



School
of
Professional
Studies

The City University of New York

Social Media Guide

CUNY School of Professional Studies

April 10

Table of Contents

Introduction.....	3
+Become a fan: Facebook	5
Follow Me: Twitter.....	7
Build Your Network: LinkedIn.....	9
Real People. Real Reviews: Yelp.....	12
Watch and Learn: YouTube.....	14
A Picture is Worth a Thousand Words: Flickr.....	16

Introduction

This guide has been prepared to ensure the success of the CUNY School of Professional Studies (SPS), in regards to social media. Through organization and consistency, the CUNY School of Professional Studies will continue to build its brand and enable it to distinguish itself from competitor institutions.

This guide covers the following six sites:

- Facebook.com
- Twitter.com
- LinkedIn.com
- Yelp.com
- Youtube.com
- Flickr.com

Below are ways you can support the CUNY School of Professional Studies. Full descriptions of each follow:

Via Facebook

Search for the CUNY School of Professional Studies fan page using the Facebook search engine. If you haven't already done so, please click on the 'Like' button. There's also a link at the bottom of the SPS homepage.

If there are any pictures, events, or announcements that you would like to see posted directly on the CUNY SPS Facebook fan page, please e-mail it to marketing@gc.cuny.edu.

Via Twitter

Visit twitter.com/CUNYSPS to follow us! There's also a link at the bottom of the SPS homepage.

If there are any tweets that you would like to see posted directly on the CUNY SPS Twitter page, please e-mail a 140-character (max) message to marketing@gc.cuny.edu.

Via LinkedIn

You may find the CUNY SPS group by searching in the 'Groups Directory' or clicking on a group logo seen on another member's Profile. To search the 'Groups Directory':

- a. Click on 'Groups Directory' from the 'Groups' dropdown menu (found in the top navigation bar of the home page). This should take you to the 'Groups Directory' page.
- b. Find 'Search Groups' box on left side of the page.
- c. Type in '*CUNY School of Professional Studies*'
- d. Click on 'Search'.

If there are any events or announcements that you would like to see posted directly to the CUNY SPS LinkedIn group, please send a detailed e-mail to marketing@gc.cuny.edu. If applicable, remember to include the event, location, and date.

Via Yelp

Urge students/alumni to visit Yelp.com, search for CUNY School of Professional Studies and review us!

If there are any pictures, events, or announcements that you would like to see posted directly on the CUNY SPS Yelp page, please e-mail a detailed message to marketing@gc.cuny.edu.

Via Youtube

Feel free to visit the CUNY SPS Youtube Channel at: <http://www.youtube.com/CUNYSPS>.

If there are any videos that you would like to see uploaded directly to the CUNY SPS channel, please e-mail the videos to marketing@gc.cuny.edu. If applicable, remember to include the event, location, date, and any captions you would like to see associated with the video.

Via Flickr

At any time, you can upload pictures to our Flickr group → CUNY SPS group: <http://www.flickr.com/groups/1364679@N23/>.

If there are any pictures that you would like to see uploaded directly to the CUNY SPS page, please e-mail the pictures to marketing@gc.cuny.edu. Remember to include the event, location, date, and any captions you would like to see associated with the photos.

Still not sure how you can contribute?

There are a multitude of ways to promote CUNY SPS and all it has to offer. Announcing upcoming events, open houses, or even posting photos from previous events are just a few great ways to do this. Here are a few more:

- Articles of interest
- Videos of events or interest
- Special announcements
- Photos
- Achievements of faculty and staff

When e-mailing your contribution, please remember to send a detailed description of what you would like to see posted. Do not feel restricted to the list above. E-mail any questions, comments, or concerns to marketing@gc.cuny.edu.

+ Become a Fan: Facebook

1. What is Facebook?
2. How do I join?
3. Facebook 101: The Fundamentals
4. What is a 'Fan Page' on Facebook?
5. How do I post a status update?
6. How do I share a link?
7. How is CUNY SPS doing on Facebook?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

1. What is Facebook?

Facebook is the largest online social networking site and currently has over 400 million active users. Facebook allows people to interact, share photos, and find people. In addition to using Facebook for social purposes, many people use it professionally for business networking.

2. How do I join?

By visiting www.facebook.com, you will be able to sign up by providing your full name, e-mail address, birthday, and desired password. If you are part of one of their supported high school, college, or work networks, you will be given instructions on how to affiliate yourself. If you are not a member of one of those networks, you can join one of their regional networks after registration. After you complete the sign up form, they will send an e-mail to the address you provided. Click on the confirmation link within the email to complete the sign up process.

