



# MAAC Social Media Guidebook 2014

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SOCIAL MEDIA

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# Why Social Networks

## Introduction

It's almost a no-brainer when people ask if your sports organization is on social media - like being asked if you watched the Superbowl. But just like the Superbowl, viewers/users have very different experiences with the product. Some people watch the big game for the commercials while others are heavily invested in a team.

The same can be said about social media.

First, this is a guide to social networks and social media. The difference is simple: a social network is a place that facilitates social media. So Twitter would be a social network and the photo you post to your account would be social media. There is a slew of terms that can be associated with social networks which are listed in this guide.

For social media to be successful - especially in the case of athletic organizations - it is important to establish goals for each network. Constantly judging your content with a so-what factor can help cut out the clutter. Do our fans need to know every play of the mid-season softball game? Probably not. But if a record is broken or a powerful photo is taken, then maybe it's worth a tweet.

Think of your athletic organization as a news organization - decide what is front-page material and what can be buried with the stock prices and furniture ads. Fortunately, there are multiple social networks that this guide will outline to help you make these decisions.

These goals will help promote your coaches, players, teams and conference, and by using each of your social networks to compliment each other instead of copying and pasting across the internet you will engage your fans making them feel closer to your organizations.

## What's New For 2014

Since the first version of this document, a lot has happened in the world of social networks.

From #BatKid to Instagram introducing advertisements to Facebook adding hashtags, social networks are evolving and we need to learn from the wins a losses.



There have been some major industry shifts in social networks that affect how our posts are viewed.

Arguably, the biggest is Facebook's acquisition and integration of Instagram. The biggest change for us as communicators is that now our Instagram posts are more easily viewed and shared on Facebook — giving added incentive to integrate both accounts.

Notably, Twitter has begun adding buttons to their sponsored posts where you can directly add items to your [amazon.com](http://amazon.com) cart, buy items and link to online stores. I would highly recommend you reach out to the folks at Twitter for Business and see what options they can do for you (<https://business.twitter.com/start-advertising>).

The networks are beginning to consolidate, but at the same time keep firm lines drawn in the sand. While Facebook and Instagram are playing well, you still cannot see image previews of your Instagram on Twitter. But, Twitter has retooled its user interface to mimic the style of Facebook, allowing for more visual posts, Vine and YouTube previews and animated GIFS.

For this guidebook we have added sections on Google+, Google Hangouts and Tumblr. We have updated every single section to reflect best practices for 2014-2015 season and added additional resources and glossary terms. We have also updated every teams contact information, hashtags and accounts.

## Objective

To create a cohesive social media style guide for all schools in the Metro Atlantic Athletic Conference. This will incorporate multiple social networks (including, but not limited to, Twitter, Facebook, Instagram, Vine, Google +).

By working together as a conference, you not only increase the influence of your athletic program, you increase the level of influence for all programs in the conference - making that mid-season game with a school that is new to the conference reach more fans through the collective impact of each school's athletic department, fan base and the conference.

## Solution

By working through this guide and your member schools, the MAAC can begin to build a network of networkers - sounds complicated, right?

Identify who will be in charge of leading the efforts at each school to promote their athletic department and create a network of communicators that are familiar with each school's goals for their social networks.

The guide will include templates for promotions and events to help media outlets better report on your organization and events online, resources for administrators to work with their student-athletes and coaches to better reach out to fans and prospective student-athletes.

## What is in the guide

### - Ethics/Procedures

This is a handbook that will be provided to all MAAC staff and schools both in paperback and in digital form outlining best practices, ethics, procedures, and templates for using social networks.

### - Stylebook

The stylebook will include suggested names and abbreviations for schools, mascots, sports, locations, venues and events. A digital version of this will also be available so individual schools and the MAAC may update as necessary.

### - Events/Promotion

The guidebook will also detail three types of events and outline best practices for live tweeting, promoting individual schools along with the conference and promotional material to engage fans at the venues.

### - Prospective athletes and recruiting

We'll outline the best practices in compliance with the NCAA to inform prospective student-athletes of the benefits of your program for recruiting.

## School-specific content

Each school in the MAAC has their own strengths when it comes to engagement. We'll outline suggested Tweets, posts and content to promote throughout your existing networks and suggest ways to increase engagement with fans.

This will include:

- Sport-specific examples of social network profiles
- What to include in the account information to promote the school and conference
- Procedures for student-athletes' social accounts

- Guidelines for coaches' recruiting efforts through social networks

We'll also establish a network for athletic departments to share photos, video, art and promotional material with other schools and media outlets.

## About the Author

Steve Johnson is a multimedia journalist based in Gainesville, Fla. He teaches social media journalism and visual journalism at the University of Florida.

His work as a photographer has been featured in *The New York Times*, *Sports Illustrated*, *The Miami Herald* and many other publications across the world.

Steve has also been with ESPN and the MAAC for more than six years - working with the events teams at the Old Spice Classic and on special projects with ESPN.com and ESPN Regional Television.

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# By the Networks

## Social Networks

Think of using social networks like clubs in a golf bag. Each one has a very specific purpose that can be used in a variety of ways to play the game. In this case, the game is outreach, and each social network can help you reach new fans of your game or existing fans in new ways.

*Inform and engage* should be the motto of all social networks.

### - Home Base

The most important rule for implementing social networks across your staff is to have a home base - a landing strip for all of your content flying across the internet.

Decide amongst your staff before any season or major event where you would like to direct your fans. Include links in almost all of your tweets and share on Facebook accordingly to direct traffic back to your home base.

As you decide a home base, this should further discourage staff from copying and pasting the same content to different social networks. This practice is easily noticed by fans and quickly disengages them.

### - Common Names

Make sure you decide on a common naming scheme for your social networks. This applies to both a single organization on multiple social networks and multiple organizations (like each sport) on the same network.

The University of Florida Athletic Association does a very good job of this by using @GatorZone in all of their sports Twitter handles. For example: football is @GatorZoneFB and men's basketball is @GatorZoneMBK while women's basketball is @GatorZoneWBK.

## Twitter

Arguably the most popular social network for sports, Twitter is considered the best social network for live events.

During the 2013 SuperBowl, fans flocked to Twitter when the lights went out in the Superdome. Mock accounts sprung up by the dozens attracting more than 100,000 followers in some cases.

