College of Education Social Media Information

There is now a social media directory page on the COE website. This directory will list all the departmental social media sites that have been officially registered with ECU. It is located at http://www.ecu.edu/cs-educ/coe_social.cfm. If you would like for your site to be listed, please register it with ECU (http://www.ecu.edu/cs-admin/mktg/social_media_directory_form.cfm) and then email the site name, web address and administrator's name to Christine Wilson at wilsonc@ecu.edu.

Hashtags

The official hashtag for the College of Education is **#ECUCOE**. If you want to create a hashtag for your department or program area, please notify Christine when you send her the contact information for your site. As hashtags are associated, they can be added on the COE Social Media page.

What is a Hashtag? A hashtag is a word or phrase with the pound (#) sign in front of it (ex. #ECUPirates). It's a social media label that allows you to find content on that topic quickly.

Why do we need Hashtags? Hashtags are very crucial to social media today in that they create a brand for the organization or business that uses them. Having a unified hashtag that is placed in all posts relating to the College of Education makes it easier for people to connect with us through social media.

How to Use Hashtags? One thing that you can discuss with your department is using regular hashtags for different days of the week. A few suggested ones are **#MotivationalMonday** to provide extra encouragement for students and faculty, **#ThrowbackThursday** to remember past events and **#TeacherTuesday** which can be used for a variety of things, including tips for future teachers. The hashtag for your department could be as simple as the abbreviation. You could add ECU to the front of it, like we have done with the college's hashtag. You may want to check and see if the hashtag you have in mind is already in use for another purpose.

Suggested Practices

Members of your department may also place the social media icons in their signature which will link to your site (or the College's) when they are clicked. This is a great way to increase traffic and encourage visitors to your site easily. The icons are listed below.

How to Insert Icons and Link Them to Pages? In order to add them to your signature, first open up your signature editing panel in Outlook. Insert the icon that you want to use. Then, click on it and then click the hyperlink button. Paste your social media site address in the address field and save it. These icons and more can be found in Social Media Icons folder of the [COE images drive.](#)

COE Social Media Resources

Christine is also creating departmental "advertisements" which will appear on the COE's homepage and link to your department's page. To create an advertisement for your department, fill out a help desk ticket with your idea for the design and Christine will create the artwork for it (http://coehelp.ecu.edu).

Hootsuite

Another great tool that can be used with social media is HootSuite (https://hootsuite.com/). Hootsuite allows you to post to all of your social media at once as well as schedule future posts. Jason Whited (whitedj@ecu.edu) is available to provide training in this area. If you would like for Jason to attend an upcoming departmental meeting to explain social media concepts as well as Hootsuite, please let him know.

Helpful Sites Resources

If you're not familiar with Twitter or Facebook pages, both websites have provided helpful documents to streamline your introduction into social media.

- **Twitter's** Help Center can answer a variety of questions, such as how to customize your profile and how to interact with other users (https://support.twitter.com/).

- **Facebook** explains exactly how pages work and the difference between Facebook pages, profiles and groups (https://www.facebook.com/help/281592001947683/). There is also a tutorial for transforming a Facebook profile into a page, if you currently have a profile but feel that a page would better suit your communication needs (https://www.facebook.com/help/175644189234902).

- **LinkedIn** has a help center that allows you to type your question in and find solutions to your problem (https://help.linkedin.com/app/home).

- The COE has a **WordPress** site where all of the college's news can be shared. Anyone in the COE can submit an article to the news blog and have it published. For more information on submitting an article, the college has created a PDF document (http://blog.ecu.edu/sites/coeblog/files/2014/02/COE_in_the_News_Blog_Submission_Instructions.pdf).