3. Facebook 101: The Fundamentals

Use the Facebook button or the Home button to return to your Facebook homepage. Your Facebook page displays information about your Facebook friends. A series of tabs are displayed at the top of the screen that allows you to easily navigate through your Facebook page.

Accompanying these tabs are applications that you can find to the left of the screen.

- a. News Feed - This tab displays stories about your friends such as when they add friends, post updates or write a friends wall. The amount of information displayed about a friend depends on their privacy settings. You can customize the amount of news that you receive about a particular friend in your News Feed.
- b. Messages - This tab displays all of your private incoming and outgoing messages. It does not include other stories about your friends, such as when they join a group or add a new friend.
- c. Events - This tab displays all upcoming birthdays, events that you have been invited to, and upcoming events your friends are planning to attend.
- d. Photos - This tab displays your friend's photo albums. The photo albums displayed in this tab depends on the privacy setting selected for the photo album.
- e. Friends - This tab displays all friend requests, as well as friends with recent updates,

Use the Profile button view and edit your profile. Your profile is the place where you share information with your friends, such as photos, information and messages. You can use privacy settings to determine who sees your profile. You can set your profile to public to so that everyone on Facebook can see your profile. You can restrict your profile to only friends that you have approved. You can also restrict specific friends from viewing specific information in your profile.

There are four default tabs for your Profile page.

- a. Wall - This tab displays messages that your friends leave for you. You can use Wall to Wall to write a message back to your friend.
- b. Info - This tab displays your personal information that you've posted such as schools you've attended, where you are employed, etc.
- c. Photos - This tab displays pictures that you posted.
- d. Videos - This tab displays videos that you posted.

You can add additional tabs to your Profile page by selecting the (+) sign button at the far right of the tabs. From the drop down list, select the applications you want displayed on your tabs. The tabs are added to your Profile page.

4. What is a 'Fan Page' on Facebook?

Facebook Fan Pages can be thought of in much the same way as normal profiles on the site. Business entities cannot create Facebook pages, instead they can create fan pages to share information about the organization. Through the use of a Facebook Fan Page, we have the ability to accumulate fans. By choosing to 'like' the page, individuals are listed as a supporter of the page. These fans can add pictures, and there are walls that they can post on. Pages communicate by "updates" which show on the update tab or a person's wall if they're a fan and have allowed the page to show updates. Pages can have applications as well.

5. How do I post a status update?

- a. A status update tells your friends what is going on with you and is posted to their newsfeeds. In the update status field, enter your status update.
- b. Click the Post button.
- c. Your status will be posted to your friends newsfeeds.
- d. To clear a status, click Clear to the right of your current status.

6. How do I share a link?

- a. If there is a webpage that you think a viewer would be interested in, you can share the link.
- b. In the Share a Link field, enter the link that you want to share.
- c. Click the Preview button.
- d. Facebook displays the graphic and description of the website that you entered.
- e. If you do not want to share this link, click Remove.
- f. If you do not want to the picture displayed, select No Picture.
- g. Enter a comment about the link.
- h. Click the Post button.
- i. The link is posted.

7. How is CUNY SPS doing on Facebook?

As of April 2010, 150 people 'like' the CUNY SPS fan page.

*For more information, please visit:
<http://www.facebook.com>
<http://mashable.com/guidebook/facebook>

Follow Me: Twitter

1. What is Twitter?
2. How do I join?
3. What is retweeting?
4. What are hashtags?
5. How do I define a hashtag?
6. How should I use hashtags?
7. How is CUNY SPS doing on Twitter?



1. What is Twitter?

Twitter describes itself as, “a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?” Though users can answer the prompt, “What are you doing?”, tweets have evolved to more than everyday experiences, and take the shape of shared links to interesting content on the web, conversations around hot topics (using hashtags), photos, videos, music, and, most importantly, real-time accounts from people who are in the midst of a newsworthy event, crisis, or natural disaster. All messages or “tweets” are 140 characters or less.

2. How do I join?

By visiting www.twitter.com/signup, you will be able to sign up by providing your full name, e-mail address, desired username, and password.