### - Language

All too often, organizations are taking to computers to do the tweeting for them - or employees with personalities resembling machines. While this covers the inform part of the inform-and-engage model, you are leaving little room for engagement besides a retweet.

Give your account a personality. Sports are about the atmosphere of play so take that atmosphere and bring it to your fans that can't be at the game.

The most popular sports tweets come from when things go wrong. So use your judgement to both inform and engage your fans during these mishaps. If a leak in the roof delays a basketball game, first inform the fans of the impact on the game, "Roof leak has delayed the #maachoops game between @SienaSaints and @FairfieldStags. 29-27 with 4 min left in the half.," but then have a little fun and tweet something like, "Looks like the Florida weather couldn't resist #maachoops. Crews cleaning the floor now."

### - Live Tweeting

Traditionally. Don't.

While this may seem contradictory to what is often practiced in sports. Your tweets are on a constant automatically scrolling platform for your fans. Each tweet should be autonomous in it's own way.

**For example:** A tweet during the middle of a basketball championship should include a score, analysis or statistic at a strategic or important period during play. So if a player is up for a perfect three-pointer game, then it would be appropriate to tweet "Live now: @Player01 is 12-12 for three pointers against @SienaSaints. Watch now at MAAC.TV"



### - Links

Fans need to have context with your tweets - something that can be very difficult in 140 characters - otherwise they will get lost trying to find out more information and quickly give up.

The Associated Press encourages their photography staff to send in their photos first and then tweet a link to the pictures on the AP website instead of tweeting the photos directly - this is to drive traffic to the website and cause viewers to spend more time on the AP website rather than Twitter.



This is a good practice, but not for live events.

A solution is to always include a link back to where a fan can find more information about the event that a photo was tweeted from.

For example: "The @FairfieldStags basketball team is taking to the court in new uniforms. #maachoops (PHOTO) bit.ly/maac."

### - #Hashtags

Hashtags are being used less and less by organizations and more by fans. For example, there might be a rain delay at a championship event at the Wide World of Sports in Florida and a fan might tweet, "Rain delay at the @MAACSports #golfchampionship #FloridaProblems." Or an athlete might take to Twitter to express his or her excitement for a win using a hashtag #FTW or #Winning.



But hashtags can also be used for organizations to guide fans to a specific stream of tweets without having to create multiple accounts.

Trending topics on twitter do not have to be in hashtag - this is an often misconception which can lead to organizations overusing hashtags.

## - Lists

It is important to organize your Twitter accounts with lists. These can be public or private lists depending on how you would like to use them. For example: the MAAC has one list of all of its schools and a separate list of other conferences. A school might create lists of prospective athletes (private use for coaches), pro athletes that are alumni (public and promoted) or their most engaged fans (private use for marketing team).

To create a list, simply log onto Twitter.com and go to your profile page. ([www.twitter.com/MAACSports](http://www.twitter.com/MAACSports)) Then go to the lists section on the left-hand side of the page.

The MAAC has set up a number of lists to help schools and media to follow sport-specific and conference-specific accounts. Go to [www.twitter.com/MAACSports/Lists](http://www.twitter.com/MAACSports/Lists).

These lists make it easy to track tweets from groups of people or encourage fans to follow a list of all of the MAAC schools.

## Facebook

The most popular of the social networks, Facebook's importance for engaging fans comes



without question. But just like Twitter, it is often misused as a forum to copy/paste news releases. Also like Twitter, a majority of your posts should have a link back to your website (home base).

What is so powerful about Facebook is the ability to engage with fans in an organized way. This is where Twitter often lacks in performance. It is easy to retweet or tweet back to a fan, but posting a photo or sharing a fans photo or status instantly associates that fan with your organization.

This will then create a snowball effect as the fan re-posts or shares your content on their wall and walls of other fans and groups.

***Inform and engage*** should be the motto of all social networks, but with Facebook, it is almost the other way around - especially with live events.

### - Profile Picture

Your profile picture should reflect your organization at all times and be recognizable as a thumbnail on a phone just as easily as on a display board in an arena.

Leave padding around your square logo for a profile pic. Facebook automatically crops this on pages with a border line and in thumbnails. If your logo does not fit easily into a square, consider having your graphic designer create one. Fairfield has a good example of this for their Twitter avatar (profile picture) and their Facebook profile picture.



- **The square should be 180 x 180 pixels and your logo should fit in 160 x 160 pixels inside.**

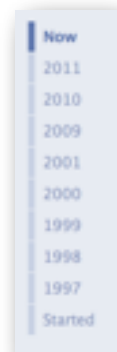
### - About

Include as much information as possible with links to your about pages online. Pay attention to the preview that your pages show to make sure key information is displayed.

### - Timeline

The new Facebook Timeline is an incredible tool to show the history of your school online in a very organized way. Make sure that you date your posts and include locations as much as possible to take full advantage of this feature. Then encourage your fans every once in a while to explore your page's history.

This is especially appealing to alumni who feel left out in the social media world. It can also engage them to reconnect with their teammates and school.



### - Cover Photo

First and foremost, be mindful of Facebook's template of the cover photo behind the profile picture. The profile picture will cover a portion to the lower left corner of your cover photo.

- **Cover photos are 851 pixels wide and 315 pixels tall**

It is best to update your cover photo more often than your profile picture. You want fans to always recognize your profile picture in thumbnail form while browsing their newsfeed.

Cover photos are a great way to share news and content in as large of a visual form as possible on your Facebook page.

*A good resource for all things Facebook profile pictures and cover photos is: <https://www.facebook.com/CoverPhotoSize>*

### **- Messages and Comments**

It is best to never delete comments on your Facebook page. This was a textbook mistake by many organizations in 2013. Deleting comments only fuels the fire. Understand that unless the content is considered obscene it is not in your best interest to delete it. Simply block a user or delete a comment if it falls into this category. Rival fans will make vulgar comments, it is best to hide these comments instead of deleting them if they include profanities. If it's just trash talk, then let it stay. Ultimately, your fan base is viewing your page the most and will be the majority of comments.

Always reply to messages sent to your page - even the odd ones.

