend doing so. If it isn’t feasible, leave the name as-is. New accounts should be set up using these guidelines.

FACEBOOK & LINKEDIN

Page Name: Cornell Hotel Society – [Chapter Name], e.g., Cornell Hotel Society – Hawaii Chapter
Vanity URL/Username: CHS[ChapterIdentifier], e.g., CHSHawaii, CHSNewEngland, etc.

TWITTER & INSTAGRAM

Username: @CHS[ChapterIdentifier], e.g., @CHSHawaii, @CHSCollegiate, etc. If the name is taken, you may use an underscore (_) in between the two.
Account Name: CHS [Chapter Identifier], e.g., CHS New England, CHS North Carolina, etc.
**Logo Use**
As we have phased out the old logo, it’s important that all chapters update their profile pictures and avatars to reflect this change, presenting a consistent look and feel on all communication channels, especially on social media as it tends to be the most popular.

Your chapter will be provided with an updated version of the new Cornell Hotel Society logo with the inclusion of your chapter’s name at the bottom. Once you’ve received that logo, be sure to update your profile.

If you are currently using an image that uses the Cornell insignia, please update your profile picture or avatar to the new CHS logo. It is against Cornell’s logo policy to use the Cornell insignia on social media presences.

<table>
<thead>
<tr>
<th>INCORRECT IMAGES</th>
<th>CORRECT IMAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Incorrect Images" /></td>
<td><img src="image2.png" alt="Correct Image" /></td>
</tr>
</tbody>
</table>

Be sure to reference the CHS Brand Quick Reference Guide in case you have any questions on how to use the new logo. You can find other helpful resources at [https://www.hotelschool.cornell.edu/alumni/chs/resources/](https://www.hotelschool.cornell.edu/alumni/chs/resources/).

**Bios**
Your bio should highlight that the presence is the official presence for your chapter. For example, a bio for the New England Chapter would read, “This is Cornell Hotel Society – New England Chapter’s official Twitter account.”
Helpful Tips, Tools & Tricks
The possibilities of syndication on social media are boundless, and thus, small tips or seemingly insignificant mistakes can go a long way in affecting how many people are reached. As a social media account manager, you now must consider the impacts and cultural dynamics of the one-to-many communication that social networking provides.

In doing this, we want to help you manage your account as effectively as possible. Refer to this section for help in creating and posting content to get the most out of your efforts.

Avoid Common Mistakes
Like any communication system, social networks have a learning curve that comes with mistakes and misconceptions. Rather than make these mistakes firsthand, here are some tips to help you avoid the most common issues users have when managing social media accounts for brands and organizations.

Toggle Between the Page and Your Own Account
In being able to use the Page as both the chapter and as yourself, it’s important that you take this into consideration when responding.

In cases when you’re leaving a personal message (e.g., using first person, referring to a personal detail or preference, etc.), make sure that you’re using the Page as yourself. In all other cases (acting as the organization), you can use the Page as the chapter.

When liking content that the Page has posted, we recommend that if you do like the content, you make sure that you’re using the Page as yourself so that it doesn’t appear as if the chapter is liking its own content.

Remove Links From the Update Box After They’ve “Attached”
When sharing links, make sure that you’ve deleted them from the update box after they’ve attached to the post. The images below highlight the process.

Include the link in the post. Once it’s attached, delete it. Post the update to the Page.

Leaving both links, the one that’s attached to the post and the one that’s in the update, can cause confusion, as the user may not be sure which one they should click.

Utilize the “@” Sign Properly to Increase Reach
On Twitter, the placement of the “@” sign determines who of your followers can see the
tweet or not. For example, if you are talking to Frank, one of your members, and start your tweet with @Frank, then only Frank and the people who follow both you and Frank will see the tweet.

However, if you write your tweet and add @Frank so it falls within the tweet or at the end, then your followers will see it regardless, and the tagged people will be notified. If the username needs to come at the beginning of the tweet, we recommend starting the tweet with a period (.) to indicate that the tweet should be displayed publicly to all followers.

