Social Media Helpful Tips
Updated March 2018

- Recognize that you are considered a CMUAA volunteer and representative of the university. Please keep this in mind when posting any university related communications on social media networks.
- Tailoring each post to reflect your voice and social media audience is encouraged.
- When sharing a story, include any personal connections (i.e. “I was a member of this student org ...” or “I’m attending the event...”).
- Be comfortable responding to inquiries, questions and discussion from fellow alumni. If you are unsure of the appropriate response, contact your CMUAA staff partner.
- Should you receive a negative or controversial comment, please contact your staff partner for guidance on the best way to respond.
- In general, negative or controversial comments posted by someone else in response to a story that you have shared as a Social Media Ambassador should NOT be deleted. Please contact your staff partner.

Handles and Hashtags

- **CMU Alumni Association** handles for tagging:
  - Facebook - @carnegiemellonalumni
  - Twitter - @cmualumnihouse
  - Instagram - @carnegiemellonalumni
- **Central CMU** handles for tagging:
  - Facebook – @carnegiemellonu
  - Twitter – @CarnegieMellon
  - Instagram – @carnegiemellon
- **Hashtags to Use:**
  - #iamCMU
  - #carnegiemellon
- **Content Sources:**
  - alumni.cmu.edu
  - cmu.edu/news
  - engage.cmu.edu (launching soon!)

- For a full list of university-sanctioned social media pages visit: [https://www.cmu.edu/social-media/](https://www.cmu.edu/social-media/)
- For the university’s social media policy: [https://www.cmu.edu/marcom/brand-standards/assets/social-media-guidelines.pdf](https://www.cmu.edu/marcom/brand-standards/assets/social-media-guidelines.pdf)

**Need help?** Please don’t hesitate to reach out to your staff partner.