



Utilizing Social Media Across Your State Network

Organizing network and center social media platforms can be challenging as employee turnover can cause passwords and other account information to get lost in the shuffle of staff.

It's very important to keep one account forever. The account that is created is expected to be the only one of its kind out there and it's important to not lose account information that requires a new SBDC account to be created. That loses credibility in the social media and Internet world, and also it's hard to get the followers or audience to like, what appears to them the exact same page.

With that being said, the following is suggested using the Louisiana SBDC Network as an example:

Create a document that states:

The following information is to be used by authorized personnel who wish to access Louisiana Small Business Development Center [or your center/network] Social Media platforms.

Then explain who has control of the social media platforms and how they work:

Facebook:

Six Pages are connected to Marketing and Communications Director personal Facebook account and Communication Specialist personal Facebook account, which include the following locations:

GNOR, ULL, ULM, SUBR, McNeese State (MSU), LSBDC – State Office, and NWCR.

To gain access to, one must go through Marketing and Communications Director or Communications Specialist to be added as an administrator to the pages through his or her own personal Facebook accounts.

The above-mentioned Facebook accounts for the locations are synced to Twitter accounts to where anything posted on Facebook will automatically be shared on the Twitter accounts.

Twitter:

To log into each location's Twitter handle the following information is needed:

LSBDC – State Office: @LSBDC, username | password, @@@

LSBDC – ULM: @LSBDCULM, username | password, @@@

LSBDC – ULL: @LSBDCULL, username | password, @@@

LSBDC – MSU: @LSBDCMSU, username | password, @@@

LSBDC – GNOR: @LSBDCGNOR, username | password, @@@

LSBDC – SUBR: @LSBDCSUBR, username | password, @@@

LSBDC – SLU: @LSBDCSLU, username | password, @@@

LSBDC - NWCR: @LSBDC_NWCR, username | password, @@@

LinkedIn:

There is one LinkedIn page and it represents the LSBDC – State Office with the profile name as Louisiana Small Business Development Center. Like Facebook, for a person wanting administrative roles for this medium he or she must go through Marketing and Communications Director or Communications Specialist because the page is controlled through their respective personal LinkedIn accounts.

Google+ (Google Plus) and YouTube:

The LSBDC has one Google+ account and one YouTube account.

To access those accounts, one must login into google.com and use the following:

User email, marketing@lsbdc.org | password, @@@

On YouTube, LSBDC has its own channel where there are several videos and visual resources available. On Google+, the LSBDC has a profile that is accessed through google.com.

The LSBDC YouTube channel can be accessed through the Google+ account.

Tumblr

The LSBDC has one blog account through tumblr.com. To access it, one can do so via eMerge state office or through tumblr.com itself. To go through website the username and password are as follows: email/username, marketing@lsbdc.org | password, @@@

Everything that is posted on the blog is directed to the lsbdc.org website.

Instagram

The LSBDC has one Instagram account “LouisianaSBDC.” It is connected through eMerge as well where posts can be scheduled. To log in to the account via Instagram website use the following: username, louisianasbdc | password, @@@ Email account: marketing@lsbdc.org

The Instagram account is synced to the state office Twitter account @LSBDC so that everything that is posted to Instagram will go to the Twitter account as well.

By creating a document such as this, the network or center is able to maintain and manage the social media platforms that exist and as well share it along with incoming personnel who may assume responsibilities. It thoroughly explains how manage each social media platform.