<table>
<thead>
<tr>
<th>TO SHARE PUBLICLY: INCORRECT USE</th>
<th>TO SHARE PUBLICLY: CORRECT USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>@Frank, that's a good question. Does anyone know what time the Homecoming parade starts?</td>
<td>.@Frank, that's a good question. Does anyone know what time the Homecoming parade starts?</td>
</tr>
<tr>
<td>That's a good question, @Frank! Does anyone know what time the Homecoming parade starts?</td>
<td></td>
</tr>
</tbody>
</table>

If the conversation you’re having with a user isn’t meant for the entire audience, be sure that their username, complete with the “@” symbol is at the beginning of the tweet, such as in the example on the left in the table above.

**Know the Context of Hashtags Before Using Them**

Make sure you know the context of a hashtag before using it in a post. This is often how brands gain negative attention for their social media efforts.

For example, a boutique used #Aurora when they saw it was trending, not realizing it was referring to the Aurora school shooting, not a fashion trend.

Conducting a quick search on the platform will allow you to understand how and why the hashtag is being used. If it’s a sensitive or negative topic, do not use the hashtag.

**Follow These Additional Rules for Hashtags**

Do not hashtag something with separate words. For example, if #ShareYourStory is trending, don’t separate the post into #Share #Your #Story.

If the hashtag is being used outside of a sentence, don’t put a period at the end of it.

**Example:** (wrong)

<table>
<thead>
<tr>
<th>INCORRECT USE</th>
<th>CORRECT USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>#TBT.</td>
<td>#TBT</td>
</tr>
</tbody>
</table>
Avoid the Perception of Spamming People
Avoid “spammy” language in posts, such as unnecessary capitalizations, a desperate call-to-action or over-use of exclamation marks. Examples of such would include, “Please share our post!!!” or “RETWEET ASAP!”

Additionally, it could be perceived as spam if you tweet multiple tweets in quick succession – with the exception of live tweeting an event – or if you reply to a lot of users at once with the same message to help gain awareness of an event or key point.

Make the Most of Resources
These helpful tips will ensure that you’re using social media in an effective and efficient manner.

Utilize Scheduling Tools
To help create a process for managing the accounts that improves efficiency and allows for the ongoing analysis of results, we recommend using:

- Facebook
- Buffer, http://bufferapp.com

It’s recommended that you schedule posts on all possible accounts. To allow for oversight, it’d also be beneficial to let the chapter president know that you’ve scheduled several updates so he/she can review them for consistency.

Explore Simple and Quick Multimedia Tools
Short (three minutes or less) videos or interactive content can be leveraged to further engage the audience. Videos will help demonstrate key messages, showing rather than telling. Quizzes and other forms of multimedia will help bring variety to the content mix and enhance the type of engagement members have with the chapter. Resources for the creation of additional forms of multimedia include:

- Storify, http://storify.com, can be leveraged to create interesting stories, articles or lists by embedding public online content into the platform.
- Qzzr, https://qzzr.com, can be utilized to create interactive quizzes that incite sharing. The platform offers a free version and a paid version with enhanced features, including lead generation features (for $299 per year).
- Interact, https://tryinteract.com, can be used to create custom, branded, interactive and shareable quizzes for as low as $49/month after a free seven-day trial. (We recommend only paying for the service when a quiz is active).
- Vine, https://vine.co, can be leveraged to create six-second video clips that grab a user’s attention.
- Animoto, https://animoto.com, can be utilized to create and edit engaging videos.
The service offers the ability to add royalty free music and unique animations. Paid versions are also available, but we recommend using the free version.

New resources will continue to pop up. To integrate new platforms into your approach, we recommend occasionally reading Mashable (http://mashable.com) or The Next Web (http://thenextweb.com) for ideas and relevant information pertaining to new multimedia tools.

**Increase Results**
These helpful tips will ensure that your chapter continues to see increased results from its social media efforts.

**Share Other Users’ Content**
Rather than just post your own content, share your community’s content, too. Retweeting or sharing content from other users that pertains to CHS increases the likelihood of user engagement, as it follows a give-to-get mentality.