At the University of Florida, messages are sent all the time to their Facebook page pleading for admission to the university, asking for scholarships, or spam. They reply to every message in a positive manor - even if the messages are from Florida State fans. Usually if a message is obscene they will politely reply respecting that individuals opinion with a link where they can find out more information about anything referenced in the original message.

### **Google+**

It is safe to say that Google+ is not a necessity to engaging your fans. With a very small active user base, it has not taken off the way Google intended.

See, how to start a Google+ by Google: <http://www.google.com/+/learnmore/>

### **Current Uses**

But, the internet is a wonderfully funny place and there are some success stories with Google+.

Google has changed the terms and conditions so in order to comment on a YouTube video you must have a Google+ account. This angered users at first, but like most things changing on the internet, was quickly forgotten.

Teams are beginning to ramp up their efforts on Google+, but have not fully embraced it. This is due to a lack of engagement with fans. Even the giants like ESPN only have pluses (Google's version of a like) in the hundreds, compared to the tens of thousands of interactions seen on other networks like Twitter and Facebook.

## Examples

Right now, ESPN has the strongest sports brand on Google+ (<https://plus.google.com/+ESPN/posts>). They use it very similarly to their Twitter page. It is a curation of their best content and up-to-date content during events.

On a smaller scale, Sporting Kansas City (<https://plus.google.com/+SportingKansasCity/posts>) has set the bar for how a relatively small team in a sport (soccer) that is seen a second tier in the United States can be successful with fan engagement.

They post all of their videos and fan contest to their page and have created a community within the Google+ social network.

While Google+ is not their only social network, they thrive on Twitter (<https://twitter.com/sportingkc>), Facebook (<https://www.facebook.com/SportingKC>) and YouTube (<http://www.youtube.com/user/sportingkansascity>).

Google+ serves a place to connect all of their Google-related accounts.

## Google+ Hangouts

The one advantage that Google+ has over any other social network is their “hangout” feature.

A Google+ hangout can be a direct, real-time connection between your organization and its fans.

First and foremost, a hangout can give fans access inside your organization. If you build a regular following, meaning a scheduled hangout with a coach online, this will not only build fan engagement, but your audience on the Google+ network.

Hangouts can also be used to showcase new products/features of the athletic association such as stadium improvements, new merchandise or uniforms.

Question and answer sessions are also very popular with hangouts. Something as easy as hosting a ticketing Q&A before a championship game can answer questions relatively quickly and provide insight into your organization’s following.

See how to start a Google+ Hangout by Google: <http://www.google.com/+learnmore/hangouts/>

## Hangouts internally

Google+ Hangouts can also be a perfect way to communicate across the conference or within your own organization. Make sure all of your members/employees have Google+ accounts and you include them in a work circle that is specific to your organization.

See how to create a circle by Google: <http://www.google.com/+/learnmore/circles/>

You can message within circles, start a video hangout, share documents, desktops and content via a hangout to have a more productive meeting.

All of this is a free service by Google.

## YouTube

Just like a Facebook page, make sure you personalize every aspect of your YouTube channel.

This includes:

- Creating a custom URL
- Updating your about page with consistent information from your other social networks
- Updating the profile photo to reflect your other social networks
- Adding channel art (a Facebook cover photo but for YouTube)
- Add links to your page to direct your viewers to other social networks and home base

### - Videos

When you upload a YouTube video, understand that the average attention span of a YouTube viewer is between 30 seconds and two minutes. After two minutes the completion rate of videos falls from 85 percent to 50 percent.

Keep videos under two minutes and tag accordingly. Tags should include schools, locations, events, type of sport and any other words to describe the video.

Your description should get the most important information in the first two sentences (including a link to your website). Pay attention to your YouTube video page and see if the description goes beyond the “show more” button in the description. You can then add more in following paragraphs if viewers want more information.

### - Subscriptions and Playlists

Encourage your viewers to subscribe to your channel at the end of your videos by embedding a link. You can also tweet this and post occasionally to your other social networks.

Creating playlists to help organize your videos also encourages a viewer to stay on your page longer. Share links to these playlists during a game or championship event to give your fans extra content.

## Instagram/Pinterest - Visually Social

Visuals always drive content. Text updates are viewed three times less than updates with visual content and the brain can process visual content 60,000 times faster than text.

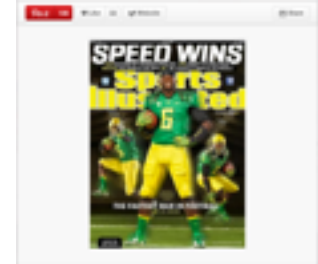
To take full advantage of visuals, make sure you use each visual social network for its own purpose.

Instagram is a phenomenal way to engage with fans socially, while Pinterest is a great way to drive sales of your merchandise and collaborate with fans on pages of photos from events.

### - Pinterest

A good example of Pinterest in sports is the Oregon Ducks ([pinterest.com/uoregonducks/](https://pinterest.com/uoregonducks/)). They have successfully created a forum to share athletic apparel, posters for each sport and photos of the facilities and events.

Each photo will link back to their website. For example: a cover of Sports Illustrated that they post to a news release on their website



([www.oregonlive.com/ducks/index.ssf/2012/09/the\\_fastest\\_man\\_in\\_football\\_or.html](http://www.oregonlive.com/ducks/index.ssf/2012/09/the_fastest_man_in_football_or.html)) is then pinned ([pinterest.com/pin/282952789059523367/](https://pinterest.com/pin/282952789059523367/)) so it can be easily shared.

You can also post YouTube links directly to your Pinterest page. This is a great way to organize videos by team and events.

### - Instagram

While Pinterest can organize photos into boards (albums), Instagram is more like Twitter with a running feed of images that your fans will see.

Instagram is one of the few instances where it is ok to repost on your other social networks. The reason for this is because Instagram's website and app are not as popular as the other networks - it is used as a tool to take photos just as much as to view them.

- Twitter and Instagram do not play as nice as they used to when Facebook bought Instagram for \$1 billion. Now Instagrams do not pop up as a preview like photos that are tweeted.

Posting on multiple networks is easy with Instagram, make sure to include Twitter/Instagram handles (@MAACSports) and hashtags (#maachoops) in your Instagram posts if they are going to be shared on Facebook. Hashtags now show up on a Facebook page and cal help guide a fan the same way they do on Twitter.

