



UNIGE | SOCIAL MEDIA

Good practices for an effective presence

Be respectful

Everything you post as University of Geneva employees reflects the institution. Be professional and respectful at all times on your social media. Do not enter into debates or confrontations with opponents. Let the community correct the erroneous information.

Be transparent

Social media allow individuals to personalize a major institution. Make it clear that you are blogging, tweeting or facebooking as a UNIGE collaborator. Use your voice and make your identity known through your posts.

Be engaged

Being a social media consumer is essential for your ability to produce effective content. You should therefore follow online conversations with your favorite tools (Facebook, Twitter, LinkedIn, Instagram...) to maintain a clear and up-to-date knowledge of your community's interests.

Specialized sites, such as [SocialMediaToday](#) will keep you informed of the latest trends.

Be active

A presence on social media requires careful and regular work. If you don't have the time or resources to spend a few minutes every day on your site and post new content regularly, reconsider your social media presence for now. Your last message sets the tone for your site. If the most recent message is dated last month, visitors will consider the site obsolete.

Be timely

One of the advantages of social media is the ability to share information almost in real time with a wide audience. This timeliness is also one of your audience's expectations. Be prepared to react quickly to announcements and emergencies. A small amount of information delivered in a timely manner may be more valuable than a full report delivered well after a problematic situation has arisen.

Be vigilant

You are responsible for the content you publish. What you do online will always be online and what you share on social media, even on a closed network, is not private. This content will be shared, stored and widely distributed.

Please refer to the [Code of ethics and professional conduct for the Geneva Institutions of Higher Education](#).

Be concise and punchy

Your publication should encourage people to know more from the first sentence. Many social media display the first few lines of your message and invite the audience to click to learn more. It is therefore essential that the main information is at the beginning and that it makes your audience want to spend a few minutes on your message. Social media users are highly solicited, there is more and more advertising, so you need to stand out with quality content.

Comment

Comment on interesting messages and share the work of your members and partners using your channels. Don't just talk about your Faculty, Department, Institute, etc. Share the information that you consider relevant and that you receive from sources outside the UNIGE. This will increase the value of your site and give you greater visibility by becoming a valued member of the community.

When making comments as part of your job, be sure to indicate who you are and your affiliation with UNIGE. If you see a message that requires an official response from UNIGE or whose sharing could be beneficial to UNIGE, please contact the Communications Department by email at media@unige.ch or by phone at 022 379 77 52.

Be reponsive

A social media account without comments and interactions is not really «social». Be prepared to accept and respond to comments. It should be remembered that comments will not always be positive. Respond to negative comments in a professional way. Provide additional information that can help resolve the conflict or let the community correct the misinformation on its own.

Inform visitors, through a message on the site, that you reserve the right to delete inappropriate comments. Remove comments that contain offensive content, those that attack groups or individuals, those that are not related to the institution, and spam.

If you have any problem or need help responding to a comment, contact the social media manager: socialmedia@unige.ch.

Adjust your content and the tone of your messages

Communication is not the same whether you are talking to students, colleagues, partners or journalists. Adapt your messages to your target audience. Define beforehand whether you will use, for example, informal, familiar or institutional language. Will your communication be only in French and/or English?

Is your audience the same on your different networks? Adjust your messages and keep in mind the essence of the chosen social media.

Always add a visual to your posts

Visuals are crucial on social media. In addition to the message, it is the element that will capture the attention of the public and make them want to stop for a few moments on your post. So add an image: flyer, photos, videos. Be careful, the format of the visuals varies according to the chosen platforms.

The [Canva](https://www.canva.com) tool is very useful to simply create visuals for your social networks.

Keep in mind the blurred boundary between the private and the public

If you manage an institutional account linked to a structure, separate the personal content from the professional. If you are present on social media personally and you claim your membership to UNIGE, make sure you respect the legality, ethics, principles and values that give content to academic freedom. Content that is appropriate for your friends is not necessarily appropriate for your colleagues.

Always think about who might read your publications and who you are trying to reach through social media. A problematic message from a UNIGE member can sometimes lead to a sanction or a position taken by the institution.

Be efficient

Almost endless time can be spent (and wasted) on social media. Limit the time you spend on your social media presence to what is strictly necessary to post content, evaluate traffic, manage comments, and review sites of interest.

Different tools can help you manage your presence on social media:

[Hootsuite](#): is a platform for managing your social media accounts (free for up to three accounts)

[TweetDeck](#) helps you manage your Twitter account and publish your tweets

[Canva](#) offers an easy way to create visuals for your social media accounts