



UNIGE | SOCIAL MEDIA

Advice for use



TWITTER

Getting started on Twitter

The University of Geneva has two Twitter accounts: <https://twitter.com/UNIGENews> and https://twitter.com/unige_en

You can also create a Twitter account for your faculty, department or unit.

Please be aware that **moderating a social media is a daily process**.

Be sure to differentiate your personal account from an institutional account linked to your structure.

You are free to manage the content of your account. However, to ensure consistency across University accounts, there are some elements we ask you to include:

- 1 to 2 Creating an account
- 3 Promoting your account
- 4 Definitions
- 5 You can use Twitter for
- 6 Good practices
- 7 Photos and videos
- 8 Image rights
- 9 Copyright
- 10 Algorithm

Please note that you are responsible for the content of your account and for updating it. You must remain **courteous** and apply good manners at all times, as you would anywhere else.

Your Twitter account must be used **legally** and **ethically** and in keeping with the principles and values of academic freedom.

All posts must comply with the law, be morally upstanding, and not harm the reputation of the University or its members. In particular, there must be no posts of a slanderous, defamatory, insulting, racist, sexist or pornographic nature.

Note: Another document advises you for personal/professional use of Twitter.



① Creating an account

Choose a title for your Twitter account, such as your department or unit's acronym (FTI, ISE, etc.). Add UNIGE to your profile name: [@Structure_UNIGE](#)

Include the location and a web address, as well as your position if you work at UNIGE.



② Profile pictures

To make your department or unit easily identifiable, use a customized UNIGE logo. You can request one from the graphic designers: graphistes@unige.ch.

Then choose a cover picture.