Just as with all of your other accounts, make sure to set up Pinterest and Instagram with links back to your website (home base).

## Tumblr

Tumblr (yes, spelled ‘blr) is a blogging platform that produced millions of posts daily with more than 100 million active blogs.

Think of Tumblr as a social Wordpress.

While Tumblr is know for its animated GIFs and entertainment blogs, it has recently grown a following of serious journalists and companies looking to reach a younger audience.

Tumblr not only reaches a key demographic of ages 13 - 17, but has twice the length of engagement of Facebook — meaning users typically share and read shared posts more on Tumblr than any other social network.

What makes Tumblr stand out from other social networks is it’s ability to curate. Being the second social network (right behind Twitter) to embrace hashtags and the first social network to intrude resharing, Tumblr’s social influences are much more robust than your typical blog.

Curating can be as simple as designating hashtags to specific events, teams and coaches. You can then search these hashtags from other users and reshare them to your Tumblr.

### Examples:

**SI Photos** - <http://siphotos.tumblr.com/>

This is a great example of a specific organization showing off one aspect of it's work. A team could do the same with it's trainers, grounds crew or athletic association behind the scenes.

**Stadium Love** - <http://stadium-love-tumblr.com/>

A curated Tumblr, Stadium Love finds the best posts by searching many of it's own hashtags and reshares them on one page.

**The Ticker** - <http://thetickr.com/>

Curates athletes and celebrity posts online that have to do with sports.

**MLB Offseason** - <http://mlboffseason.com/>

A nonaffiliated Tumblr about all things baseball.

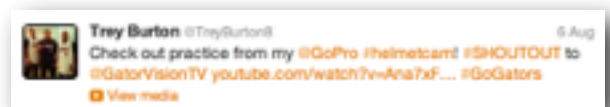
### Suggestions:

MAAC teams should pick a particular part of their organization to highlight on a Tumblr — one that is social and fans would want to share across their accounts.

If you have a particularly well-known mascot, it could be the behind-the-scenes look into his/her/its daily life, on the road, game time and fan engagements.

Tumblr is not a solution to post everything and anything about your organization with the hope that it will go viral or sell tickets. Tumblr is meant to be a light-hearted version of an organization. This is why it is so popular with a younger demographic. A full recording of a press conference will not excite Tumblr users, but a quick 30-second highlight of a coaches comments, or the top three plays animated in a GIF is more appropriate.

This social network requires engagement to be successful. Make it a goal for your fans to be published on the team's Tumblr page.



# Events

## Championship Events

Fans are the most engaged when their team is in the big game. Each school and conference must be prepared to further enhance this engagement by informing the fans of all of the ways they can connect to the team during championship events.

### - Pre-event

- Schedule tweets to go out a few times a day that will include where they can buy tickets. Include the arena (if participating), participating schools, and city's (if participating) Twitter handle if possible in these updates. Make sure you vary the scheduled tweets so it doesn't feel like a robot is doing all the work.
- Tweet posters and promotional material prior to the event in the form of photos with text information. Also include respective school's Twitter handles and hashtags for the event.
- Use Pinterest (not Instagram) for posting promotional materials (photos, videos and posters) linked from your conference or school's website. These posters can also be reposted onto the Facebook page with additional information.
- Update your Facebook cover photo. Make sure if you include text in the cover photo that matches the font and color scheme of the school, conference or event.
- Tweet at various times where fans can watch the game, include the network and talent's Twitter handle if possible

### - During Event

- Tweet links to videos on your YouTube account or YouTube playlist for the event.
- Post a link to Facebook for the playlist where fans can find all the videos for an event.
- Tweet results of games at appropriate times (halftime, periods, quarters, end).
- Link to live stats can be included in the results tweets.
- Immediately after the event, share information on the next MAAC or school event via Twitter and Facebook status
  - This can also be done on Twitter for respective teams advancing in tournament play.
- Retweet other schools, athletes or fans that would be beneficial for your followers to see.

### - Post-Event

- Congratulate winners in tweets and with a Facebook cover photo.
- Date/time/info of NCAA selection show, if applicable (Twitter and Facebook posts and links).
- Photo albums on Facebook and Pinterest.
- Tweet photos of winning teams in congratulations.

## Multiple Events

...because sporting events always fall at very convenient times and never overlap.

Hosting or participating in multiple events is always a problem with conferences and schools alike.

The best way to guide fans to the right content during multiple events solely depends on the clarity of your message.

- Keep it simple - don't include long tweets/posts/photo captions that will take more time for a fan to figure out what he or she is reading.
- Get to the point - mention the sport or event as early as possible in the post so fans know what they're reading.
- Use hashtags - make sure your entire staff and promotions teams knows the proper hashtags to direct fans. Also, tweet and post these to the fans so they can help strengthen the message.
- Update less - when multiple events are going on, use even more discretion to updating your social channels than you would regularly.
- Send them to home base - always include links to the pages where fans can see updates online.

## Promotion

In-game promotions are always a way to positively engage fans in the game. For larger events with easily accessible scoreboards, hold contests with fans to tweet fan photos from the game or their best chant, cheer or comment on the game. You can take these (once approved) and put them up on a scoreboard with an announcement instructing them to come and pick up a prize.

Whenever a promotional event is occurring, make sure to take a photo and tweet the winners with information on how other fans can engage the conference or schools to win.

For live events, Twitter is the go-to source for promotions.

If you want to encourage your fans to follow a new service, use it in a promotion.

For example: encourage fans to send us their best Instagram of a facility for a prize and to follow your account.

As with all promotion, make sure you lay out guidelines online or posted in the arenas that in game promotions are for fans and prizes cannot be awarded to prospective athletes.

# School-Specific Suggestions

## Profile Pages

Make sure that every one of your social network accounts includes the same information regarding your school and the network you are setting up.

For example: in your Twitter profile information, include the handle for the conference. “A member of the @MAACSports conference.”

For Facebook: include links to your website and the conference website so fans can find out more information than what you post on a single network.

## Student Athletes and Social Networking

We highly encourage at the beginning of every season to meet with your student athletes to discuss the benefits of using social networks while they are competing. At the same time, remind them that they are an extension of the school, and everything they post online is a representation of the school and the conference.