3. What is retweeting?

Retweeting is how Twitter users share interesting tweets from the people they are following. They copy and paste the original tweet then send it out. To give credit to the original person, users usually put “RT” plus the originator’s username at the beginning of the tweet.

4. What are hashtags?

One of the most complex features of Twitter for new users to understand is the **hashtag**, a topic with a hash symbol (“#”) at the start to identify it. Twitter hashtags like **#followfriday** help spread information on Twitter while also helping to organize it. The hashtag is a favorite tool of conferences and event organizers, but it’s also a way for Twitter users to organize themselves: if everyone agrees to append a certain hashtag to tweets about a topic, it becomes easier to find that topic in search, and more likely the topic will appear in Twitter’s Trending Topics.

5. How do I define a hashtag?

Figuring out what a specific hashtag is being used for can be a major chore. When a hashtag starts to trend, it gets even more difficult to parse the information stream.

So what’s the most efficient way to figure out hashtags? There are a few great tools that can assist in hashtag enlightenment:

What the Trend?: This service makes it really easy to learn about trending hashtags. When something starts trending, *What the Trend?* will provide a quick blurb on what’s going on.

Twubs: Twubs uses a wiki system to help disseminate information on a hashtag. It aggregates tweets and imports pictures to help illuminate the topics being discussed.

Hashtags.org: While not the best at helping you understand the meaning behind a tag, *Hashtags.org* is good at showing you its use over time and recent tweets, which oftentimes is enough to figure out the meaning behind the tag.

Tagalus: Tagalus is a simple dictionary for hashtags. It's very easy to find information on thousands of hashtags as defined by other users.

6. How should I use hashtags?

Although not terribly complicated, hashtags have some unwritten rules. The primary one to remember: don't overuse them. If every one of your tweets IS a hashtag, you dilute the usefulness of them by fragmenting the conversation. In addition, many people will shy away from you because it seems a bit like spam.

Another simple tip: give your hashtag context. Most people won't actually know what your hashtag means, so give a quick explanation in one of your tweets or, if you're making a hashtag, make it very apparent what it's talking about.

Finally, if you're looking to create a hashtag, be sure that it adds value for yourself and your followers. The best way to utilize them is when you need to organize information. Conferences, major events, and even reminders (i.e. #todo) can help organize specific tweets and make life easier on you and your followers.

7. How is CUNY SPS doing on Twitter?

As of April 2010, the CUNY SPS Twitter page has 114 followers, is following 18 tweeters, and has made a total of 77 tweets.

*For more information, including video tutorials, please visit:

<http://www.twitter.com>

<http://mashable.com/guidebook/twitter/>

Build Your Network: LinkedIn

1. What is LinkedIn?
2. What are the different types of LinkedIn accounts?
3. How do I sign up?
4. What are Company Profiles?
5. How do I join the CUNY SPS group?
6. How can I Invite someone to join my network?
7. What is a Recommendation?
8. How do I request a recommendation?
9. How is CUNY SPS doing on LinkedIn?



1. What is LinkedIn?

LinkedIn is a business-oriented social networking site. It is mainly used for professional networking. The purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called *Connections*. Users can invite anyone (whether a site user or not) to become a connection.

2. What are the different types of LinkedIn accounts?

LinkedIn also offers a free basic account and a variety of premium accounts. These accounts give you more ways to reach or be reached by the right people on LinkedIn. Members may compare account features with other subscription offerings by going to 'Compare Account Types' after clicking 'Settings' found at the top right area of the home page.

3. How do I sign up?

You can create an account on LinkedIn by taking the following steps:

- a. Go to www.linkedin.com. This will take you to the LinkedIn home page.
- b. Type in your 'First Name', 'Last Name', 'E-mail' address, and a 'Password' you will use in the 'Join LinkedIn Today' box.
- c. Click on the 'Join Now' button.
- d. Complete additional steps as prompted.

4. What are Company Profiles?

Company Profiles is a research tool that helps users explore and find the right companies to work for and do business with. Simply put, it is a company's overview.

5. How do I join the CUNY SPS group?

You may find the CUNY SPS group by searching in the 'Groups Directory' or clicking on a group logo seen on another member's Profile. To search the 'Groups Directory':

- a. Click on 'Groups Directory' from the 'Groups' dropdown menu (found in the top navigation bar of the home page). This should take you to the 'Groups Directory' page.
- b. Find 'Search Groups' box on left side of the page.
- c. Type in '*CUNY School of Professional Studies*'
- d. Click on 'Search'.