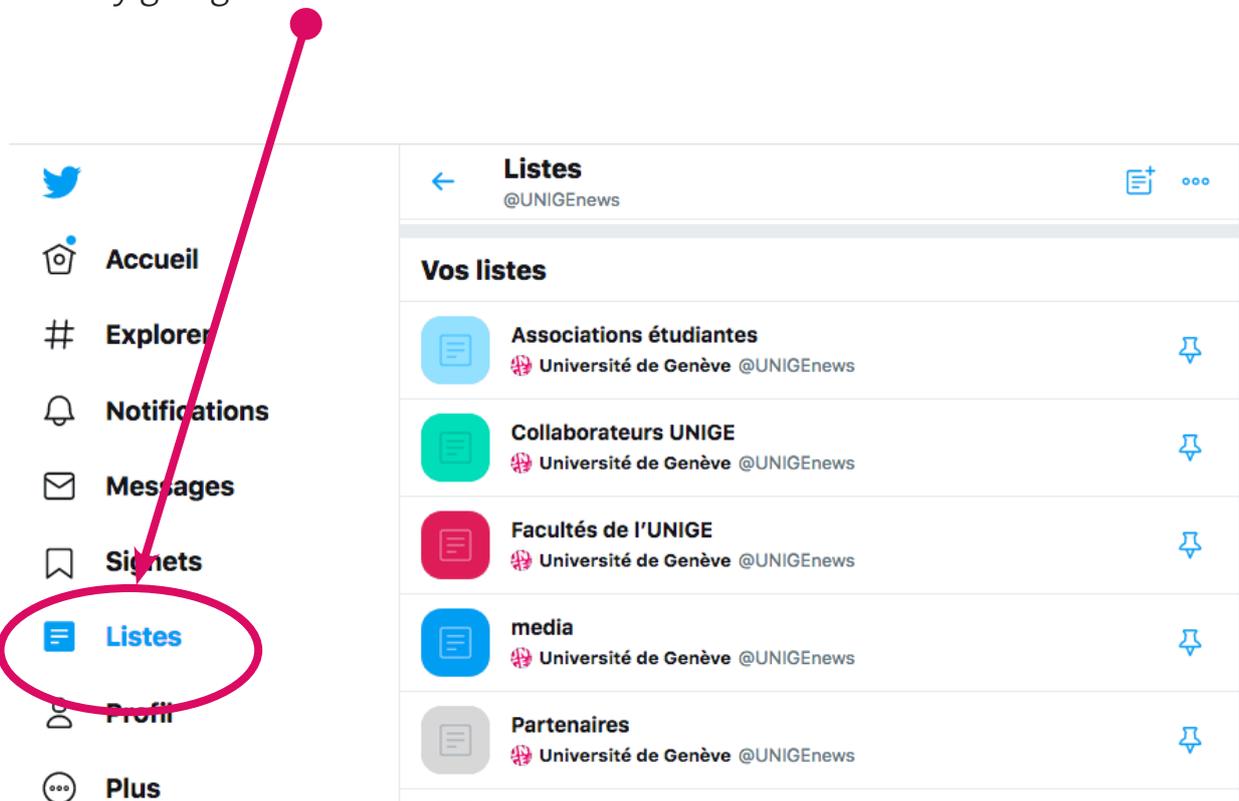


③ Follow UNIGE's other Twitter accounts

This will enhance UNIGE's reach and increase the number of visits to each account and therefore potentially the number of followers as well.

How to do this?

When you have completed your profile, go to <https://twitter.com/UNIGENews> and https://twitter.com/unige_en and click on **Follow**. Do the same with other UNIGE accounts by going to **Lists**.



You can also follow the accounts of partners and institutions you're interested in, or any other account in your field. They'll see that you're on Twitter and might follow you in return.

Tell your colleagues, your students, the [Communications Department](#) and the general public about the page. Share it on your website, on your other social networks, in your newsletter or in your email signature.



④ Definitions

Hashtag #: keyword

Retweet (RT): share a tweet

Followers: people who follow your account

Following: people who you follow

PM: private message

Live-tweet: posting comments while an event is taking place

⑤ You can use Twitter for:

Finding information

Promoting your work, research and achievements

Holding discussions with peers and experts (e.g., #exoplanets #frenchliterature)

Following live events (e.g. #NobelPrize2019, #ghf20)

Promoting programs and events (e.g., #nuitdelascience, #rentreeuniversitaire)

Recruiting, by combining different communities (e.g., #openposition #quantumphysics)

⑥ Good practices

Be concise and to the point → 280-character limit (including web links)

Use the first person (I/we)

Indicate clearly what you're expecting from readers

Tag partners and UNIGE if relevant → @accountname

Don't use more than two or three hashtags at a time

Ask, reply and thank

Always add an image to your tweets

Tweet regularly – don't worry about being repetitive, but don't reuse your tweets

Schedule your tweets if needed



7 Photos and videos

Images

Adding an image (flyer, photo, etc.) to your tweet will make it more attractive. If you work with a graphic designer to create a poster, ask them for a social-media-friendly version of the image. You can also easily create Twitter-compatible images at: www.canva.com

Photos

Share photos of your day-to-day work, including members of your team or your students. Your followers will like being able to see the faces of the people you work with.

Videos

It's better to add videos via a YouTube or Vimeo link, as native videos cannot last longer than 2 minutes and 20 seconds.

If you make a video, don't forget to inform the [Communications Department](#) and your partners before publishing it on social media. That will help to increase the video's reach.



⑧ Image rights

Make sure you get permission from the people in your photos (if they are recognizable) before sharing them on social media.

Sharing a photo without someone's consent could be a breach of their privacy.

However, if the individual is in the background or not a main part of the photo, it is not considered a breach of their privacy.

You don't need to obtain consent if:

- the image is of a public figure or sports person
- the image is of a public event, as people should be aware that there may be photographers present. Please note: Photos taken in this context should not focus on one individual and should be used to illustrate the event and be for information purposes only.

It's better to inform participants if photos are likely to be taken as part of the event.

.....

⑨ Copyright

Be sure to comply with copyright rules when using photos.

Make sure that any images or photos you use are not subject to copyright.

Just because you find an image online doesn't mean it isn't subject to copyright.

Keep in mind that some photos and images cannot be used for advertising or marketing purposes.

.....



10 Algorithm

All social media platforms use **algorithms** to determine how high up in newsfeeds your posts will appear, using ranking signals from profiles and pages. The aim is to ensure that users get valuable and meaningful content in their newsfeed.

The algorithm first ranks each post in terms of content quality: Are the images and videos native? Is the post unique? Does it include a click trap or encourage people to share and like?

The better the content, the more likely the platform is to display it.

The post will first be shown to just 1% of your followers. The algorithm then evaluates users' reactions to it:

Does the post generate likes, comments and shares? Do videos get viewed for at least a minimum amount of time? Or does the post get negative comments, reports, etc.?

The more positive reactions you get in a short space of time, the higher up the post will appear in Facebook newsfeeds, and vice versa.

Advertising is a way to reach a larger number of people, including followers who didn't get to see your post in their newsfeed.