Provide stylebook information to all of the athletes and encourage them to follow each other, fellow MAAC schools and the administration on multiple social networks.

### - Tips for Student Athletes Tweeting

- Encourage student athletes to keep their tweets consistent about their respective sport
- Have student athletes follow the lists you create for all of the sports at your school
- Tweet to your athletes from your official accounts to keep them engaged in the school
- Remind the student athletes that this is their brand, they can have a personal life on Twitter, but if they keep their tweets about sports in general, they will benefit with a following
- Any commenting on officiating of games is strictly prohibited (including coaches and administrators)

## Recruiting

The NCAA has limited restrictions on the communications between coaches and prospective student-athletes on social networks.

This provides a great way to keep an open channel of communication between your programs and potential student-athletes online.

Something as simple as continuing to update your Pinterest account with new photos of facilities and uniforms can help keep future members of the MAAC engaged with your program.

Remember: nothing is truly private online, so if you are directly tweeting athletes or privately Facebook messaging them, expect everything you say to be public information even if it is expected to be private.

# Media Relations

Journalists can be a powerful voice for your program - both in the papers and online.

In preparation for an upcoming season, championship event or press conference, make sure you compile a list of accounts that would be useful to members of the media.

This should include school/coach/player accounts, arena accounts, city accounts and any other prominent figures that would be included in potential stories on your team/event.

This will help the media properly promote their stories through social networking while including as many of your accounts as possible.

# Ethics

## Hazards of Social Media

It is in the best practice of the MAAC and its respective schools to monitor not vet their student athlete's accounts. "Think first and remember that you represent a larger institution when you sign on as a student athlete," should be continually reminded throughout their tenure at their respective institutions.

Many schools are restricting the use of social networks within their organizations because of singular events without looking at the power that their student athlete's accounts have.

A student-athlete's tweets are just as valuable to an organization as the organization's own social networking efforts.

The MAAC encourages all schools, student athletes, administrators, coaches and staff to participate in social networking with the utmost integrity, collegiate sportsmanship and professionalism.

## Guidelines for Staff

MAAC staff are encouraged to interact through social networks with the MAAC schools, administration, coaches and staff.

The conference will have no direct contact with any prospective student-athlete through social networking.

Personal accounts may be used to retweet and repost material from the MAAC and its respective school but do not represent the viewpoints or opinions of the MAAC.

It is encouraged to mention in your personal social networking accounts your affiliation with the MAAC but is not required.

# Additional Resources

In addition to this guidebook there are a number of resources online.

## **Using Social Media -TED.com**

[http://www.ted.com/pages/tedx\\_using\\_social\\_media](http://www.ted.com/pages/tedx_using_social_media)

## **See, Say, Feel, Do - Fenton**

<http://www.fenton.com/see-say-feel-do/>

## **State of the Media: The Social Media Report - Nielsen**

<http://www.nielsen.com/us/en/reports/2012/state-of-the-media-the-social-media-report-2012.html>

## **Best Use of Social Media for Sports - Shorty Awards**

[http://industry.shortyawards.com/category/5th\\_annual/sports](http://industry.shortyawards.com/category/5th_annual/sports)

## **Learn More from Google**

<https://www.google.com/+/learnmore/features.html>

- This is a fantastic resource for all things Google+. It will go over each feature of Google + and in text, photos and video, explain how to best use them.

## **How to use Twitter for Business**

<https://business.twitter.com/twitter-101>

- The folks at Twitter have put together a great guide for using their social network for more than individual posts.

## **How to use Tumblr for Business**

<http://www.socialmediaexaminer.com/tumblr-for-business/>

- Social media examiner is a fantastic resource in itself, but they have put together a guide for Tumblr being used in businesses that is very helpful.

### **Using photos with your social networks - Klout**

<http://blog.klout.com/2014/04/pictures-in-social-media/>

- While Klout has not been the most successful social network venture, they have written a great guide for beginners on what types of photos you should be sharing across your networks.

### **Using Images in Your Social Network - MIT**

<http://newsoffice.mit.edu/2013/the-big-picture-using-images-in-social-media>

- MIT has also written a very comprehensive guide to using images in social networks.

## **Blogs**

### **PBS Media Shift**

<http://www.pbs.org/mediashift/>

- This is one of my favorite blogs on the internet. PBS started this as a way to educate their audience and fellow communicators on trends in media. Definitely bookmark this one.

### **Nieman Journalism Lab**

<http://www.niemanlab.org/>

- It might not be the easiest read, but the folks at Harvard know what they are doing and produce some amazing content and studies on how media is being consumed.

### **Pew Research Center**

<http://www.journalism.org/>

- The Pew Research Center is known for their annual state of the media, but they also publish some fantastic studies throughout the year along with media news.

### **MIT Media Lab**

<http://www.media.mit.edu/>

- This is more of a broader think tank type of website. MIT's Media Lab is a collection of some of the smartest researchers on the planet tackling big issues like big data, neuroscience, designing cities and energy. It is not essential for day-to-day social network usage, but a great read.

# Stylebook

This section was built by the schools of the MAAC and the conference office. It is broken down by the schools and conference and includes school-specific phrases, hashtags, accounts and information for becoming an effective user of social media.

## Canisius College

### Twitter

**Main account:** @GoGriffs

**Individual sports:** @Griffs\_MBB, @CanisiusWBB, @GriffsHockey, @CanisiusWLAX, @RowGriffs, @GriffsSoftball, @Canisius\_Swim, @GriffVolleyball, @GriffsBaseball, @GriffsMLax, @CanisiusWSOC, @GriffsSoftball

**Local Journalists:** @tbndicesare, @amymoritz, @TBNSully, @TBNbucky, @aaroncmansfield, @Tsuji10, @PickinSplinters, @AdamBenigni, @JonahJavad, @LaurenBrill4, @JeffRussoWKBW, @StepnerWKBW, @PatWGR, @SalSports, @JeremyWGR, @hsimon62, @GriffSports19, @johnwawrow, @CanisiusGriffin

**Hashtags frequently used:** Canisius athletics uses two specific hashtags. #Griffs is the main hashtag used for all messages on Twitter. When Canisius meets its rival Niagara, it adds the hashtag #BeatNiagara to all tweets.