**Leverage Shortened Links**
We recommend that you shorten links to maximize your character count on Twitter. Bit.ly [http://bit.ly] is a free link-shortening site that also offers analytics on the links that you share.

Instead of posting the direct link, copy and paste the link into Bit.ly and use the shortened link that Bit.ly generates for you for free. You will need to sign up for an account in order to leverage this service. We recommend that you link it to your chapter’s Twitter account, if you have one. Otherwise, we recommend setting up the account with an email address.

If using additional content (e.g., a video, an image, etc.) in conjunction with a link on Facebook, shortened links are also recommended.

**Use Eye-Catching Visuals**
According to Fast Company, photos on Facebook generate 53 percent more *likes* and 104 percent more comments and they result in a 36 percent increase in clicks, 31 percent increase in visits, 41 percent increase in retweets and 48 percent increase in favorites on Twitter.

Not only do photos and graphics help increase results; they also help relay messages in an efficient and meaningful manner. When it comes to images, respect intellectual property and don’t share photos that aren’t yours. If you can find the source, you can request permission to use the image. Only upload it if you have permission and, with Creative Commons images that allow sharing, ensure that you are giving credit to the original source.

**Make Engagement Your Call-to-Action**
To engage the audience, we recommend using the following tactics:
• Make it easy to answer a question. Open-ended questions can seem daunting to answer. Make it a no-brainer for the audience to engage by using fill in the blank or this or that posts.

For example, instead of asking, “What Cornell tradition do you miss most?” you could use, “Fill in the blank: The tradition that I miss most from my time at Cornell University is __________.”

• Ask users to like content for a specific reason. For example, if posting a photo of a new garment or accessory, the prompt could read, “Like this if you’ll be attending our Spring Mixer next week.”

• In sharing links, leave a little bit to the imagination to inspire people to discover more. For example, an update could read, “Recent grads, use this simple interview trick to ensure that you get the job: http://bit.ly/FakeLink” as opposed to sharing the information up front.

• Quote blocks (images featuring inspirational quotes) are social media gold. Ensure that the quotes are relevant to the brand – potentially emphasizing hospitality, travel, creativity and innovation – and its values.

Some of these tricks and tips are designed to complement Facebook’s algorithm. Because they often feel like a call to action, they can come across as marketing messages, and, therefore, should be used only on occasion, such as only accounting for roughly 30 percent of posts.

**Avoid “Dead Zones”**

It’s important to avoid posting during social media “dead zones”. These dead zones fluctuate, but there are consistencies in regards to the optimal posting times.

• Facebook: Don’t post between 12 a.m. and 8 a.m. There can also be low engagement on the weekends.

• Twitter: Avoid posting between 8 p.m. and 8 a.m. Activity can also dwindle on the weekends – unless a major trend, large event or breaking news takes place.

• Instagram: Don’t post between 12 a.m. and 8 a.m. There can also be low engagement on the weekends.

Facebook Analytics (found within the admin portal on your Facebook Page) will also offer insights into when your audience is on the platform.

**Ride Trend Waves**

Social media posts offer vast potential when it comes to their reach, especially when a post experiences natural virality – the process of an image, video or piece of content being rapidly shared from one user to another.
It’s important that you observe relevant trends and find creative ways to use related content related to gain recognition as well as increase engagement and followers. Prepare for upcoming events/holidays that will be trending and leverage breaking news to craft posts that fit those trends (e.g., Mother’s Day, breaking news related to the hospitality industry, etc.).
**Policies and Procedures**

While it’s important that we present a unified front in the way that we present content and engage our audience, it’s also imperative that we set ground rules for how we operate our social media presences. Please adhere to the following policies and procedures.

**Rules and Policies**

With so many social networks to choose from, it’s best to arm yourself with information before making a decision about where to communicate with your target audiences. The following outlines the social networks that are most likely to have an impact in reaching your specific audiences and creating an engaged community, complete with user demographic data (when available), key considerations, rationale for use and suggestions on how to leverage and prioritize them.