6. How can I Invite someone to join my network?

There are a number of ways of inviting people to connect on LinkedIn:

- a. Invite one contact at a time by entering his or her name and e-mail address using the "Add Connections" link on the home page.
 - i. Click on the green "Add Connections" link located in the top right area of the home page.
 - ii. Enter the names and e-mail address of up to six contacts you would like to invite.
 - iii. Click on "Send Invitation(s)".
- b. Invite someone by clicking on the "Add ___ to your Network" link found on the right side of the member's Profile. Using this avenue allows you to send a personal note in the Invitation message.
- c. Search your webmail address book for contacts who are already on LinkedIn or invite others who haven't yet joined.
 - i. Click on the green "Add Connections" link located in the top right area of the home page.
 - ii. Locate the "See Who You Already Know on LinkedIn" box.
 - iii. Enter your e-mail address (and password if necessary) for the e-mail address book you would like to access.
 - iv. Click on the "Login to..." or "Continue" button (the button option varies based on the web e-mail service and e-mail address you enter).
 - v. Log into your webmail account.
 - vi. Your contacts will be downloaded from the webmail service into LinkedIn.
 - vii. Select the contacts to send an invitation to connect on LinkedIn.
 - viii. Click on "Invite selected contacts".
- d. To connect to past or current colleagues, take the following steps:
 - i. Click on the green "Add Connections" button located in the top right area of the home page.
 - ii. Click on the "Colleagues" tab.
 - iii. Click on "Find New" under one of the companies you have on your Profile.
 - iv. Select former colleagues you wish to invite to connect. A personal note with a reminder of when and where you worked together is always helpful.
 - v. Click on "Send Invitation(s)"

7. What is a Recommendation?

A 'Recommendation' is a comment written by a LinkedIn user to recommend a colleague, business partner, or provider of a professional service including service providers who are not LinkedIn.

Recipients of 'Recommendations' can allow received 'Recommendations' to appear within their profile. If you have current or former colleagues, clients, or business partners who know and value your work, you should consider inviting them to connect on LinkedIn so they can recommend you.

8. How do I request a Recommendation?

- a. Click on 'Recommendations' from the 'Profile' dropdown menu (found in the top navigation bar of the home page). This should take you to the 'Received Recommendations' page.
- b. Click on the 'Request Recommendations' tab found across the top of the page.
- c. Choose from the drop down of job and education items you have listed on your Profile. If you want to be recommended for something that is not on your Profile, you can add the job or school from this area too.

- d. Click on the address book icon to 'Decide who you'll ask' for the Recommendation.
- e. Select the names of those you want the request to be sent to and click 'Finished' (This will take you back to the Recommendations page).
- f. 'Create your message' for the Recommendation request or use the message provided.
- g. Click on the 'Send' button.

9. How is CUNY SPS doing on LinkedIn?

As of April 2010, the CUNY SPS company profile on LinkedIn has a total of 66 current employees listed. The CUNY SPS LinkedIn group has a total of ten members.

*For more information, please visit:
<http://www.linkedin.com>

Real People. Real Reviews: Yelp



1. What is Yelp?
2. Why use Yelp?
3. Who uses Yelp?
4. How do I join?
5. What is the “Yelp Elite Squad”?
6. Some reviews disappeared from my business' page. What happened?
7. Will Yelp remove bad reviews if a business pays for sponsorship?
8. Does Yelp allow sponsors to move bad reviews to the bottom of their page?
9. How is the ranking of search results determined?
10. What is a fan?
11. What is Yelp Talk?
12. How is CUNY SPS doing on Yelp?

1. What is Yelp?

Yelp is a free online guide that helps people find cool places to eat, shop, drink, relax and play, based on the informed opinions of a vibrant and active community of locals in the know. Yelp is the fun and easy way to find, review and talk about what's great — and not so great — in your world.

2. Why use Yelp?

Yelp stands out from traditional word of mouth: By fostering a vibrant community of locals who feel connected both on Yelp and, gasp, in the real world, and, by connecting the well-written and insightful reviews to the actual human beings who wrote them.

3. Who uses Yelp?

Yelp's main users include:

- a. Locals who are always in the know about what's cool and happening in their city, and enjoy sharing this knowledge.
- b. Real people who have visited a place or used a service — and want to share their real-life experiences and opinions with friends and other Yelpers.
- c. Visitors from other places or who have just moved to a particular city who want to quickly get an insider's local perspective.
- d. Anyone who wants to find current and reliable reviews about something in a given neighborhood, city or area.