### Facebook

Main account: <https://www.facebook.com/GoGriffs>

### Instagram

Main account: <http://web.stagram.com/n/gogriffs/>

### YouTube

Main account: <http://www.youtube.com/user/CanisiusAthletics>

## School-specific Information

Canisius Athletic Department Social Media Hub: [http://www.gogriffs.com/ViewArticle.dbml?DB\\_OEM\\_ID=20500&ATCLID=205496912](http://www.gogriffs.com/ViewArticle.dbml?DB_OEM_ID=20500&ATCLID=205496912)

Canisius Athletic Department Pinterest page: <http://pinterest.com/gogriffs/>

- Matt Lozar, 440-477-3777, [lozarm@canisius.edu](mailto:lozarm@canisius.edu), @matt\_lozar
- Matt Reitnour, 716-888-8265, [reitnoum@canisius.edu](mailto:reitnoum@canisius.edu), @MReitnour82

## Fairfield University

### Twitter

**Main account:** @FairfieldStags

**Individual sports:** @stagsmenssoccer, @stagsmensbball, @stagsrowing, @StagsWBBall, @StagsCompliance, @Stagswsoccer, @StagsXcountry, @stagsmenslax, @stagswomenslax, @Stagfieldhockey, @StagsDance, @StagsCheer

**Local Journalists:** @connpostsports, @mikewicc, @MAnthonyCourant, @Jon Rothstein, @elsctpost, @wspaxton, @NoahFinz, @JoeZoneWFSB, @JohnholtWFSB, @news12ctDamian, @KevinNathanNBC, @DaveRuden, @richcoppola

**Hashtags frequently used:** #GoStags

### Facebook

Main account: <http://www.facebook.com/FairfieldUAthletics>

### Instagram

Main account: <http://www.instagram.com/FairfieldStags>

### YouTube

Main account: <http://www.youtube.com/FairfieldStags>

## School-specific Information

Fairfield utilizes Facebook and twitter as part of its effort to grow fan support, reconnect with alumni and build brand awareness. Each platform plays an interlocking role with the other platforms, all with the intent of growing the Fairfield Athletics brand and driving followers to the official news source, FairfieldStags.com.

@FairfieldStags should be the primary handle and should be the first reference for every mention of our athletic program. If space allows, the team specific handle may be utilized, but only after @FairfieldStags.

- Jack Jones, 203-254-4116, [jjones@fairfield.edu](mailto:jjones@fairfield.edu)
- Kelly McCarthy, 203-254-4000 ext. 2877, [kmccarthy@fairfield.edu](mailto:kmccarthy@fairfield.edu)
- Pete Kirschner, [pkirschner@fairfield.edu](mailto:pkirschner@fairfield.edu)

## Iona College

### Twitter

Main account: @ICGaels

**Individual sports:** @IonaWBB, @IonaXCTF, @IonaWSOC, @IonaLax, @IonaBaseball, @IonaSoftball, @IonaSoccer, @IonaWaterPolo, @IonaVolleyball, @IonaSwimming

### Facebook

Main account: <http://www.facebook.com/icgaels>

### Instagram

Main account: <http://instagram.com/icgaels>

### YouTube

Main account: <http://www.youtube.com/icgaelsdotcom>

### School-specific Information

<http://www.icgaels.com/connect> is home for all of our social info

- Brian Beyrer, [bbeyrer@iona.edu](mailto:bbeyrer@iona.edu), 914-497-3136

## Manhattan College

### Twitter

**Main account:** @GoJaspers

**Individual sports:** @JaspersBaseball, @JaspersHoops, @JaspersWSOC, @JaspersSoftball, @JaspersSoccer, @wlaxmanhattan, @manhattanmlax

**Local Journalists:** @joerupolo, @DukeCastiglione, @priyadesai, @RyanAsselta, @MattKrupnick, @LauraBehnke, @gmoore21566, @BrendanPrunty, @HowieKussoy, @zschonbrun, @SportsOn1KG, @SportsOn1Tom, @Zacchio\_LoHud, @jadendaly, @bheyman99, @Joshua\_Newman, @gregthompson27, @KurtSemder, @NYPost\_Brazille, @DWAZ73, @michelleyutv, @BruceBeck4NY, @RogRubin, @ryanarestivo, @Dylan\_Butler, @KieranDarcy, @AdamZagoria, @nybuckets, @patokeefe12, @VinParise, @JonRothstein

**Hashtags Used:** #gojaspers #JasperNation

### Facebook

Main account: <http://www.facebook.com/OfficialManhattanJaspers>

### Instagram

Main account: <http://www.instagram.com/GoJaspers>

- <http://www.instagram.com/ManhattanWLAX>

### School-specific Information

Our largest audience is on Twitter. We'll also look to leverage events on Twitter, drive traffic to marketed sports' contests and share links to news stories and different nuggets of information about the Jaspers.

- Pete McHugh, 718-862-7228, [peter.mchugh@manhattan.edu](mailto:peter.mchugh@manhattan.edu), @PeteMcHugh1

## Marist College

### Twitter

**Main account:** @MaristAthletics

**Individual sports:** @Marist\_BSB, @MaristCrew (men's and women's), @MaristSoccer (women's), @Maristvb, @MaristMensSoc, @MaristWP, @MaristTennis (covers both), @MaristSoftball (is the personal account of head coach Joe Ausanio), @Marist\_MensLax, @MaristWomens\_Lax

**Local Journalists:** @JournalSean (Sean McMann, Poughkeepsie Journal); @PJStrum (Phil Strum, Poughkeepsie Journal); @BenischekPJ (Mike Benischek, Poughkeepsie Journal); @PJDanPietrafesa (Dan Pietrafesa, Poughkeepsie Journal); @KenMcMillanTHR (Ken McMillan, Times-Herald Record); @MJacquesTWCNews (Marisa Jacques, Time Warner); @TWSchlegel (Todd Schlegel, YNN); @RPTSPORTS (Rich Thomaselli, Hudson Valley Sports Report); @HVSportsReport (Hudson Valley Sports Report); @YNNHudsonValley (YNN Hudson Valley); @PJSports (Poughkeepsie Journal Sports); @PokJournal (Poughkeepsie Journal); @recordonline (Times-Herald Record); @msg\_varsiy (MSG Varsity); @cornacchio (Charlie Cornacchio, Hudson Valley Sports Report); @TWCNews\_Alex (Alex Kopilow, Time Warner Cable Sports).

