

Social Media Takeovers: A Guide

Ethics Agreement

Please take a moment to review Columbia Business School's Online Community Ethics Agreement:

By logging into Columbia Business School platforms, and posting as Columbia Business School online, you are considered to be in agreement with the terms and conditions listed below.

Columbia Business School will not tolerate or permit:

- Vulgar language including but not limited to profanity
- Obscene images, illustrations, or graphics
- Weaponizing of CBS social media channels as a means to harass, bully, or intimidate others
- Racially charged or discriminatory language
- Depictions of violence, smoking, or drinking alcohol

You may under no circumstances:

- Reveal confidential or proprietary information
- Include speculative or unfounded information
- Post someone's face without consent in videos or images
- Share the social media password(s) with others

While operating CBS social media platforms:

- Respect the privacy and personal information of students, alumni, faculty, and administrative staff associated with Columbia University, Columbia Business School, and any other related entity
- Behave in a well-mannered fashion. You are representing CBS; be on your best behavior

Appropriate actions will be swiftly taken if these conditions are violated at any time while in control of Columbia Business School's social media platforms. Community members are strongly encouraged to report any behavior that violates these guidelines.

Takeover Goals

The goal of the school's social media presence is to help connect alumni, students, faculty, staff, and prospective students in a safe online space that promotes mutual respect and shared interests.

When engaging in a social media takeover, we encourage you to:

- Feature research and insights relevant to the business industry
- Give due credit to the appropriate accounts when reposting by tagging the original creator
- Include insights or research from CBS
- Share stories you find personally interesting or that you think will have value for your networks
 - Industry news and trends, new research findings, articles about curriculum, programs within CBS, etc.

What Makes Content Impactful?

- Use hashtags
- Take advantage of tagging other accounts when appropriate
- Use your first post to introduce yourself, your group, and your event
- Try to capture various photos and videos, varying in subject, length, and content. This keeps the content fresh and intriguing for viewers

What to Capture

We suggest:

- Images and video of the speaker(s) at the event (action shots work best)
- Images and video of attendees (everyone looking excited and engaged)
- Significant questions or answers that can be repurposed later as graphics

When Recording a Video

- Make sure your microphone isn't muffled
- Eliminate as much background noise as possible
- Keep your hands steady when shooting video content to post
- Keep videos 15 seconds or less when posting stories on Instagram or Facebook
 - Focus on quality over quantity. If your story is too long, users won't watch until the end

Where to Post

Push to:

- Instagram stories
- Instagram posts
- Facebook stories
- Facebook posts
- LinkedIn posts
- Tweets

Keep It Up!

- Remember to be consistent: It will be easy to lose steam from posting throughout the day, but try to keep a consistent flow of content moving.

We look forward to following your story!

Questions? Email Marcomms: communications@gsb.columbia.edu.