4. How do I join?

To become a member of Yelp, go to the "Signup" page, choose a username and password, and enter your information. Then click the "Sign Up" button and you're done.

5. What is the “Yelp Elite Squad”?

The Yelp Elite Squad is Yelp's way of recognizing and rewarding those Yelpers who are active Yelp evangelists and role models, both on and off the site. Elite-worthiness is based on a number of things, some of which include well-written and personal reviews of local businesses and services, being accountable for those reviews (use of a real name and photo, etc.), creating useful lists, voting on reviews and complimenting other Yelpers, and good citizenship on Yelp Talk.

6. Some reviews disappeared from my business' page. What happened?

Reviews may come or go for a few different reasons:

- a. A user may have removed his or her review.
- b. Yelp may have removed the review for violating our Review Guidelines or Terms of Service.
- c. The review may have been suppressed by Yelp's automated software system. This system decides how established a particular reviewer is and whether a review will be shown based on the reviewer's involvement on Yelp.

7. Will Yelp remove bad reviews if a business pays for sponsorship?

Absolutely not. Reviews of Yelp sponsors and non-sponsors are treated identically, and any complaints are handled by the same user support team, operating under the same Review Guidelines and Terms of Service.

8. Does Yelp allow sponsors to move bad reviews to the bottom of their page?

Absolutely not. Sponsors can highlight a single review at the top of their page, which is clearly marked with a heading denoting their sponsorship, and that the review has been chosen as the business owner's favorite. Following that, review order is determined by a combination of recency and user voting, and this methodology is applied to all businesses, sponsors or not.

9. How is the ranking of search results determined?

Yelp's search results are based on an algorithm that is designed to provide the best results based on a number of different factors including but not limited to the number of reviews and the star rating of a business and the text of the reviews themselves. Yelp is constantly working on improving their search results so that they can deliver the most relevant local results to their users.

10. What is a fan?

Users can "follow" you (see the "Follow This Reviewer" links on user profiles) and in doing so they become your fan. You won't be able to see their identity, but they are showing their appreciation for your passionate Yelping and they'll also see your reviews first when browsing any businesses you've reviewed.

11. What is Yelp Talk?

Yelp Talk is a place for fun, open, honest and real discussions about the goings on in your community. And while it's easy to quickly engage and post on Talk, remember anyone in the community can read your responses.

12. How is CUNY SPS doing on Yelp?

As of April 2010, CUNY SPS has two excellent unsolicited reviews with five stars each!

*For more information, please visit:

<http://www.yelp.com>

Watch and Learn: YouTube

1. How do I join?
2. How do I upload a video?
3. What file format does YouTube support?
4. How do I add/edit captions?
5. How does the rating system work?
6. What is AutoShare?
7. How do I activate AutoShare?
8. How is CUNY SPS doing on YouTube?



1. How do I join?

To become a member of YouTube, go to the "Signup" page, choose a username and password, and enter your information. Then click the "Sign Up" button and you're done.

2. How do I upload a video?

Once you've finished editing your video, make sure it's less than 10 minutes, smaller than 2GB in size, and in an acceptable format, you're ready to upload it.

- a. Click the 'upload' button in the upper-right-hand corner of any YouTube page.
- b. Click the "Browse" button to browse for the video file you'd like to upload to our site. Select the file you want to upload.
- c. Click the 'Upload Video' button to start the uploading process.
- d. As the video file is uploading, enter as much information about your video as possible in the relevant fields (including Title, Description, Tags, and Category). You're not required to provide specific information, but the more information you include, the easier it is for users to find your video!
- e. Click the 'Save changes' button to save the updates you've made to the video file.

It can take from a couple minutes to an hour for your video to upload to YouTube. If you're receiving an error with your Upload, you might want to make sure you're attempting to upload a file that's recognized by YouTube.

3. What file format does YouTube support?

YouTube accepts video files from most digital cameras and camcorders, and cell phones in the .AVI, .MOV, .WMV, .FLV, .MKV, .3GP, .MP4, and .MPG file formats.

4. How do I add/edit captions?

A "caption file" contains both the text and information about when each line of text should be displayed.

A "transcript file" on the other hand just contains the text of what was said in the video. If the video's in English, YouTube can use speech-processing algorithms to determine when the words in a transcript should be displayed.