**Hashtags:** #GoRedFoxes

### Facebook

Main account: <http://www.facebook.com/GoRedFoxes>

### Instagram

Main account: <http://www.instagram.com/maristathletics>

### YouTube

Main account: <http://www.youtube.com/maristathletics>

### School-specific Information

The Marist Athletics Department solely controls the @MaristAthletics Twitter account, the Marist Athletics ([www.facebook.com/GoRedFoxes](http://www.facebook.com/GoRedFoxes)) Facebook page and the @MaristAthletics

Instagram account. All social media team accounts are controlled by the teams themselves. Personal Facebook pages and Twitter accounts are at the discretion of the individual.

- Mike Ferraro, 845-575-3321, [Michael.Ferraro@Marist.edu](mailto:Michael.Ferraro@Marist.edu), @Mikey\_F\_
- Andy Alongi, 845-575-3000 (ext. 2329), [Andrew.Alongi@Marist.edu](mailto:Andrew.Alongi@Marist.edu), @AndyAlongi
- Travis Tellitocci, 845-575-3000 (ext. 2594), [Travis.Tellitocci@Marist.edu](mailto:Travis.Tellitocci@Marist.edu), @TTellitocci
- Elizabeth Sim, 845-575-300 (ext. 6065), [elizabeth.sim@marist.edu](mailto:elizabeth.sim@marist.edu), @LizSim1818

## Monmouth University

### Twitter

**Main account:** @MUHawks

**Individual sports:** @MUHawksBaseball, @MonmouthBBall, @MUHawksWBB, @MonmouthUTFXC, @MonmouthFH, @MUHawksFB, @MU\_MGolf, @MU\_Golf, @MUMen\_sLacrosse, @MULacrosse, @MonmouthSoccer, @MUWSoccer, @MonmouthSB, @MUMTennis, @MonmouthWTen

### Local Journalists:

- Scott Stump @Scott\_Stump
- Kevin Steimle @KevSteimle
- Josh Newman @Joshua\_Newman
- Steve Edelson @stevedelsonapp
- Nick Meidanis @Nick\_Meidanis
- Jeremy Schilling @jschil
- Kevin Williams @shoresportsman
- Asbury Park Press @AsburyParkPress
- Steven Falk @smfalk
- Sherlon Christie @sherlonapp
- Jerry Carino @NJHoopsHaven

**Hashtags Used:** #FlyHawks, #MUAllDay

## Facebook

Main account: <https://www.facebook.com/MonmouthHawks>

## Instagram

Main account: <http://www.instagram.com/MUHawks>

## YouTube

Main account: <http://www.youtube.com/MonmouthHawks>

## School-specific Information

Monmouth University Athletics using social media department-wide for information, recruiting and promotion. @MUHawks is designed to promote the Hawks' Athletics programs and highlight the University, while each individual sport and coach account is geared towards recruitment of potential student-athletes and promotion of their teams.

All of our social media pages can be accessed by visiting [www.monmouthhawks.com/connect](http://www.monmouthhawks.com/connect)

- Greg Viscomi, 732-571-4447, [gviscomi@monmouth.edu](mailto:gviscomi@monmouth.edu), @OneandOnlyGregV
- Chris Tobin, 732-263-5180, [ctobin@monmouth.edu](mailto:ctobin@monmouth.edu)

## Niagara University

### Twitter

**Main account:** @NUPurpleEagles

**Individual sports:** @NiagaraWBB, @NU\_D1Volleyball, @NiagaraWLax, @NiagaraUTennis, @NiagaraSoccer

### Local Journalists:

- Bob DiCesare - @tbndicesare
- Michael Mroziak - @MrozGazette
- Jonah Bronstein - @lebronstein
- Amy Moritz - @amymoritz
- Jerry Sullivan - @TBNSully

- Mike Meiler - @mikemeiler
- Lauren Brill - @LaurenBrill4
- Steve Vesey - @SteveVesey4
- Andy Young - @AndyYoungYNN
- Shawn Stepner - @StepnerWKBW
- Jeff Russo - @JeffRussoWKBW

**Hashtags frequently used:** #PurpleEagles #PurpNation #OnTheRidge #Monte #NUMBB, #NUMIH, #NUWBB

## Facebook

Main account: <https://www.facebook.com/PurpleEagles>

## YouTube

Main account: <http://www.youtube.com/NiagaraPE>

## School-specific Information

- Bob Vail, 716-286-8586, [rvail@niagara.edu](mailto:rvail@niagara.edu), @bobvail

## Quinnipiac University

### Twitter

**Main account:** @QUAthletics

**Local Journalists:** @ChipMalafronte, @BillCloutier, @NHRSeanBarker , @ManthonyCourant, @jacobsourant

### Facebook

Main account: <https://www.facebook.com/QuinnipiacAthletics>

### Instagram

Main account: [http://instagram.com/QU\\_SPORTS\\_INFORMATION](http://instagram.com/QU_SPORTS_INFORMATION)

### YouTube

Main account: <http://www.youtube.com/quinnipiacathletics>

## School-specific Information

- Ken Sweeten, 203-582-8625, [kfsweeten@quinnipiac.edu](mailto:kfsweeten@quinnipiac.edu), @QUSID

## Rider University

### Twitter

**Main account:** @RiderAthletics

**Individual sports:** @barrydavis42, @RiderMBB, @coachbaggett, @Ridercoachmilli, @RiderWBB, @BroncsFH, @BroncsSoftball, @RiderXCTF, @Rider\_mgolf, @RUSDT, @Ridermenstennis, @CoachHangey, @RiderWrestling, @RiderVBall, @Ridersoccer

**Local Journalists:** @kj\_franko, @ESPNDanaOneil, @JonRothstein, @collegeinsider, @ESPNAAndyKatz, @HoopsWeiss, @j\_ogorman819

**Hashtags Used:** #GoBroncs

### Facebook

Main account: <http://www.facebook.com/RiderAthletics>

- <https://www.facebook.com/rider.bronc>

### Instagram

Main account: <http://www.instagram.com/RiderAthletics>

### YouTube

Main account: <http://www.youtube.com/RiderAthletics>

## School-specific Information

The Rider University Department of Athletics uses social media to promote upcoming home events as well as provide in-game coverage of events, both home and away for 20 Division I sports.

