



Social Media Content Checklist

Understanding that much of what happens on social media is in-the-moment and can sometimes feel cursory, we should be mindful that once something is posted, it is permanent. That said, Campus Life keeps the following in mind when crafting messages:

- ☐ **What is the intended goal of the message?**
This can be anything from awareness to responding to a message to a specific call to action.
- ☐ **Does it fit with our department's strategic goals?**
- ☐ **Can this message be misconstrued?**
Well-intentioned messages may sometimes lose their meaning when taken out of context or independently of a message thread. This is especially salient on a platform like Twitter where we only have 240 characters to craft a message, and follow-up points may be lost in a singular tweet.
- ☐ **Would this offend any particular group on campus?**
Keep in mind that while your target audience may be current students, other audiences like alumni, parents, prospective students, external media, etc. will likely see your post. So, could your post be misunderstood by any of these groups? What is the impact on various student groups and alumni?
- ☐ **Have I run this message by anyone else in the office?**
While this may seem like an extra step, it's always a good idea to run a message by at least another set of eyes! Another perspective (colleague, student employee, supervisor) can lend insight into whether or not the message achieves its intended purpose.
- ☐ **How will this reflect upon our department, Campus Life, or Emory University? Will this post reflect well on Emory's reputation locally, nationally, and globally?**
- ☐ **Would I be comfortable with the University President sharing this message?**
*As a final check against whether a message is appropriate, we can ask ourselves if we'd be comfortable with the Dean, Provost, or even university President sharing the message. **If there's any doubt, don't post!***

Finally, we cannot emphasize enough that ECL Communications is here as a resource for you and your team! Please feel free to reach out to our team if you have questions.

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