LOOK & FEEL

- Agency logos must be displayed at the page profile image
- Official migov social banner must be displayed as part of the cover image
- Usernames should clearly identify your SOM department, agency or program
  Examples: Facebook www.facebook.com/michiganLARA
            Twitter @MichDeptofAg
            YouTube www.youtube.com/miofir
- Official michigan.gov websites must be listed as part of contact information
- An email address and/or phone number should be provided for quick, easy assistance

CONTENT

- Content must be relevant to your agency, work and activities within your agencies, or relevant third-party content (news articles, video, photos)
- Should contain links back to your agency’s corresponding michigan.gov website when possible.
- Images and videos must be available on corresponding SOM accounts, no personal media storage accounts should exclusively host content
- Content should encourage engagement from constituents and customers

TIMELINE

- Dimensions: Cover 851 X 315; Profile180 x 180; Tab 111 by 74; Milestone 843 by 403; 120dpi
- Opportunity to build in historical data thought Milestones – double width
- Recent posts now primary on page, making community management and response even more of a priority.
- Highlighting content allows you to flag something for up to seven days to stay primary on your page (top)
- Page followers now have the ability to privately message page administrators
- Increased insights and new administrator drop down panel
- Visual content will appear larger than any text. This places a major emphasis on images, video and graphics.

INFOGRAPHICS

- Information graphics or infographics are graphic visual representations of information, data or knowledge
- Provide avenue to present complex information quickly and visually
- Due to the condensed visually please information display – Infographics are easily sharable across networks with no character limit
- Consider utilizing quotes, events, statistics or program highlights
FACEBOOK

**Tips:**

- List fellow state departments or agency pages in your favorites section.
- Post a variety of content (photos, video, etc.) rather than only links.
- When referencing other programs or agencies on Facebook, use the @ symbol first to "tag" them in your update.
- Tag employees or followers in photos when appropriate to increase views.
- Post regularly. Stagnant and dead accounts are damaging to your agency and the State of Michigan as a whole.
- Post strategically. Multiple posts at one time increase the chance that your content will go unread by followers’. Consider using third party applications that allow you to schedule posts in advance.
TIPS:

- Use relevant keywords to make your account easy to search for
- Use hashtags (#) where applicable to draw attention to events or resources
- Retweet relevant information when appropriate
- When responding to inquiries, tweet the resolution to the problem for other customers
- Tweet regularly. Stagnant and dead accounts are damaging to your agency and the State of Michigan as a whole.
- Tweet strategically. Multiple posts at one time increase the chance that your content will go unread by followers’. Consider using third party applications that allow you to schedule posts in advance
- Follow back the people that engage with your agency’s account.
- Follow official SOM list – and create individual lists for partners and topics to share
**YouTUBE**

**TIPS:**
- Dimensions: Background 1920 X1500 Banner up to 150 pixels
- Videos must obey all copyright and licensing laws
- Be sure videos you “favorite” or accounts or “follow” meet content guidelines
- Always provide a video description with official content link
- Double check thumbnail images for appropriateness
- Add official SOM accounts to your list of favorites or featured accounts