**Read the Terms of Service**

Before beginning a presence on any social network, be sure to read the Terms of Service to ensure that you are using the platform the way it’s intended to be used and are not at risk for account removal. For those who are already engaging with audiences on social networks, it’s just as important to revisit the Terms of Service, as these can change – and with little warning.

**Privacy, Confidentiality, Getting Permission & Other Rules**

With many of your members posting photos, comments and other messages, they can serve as a great source for content; however, it is important that you have their permission to use their photo and/or full name before highlighting the content (if you aren’t simply sharing the content directly from Facebook or retweeting a photo that was posted on Twitter). In many cases, you should be able to request permission by adding a comment to their content, replying to them or messaging them. This will ensure that we’re respecting our audience’s privacy and won’t run into issues with being reported for using content without a user’s permission, as this can lead to content removal and more serious ramifications (i.e., removal of a Page).

When posting photos from other sources (e.g., a non-profit, a news organization, etc.), you should also get permission, as many of these images are protected by copyright.

You also shouldn’t post confidential information about Cornell University students, employees, donors, alumni or units unless you’re given explicit permission to do so.

**Monitor & Respond**

With active social media channels come more questions and comments. It’s important that chapters monitor their presences for these questions and comments, setting up automated alerts and checking in at least a couple of times per week. However, please take the following into account and adjust accordingly:

- Leading up to an event, there may be more questions than usual. We recommend checking the presences daily for the week leading up to the event and at least two to three times the day of the event.
• If your social media update asks for comments (e.g., you asked a question or requested user feedback), it’s important to monitor these comments at least a few hours after the post has gone live.

• In the event of a crisis, more commentary may come in. Be sure to monitor your chapter’s presences at least two to three times per day or pay careful attention to automated alerts during these times.

In monitoring commentary, chapters should not only look for questions or comments that require a response, but also for content that should be removed or reported, if possible. Content should only be removed or reported if it meets the following criteria:

• If a comment/post is profane, vulgar, or discriminatory.

• If a comment/post is directly attacking a specific user or group of users.

• If the comment/post is spam.

We recommend updating your Facebook Page settings to get alerts as user activity occurs. This can be done under the “Settings” section by clicking the “Notifications” tab. Signing up for all alerts is ideal, as you’ll be aware of what’s happening on your chapter’s Facebook Page.

We also recommend setting up push notifications on your phone if your chapter utilizes a Twitter account.

Off-Limits Content
With permission given to use any content from others or user’s personal information, there are only a few limitations on the content that you can post to your chapter’s presences (outside of the obvious of vulgar or inappropriate content).
• Photos that show members drinking in a manner that may be perceived as excessive (e.g., visibly drunk, many bottles/glasses in the image, etc.)
• Content that covers sensitive topics (e.g., race, politics or religion).
• Articles or videos that you haven’t read or viewed in their entirety (in the event that you aren’t familiar with the source), as it may contain inappropriate content.
• Personal updates or viewpoints.

If Cornell Hotel Society identifies additional types of content that are deemed off-limits, your chapter will be notified.

**Crisis Communication Protocol**
In the event that a University-wide or SHA-related crisis occurs that is relevant to the Society, we recommend that you take your cues from the Cornell Hotel Society, either sharing the content we publish (statements, articles, etc.) or using a portion of the content we share.

In the event that a crisis occurs within your chapter, please alert [insert name and contact info], so Cornell Hotel Society is aware of the incident and can help. Examples of crisis situations that should be addressed include:

• A disgruntled or upset member with their reasons being extreme (e.g., harassment from another member, etc.)
• The death of a member
• An incident at an event
• A security/data breach
Style Guide
Understanding the nuances of the brand and how it will be portrayed, decisions on word choice, cadence, sentence structure and social media usage will ensure consistency. The following guidelines outline standards for the Society and its chapters.

Social Media Mechanics
Using social media appropriately and effectively will position the brand as savvy and sophisticated, inspiring confidence in our audiences.

- When attaching just a link on Facebook, copy and paste the URL into the update box and wait for the link attachment to load. Once it appears as an attachment, delete the URL within the update box and add your text-only update.