- Karin Torchia 609-896-5249 [ktorchia@rider.edu](mailto:ktorchia@rider.edu)

- Donte Carty 609-896-5056 [cartyd@rider.edu](mailto:cartyd@rider.edu)
- Brian Solomon 609-896-5135 [bsolomon@rider.edu](mailto:bsolomon@rider.edu)

## Saint Peter's University

### Twitter

**Main account:** @PeacockNation

**Hashtags Used:** #peacockpride #flockup #letsgopeacocks #RockTheRec

### Facebook

Main account: <https://www.facebook.com/SaintPetersAthletics>

### Instagram

Main account: <http://www.instagram.com/peacocknation>

### YouTube

Main account: <http://www.youtube.com/user/SaintPetersAthletics>

## School-specific Information

- Dave Musil, 201-761-7361, [dmusil@saintpeters.edu](mailto:dmusil@saintpeters.edu)
- Matthew Torres, [mtorres@mail.saintpeters.edu](mailto:mtorres@mail.saintpeters.edu)

## Siena College

### Twitter

**Main account:** @SienaSaints

**Individual sports:** @SienaBaseball, @SienaXC, @Siena\_Golf, @SienaLacrosse, @SienaSoccer, @sienawomenshoop, @SienaFH, @SienaWomensGolf, @SienaWLax, @Siena\_SwimDive, @SienaTennis, @SienaVB, @SienaWaterPolo, @Siena\_Softball.

**Local Journalists:** @MarkSingelais, @PeteIorizzo, @4guysinblazers, @LianaBonavita, @JoshOn10, @CBS6Sports, @RodgerWyland, @chrisonorato, @BobWeiner58, @LauraAmato, @Miller247Time, @WatsonTWCNews, @MJacquesTWCNews, @TWCNews\_Seth

**Hashtags: #SienaSaints**

## Facebook

Main account: <https://www.facebook.com/SienaSaints>

- <https://www.facebook.com/sienabaseball>
- <http://www.facebook.com/SienaXC>
- <http://www.facebook.com/SienaMensLacrosse>
- <http://www.facebook.com/SienaSoccer>
- <http://www.facebook.com/SienaWomensBasketball>
- <http://www.facebook.com/SienaFieldHockey>
- <http://www.facebook.com/SienaWomensLacrosse>
- <https://www.facebook.com/pages/Siena-College-Womens-Tennis-Team/106059412792424>
- <http://www.facebook.com/SienaVolleyball>

## Instagram

- Main account: <http://instagram.com/sienasaints>
- Swimming and diving [http://instagram.com/siena\\_swimdive](http://instagram.com/siena_swimdive)
- Tennis <http://instagram.com/sienatennis>
- Lacrosse <http://instagram.com/sienalacrosse>
- Soccer <http://instagram.com/sienamsoccer>

## YouTube

Main account: <http://www.youtube.com/thesienasaints>

## School-specific Information

The Siena College Athletics Department has been using social media platforms for several years now to enhance interaction and connection with fans of the Saints. When tweeting about the Saints, fans are encouraged to join the discussion by using the hashtag #SienaSaints. For all the latest news and information on the Saints visit [SienaSaints.com](http://SienaSaints.com).

- Jason Rich, 518-783-2411, [jrich@siena.edu](mailto:jrich@siena.edu), @SIDunplugged
- Mike Demos, 518-783-2377, [mdemos@siena.edu](mailto:mdemos@siena.edu), @Mike\_Demos

# Twitter Glossary

## @

The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.

## Avatar

See Profile Picture.

## Bitly

This is a service that shorten a URL for Tweets. While Twitter automatically does this, Bitly makes the links even shorter for those Tweets that are going over 140 characters.

## Blocking

To block someone on Twitter means they will be unable to follow you or add you to their lists, and we will not deliver their mentions to your mentions tab.

## Circles

Google claims this to be the most important feature in Google+. Circles is basically the way your organize your contacts in Google+. You can determine who you would like to Hangout with based on Circle, who you want to share content with and who has permission to post on your Google+ account.

## Direct Message

Also called a DM and most recently called simply a "message," these Tweets are private between the sender and recipient. Tweets sent over SMS become DMs when they begin with "d username" to specify who the message is for.

## Favorite

To favorite a Tweet means to mark it as one of your favorites by clicking the yellow star next to the message.

## FF

#FF stands for "Follow Friday." Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

## Follow

To follow someone on Twitter is to subscribe to their Tweets or updates on the site.

## Geolocation / Geotagging

The use of location data in Tweets to tell us where you are in real time. Is also called "Tweet With Your Location."

## Handle

A user's "Twitter handle" is the username they have selected and the accompanying URL, like so: <http://twitter.com/username>.

## Hangout

A Hangout is the videoconferencing tool built into Google+. In Hangouts you can meet with individuals or entire Circles. You can also share content in these hangouts.

## Hashtag

The # symbol is used to mark keywords or topics in a Tweet. It was created organically by Twitter users.

## HT or h/t

Usually means "hat tip." A way of acknowledging the person who originally shared the content being tweeted, such as a link to an article or video.

## Interactions

A timeline in the Connect tab displaying all ways other users have interacted with your account, like adding you to a list, sending you a @reply, marking one of your Tweets as a Favorite, retweeting one of your Tweets.

## Listed

To be included in another Twitter user's list. Listed numbers and details appear in the statistics section of your profile.

## Lists

Curated groups of other Twitter users. Used to tie specific individuals into a group on your Twitter account.

## Mention

Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention". Also refers to Tweets in which your username was included.

## MT

Similar to RT, an abbreviation for "Modified Tweet." Placed before the retweeted text when users manually retweet a message with modifications, for example shortening a Tweet.

## Reply

A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their Tweet in your timeline. Always begins with @username.

## Retweet (noun)

A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.

## Retweet (verb)

To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to all of your followers.

## Trends

A subject algorithmically determined to be one of the most popular on Twitter at the moment.

## URL Shortener

URL shorteners are used to turn long URLs into shorter URLs. Shortening services can be found online.