

Version 4

Twitter Guidelines

For help at any time, please contact marketing and communications

- Web communications manager – 360-546-9603
- Director – 360-546-9601

Strategy

Twitter is, in essence, micro-blogging. From a business point of view, it's a newswire in 140 characters or less. Use Twitter to release brief news and to provide links to additional information. Use Twitter to inform your followers.

Tweeter	What to tweet	Who will follow?	How to engage your audience
Departments Use model: Department news, events and links to information	Department-related news and events	Current students	Answer questions promptly. Respond to comments. Know your followers.
Development Use model: Relationship management, events	Alumni- or donor-related news and events	Alumni, donors, interested community members	Answer questions promptly. Respond to comments. Know your followers. Thank them for their support.
Marketing and communications Use model: News, events, crisis communications	University news and events	Students, faculty, staff, media, interested community members	Answer questions promptly. Respond to comments. Be transparent.
Student Affairs Use model: Promotion, sales, customer relations	Links to online information, application and admissions updates, student-related news and events	Potential and current students, parents	Answer questions promptly. Respond to comments. Provide more information when warranted.

Tip: While it may seem obvious, please remember you are Tweeting on behalf of WSU Vancouver.

Twitter naming conventions – limit 13 characters

Think first and foremost about searchability. Search engines such as Google and Twitter's own search engine will pull up accounts based on key word relevance. Pick something obvious and relevant. That's how you'll get followers.

Consider these suggestions when choosing your name:

- Departments - twitter.com/WSUVan[department] or twitter.com/WSUV[department]
- Development and Alumni Relations – twitter.com/WSUVanAlumni
- Marketing and Communications - twitter.com/WSUVancouver
- Student Affairs - twitter.com/WSUVadmissions

Adding URLs, links, or images to your Tweets

You will see that there are many tinyurl links in Tweets across Twitter. This is an automatic feature built into Twitter. While you can go to tiny url sites such as tinyurl.com and many others, Twitter will automatically convert long links to smaller urls so the link fits your post.

Twitter tracks click-throughs on the tiny urls. WSU Vancouver's internal Google analytics will also track traffic on Twitter, so you can use the actual URL if that provides a strategic advantage.

If you need image hosting to supplement a Tweet, you can use a service such as twitpic.com, which lets you share photos on Twitter.

Feeding Twitter to your Facebook, MySpace and other social media

Contact marketing and communications for help linking Twitter to your other social media outlets.

Customizing your page

Stick to simple graphics that represent the WSU Vancouver brand. Contact Marketing and Communications for help with graphics and design for your Twitter page.

Web colors for reference:

Crimson: #981e32

Gray: #5e6a71

Beige (for backgrounds): #dceab

More info at: <http://identity.wsu.edu/web/guidelines/colors.aspx>

Some images formatted for use:

The Administration Building:

<http://www.vancouver.wsu.edu/marcomm/images/twittericon.jpg>

WSU Vancouver logo:

<http://www.vancouver.wsu.edu/marcomm/images/twittericonlogo.jpg>

Cougar head:

<http://www.vancouver.wsu.edu/marcomm/images/twittericoncougarhead.jpg>