- When attaching a photo on Facebook and including a link to additional information in the update, be sure to either use http://bit.ly to create a shortened link, customizing the URL to give the reader context and using that link in place of the original URL. The exception to this rule is when you are using a link that is only one resource ID long or is identified with a subdomain and the server name (for example, http://url.com/page or http://new.url.com could be used as they are, as they are short URLs).

- When not replying to someone, but mentioning a person or organization at the beginning of a tweet, place a period in front of @username, so it reads, “.@username.” This will ensure that the tweet is seen by the entire audience. Without the period, it’s only seen by the recipient and any users who follow both the recipient and the sender’s accounts.

Hashtag Use
Hashtags can have a powerful effect on results, allowing CHS to generate awareness amongst a targeted audience or to incite engagement within its social media communities. However, there are several guidelines that should be followed before selecting and using a hashtag.

- On Facebook, we recommend only using one hashtag per post.

- On Instagram, we recommend using no more than two hashtags in the first comment (the image’s description or post); however, additional hashtags can be leveraged in a follow-up comment to increase visibility of the post via search.

- On Twitter, we recommend limiting hashtags to just two or three occurrences, as industry terms and trending topics could be used as a hashtag to increase awareness.

- When using hashtags for acronyms, be sure to search what others are saying to ensure that you’re not aligning the content with an unsavory conversation.

- Hashtags can be used on Twitter and Instagram to increase awareness through search and join relevant conversations. However, they should be used sparingly on
Facebook. Use on Facebook could include referencing a content theme that is often used on Twitter (e.g., #ThrowbackThursday or #TBT), to highlight a campaign hashtag or to align content with a trending topic.

- To reduce clutter and encourage user use in a focused manner, we recommend concentrating on a few select branded hashtags. While additional campaign hashtags could be added at a later date, the following are approved brand-related hashtags for use:
  
  o #HotelieForLife
  o #Hotelies
  o #Hotelie
  o #HotelieHighlight

**Language & Word Choice**

CHS should speak with poise and confidence, yet remain approachable and human.

- Always use in direct, second-person language, using “we” and “you.” Unless signing comments with your name, never use “I” when acting as a brand or organization.

- Use strong verbs, especially when writing calls to action: Apply now, discover how, meet our members.

- Use vivid descriptors, such as “spirited faculty” or “inspirational alumni,” rather than generic adjectives like “great” or “nice.”

- Use emphasis, modulation and alliteration to make statements memorable. Puns and rhymes should be used sparingly.

- If you can say something in fewer words, try to do so.

- Word choice can be playful, interesting and novel, but it should always be easy to digest.

- Within social media, try not to use “Click here,” and instead provide context as to what the action the user should take when clicking on a link (e.g., “Vote for your favorite, Register at, Contact them, Read more, etc.”).

**Sentence Structure & Cadence**

CHS copy should be trim, tight and focused. Never long-winded or meandering, it packs a lot into a small space, and is only as long as it needs to be.

- Keep sentences simple and clear—avoid too many clauses or complex structures.

- Mix a longer sentence with a short, punchier one for quick, easy reading and to vary the update’s cadence.

- Keep updates on all social networks short. While Twitter requires this (as its limit is 140 characters), when posting on other channels (e.g., Facebook, Instagram, etc.)
keep updates or descriptions to under 200 characters (with spaces) as often as possible. 80 characters or less is ideal, as this has proven to outrank longer posts in terms of engagement.

- Incomplete sentences can be used for added emotional effect.

- Avoid long lists or reiterating key points that can be found in the link or content that’s provided. Instead, grab attention and engage the audience.

**Punctuation, Capitalization & Formatting**

CHS is impactful and confident – so punctuation and capitalization should be as well.

- Only use one space after periods.

- To not be perceived as too formal in the social space, do not use the serial comma. Incorrect: This, that, and the other thing. Correct: this, that and the other thing.

- Use exclamation points sparingly. Instead, use words to convey excitement (e.g., strong verbs, powerful adjectives). Never use more than one exclamation point in a sentence.

- Acronyms should only be used, and should be capitalized, if they are easily recognized.