To add captions or subtitles to one of your videos, you'll need to have transcript or caption files with the captions/subtitles in them.

Once you have the files, log into your YouTube account to upload them:

- a. Mouse over the 'Account' link in the upper right corner of every page.
- b. Click 'My Videos'. You will then be directed to a page showing your uploaded videos.
- c. Find the video to which you'd like to add captions/subtitles, then click the 'Captions' button.
- d. Click the "Add New Captions or Transcript" button.
- e. Click the 'Browse' button and find the caption/subtitle or transcript file to upload. If you are uploading a transcript (no time codes), select "Transcript file", otherwise, select "Caption file"
- f. Select the appropriate language. If you wish, you can also enter a track name.
- g. Click the 'Upload File' button.

5. How does the rating system work?

While watching a video, you can see the overall rating which other users have given the video and also add your own rating. The rating information is located to the bottom-left of the video. You can click on one of the stars next to "Rate" (5 being the highest/best rating, 1 being the worst). The average number of stars which users have given the video will be displayed.

6. What is AutoShare?

AutoShare allows you to automatically share your YouTube Activity Feed to Facebook and Twitter. By opting into AutoShare, when you perform certain actions (specified in your Activity Feed) on YouTube, AutoShare sends an update to your friends on Facebook, a tweet on Twitter, and notification in Google Reader about those actions.

7. How do I activate AutoShare?

- a. Sign into your account.
- b. Click the "Account" link (located in the top right-hand corner of your screen).
- c. Click the "Sharing" option (located in the left-hand navigation column).
- d. Here, you'll see various options: "Activity Feed", "AutoShare Options" and "Notifications".
- e. The "AutoShare" section shows you the sites to which you can AutoShare your YouTube activity. Your options include Facebook, Twitter, and Google Reader.
Click the site to which you'd like to share your YouTube activity. A window will appear prompting you to connect your YouTube account with the other site's account. In order to AutoShare you'll need to connect the two accounts.
- f. Click the "Save Changes" button. You've now successfully set up AutoShare and will be able to share your YouTube activity with other sites.

8. How is CUNY SPS doing on YouTube?

As of April 2010, CUNY SPS has one video uploaded to its YouTube channel.

*For more information, please visit:

<http://www.youtube.com>

A Picture is Worth a Thousand Words: Flickr



1. What is Flickr?
2. How do I join?
3. How can I upload photos to Flickr?
4. How do I market on Flickr?
5. How NOT to market your business on Flickr...
6. How is CUNY SPS doing on Flickr?

1. What Is Flickr?

Flickr is a web site owned by *Yahoo!* that offers photo sharing and a host of related services for users of any level — beginners to professionals.

2. How do I join?

A Flickr account is free. You'll need a *Yahoo!* ID to sign up. Once you sign in with your *Yahoo!* ID, you will be asked to choose a Flickr username. Once you choose your username, you can begin uploading photos instantly.

3. How can I upload photos to Flickr?

Once you've joined, adding photos to Flickr is done through a simple upload system.

At any time, you can upload pictures to our Flickr group → CUNY SPS group:

<http://www.flickr.com/groups/1364679@N23/>

Posting to groups is the main way photos get exposure.

4. How do I market on Flickr?

It is against the **Terms of Use** to “exploit for any commercial purposes” the Flickr/Yahoo service. Posting a photo specifically for the purposes of advertising a company, or products/services, etc., would be against the TOS and would turn off the Flickr community.

That said, *by being a smart and active contributor to the Flickr community, we can still get indirect marketing exposure via Flickr.* Here's how:

- a. Upload *quality* photos that properly represent CUNY SPS.
- b. Write appropriate text for each photo – not too much, not too little.
- c. Find and join appropriate groups and share your photos in those groups. For instance, there is an immigration group that could be related to our Immigration Law program. There are also plenty of education groups
- d. Think thumbnails - Sets, collections and individual images are represented by thumbnails. These are the visual elements that need to engage someone before they are inspired to click and delve further into your account. When you take and crop your photos, paying attention to how the thumbnails look matters.
- e. Tag properly - On Flickr, tags are a big reason that people can find images and tagging yours properly is a necessary step. Use the right descriptive keywords, but also check and see what people are already searching for and see if any of those tags may apply to your images.

- f. Share real time - The closer to your event you can get your photos up, the more likely it is that people will use them to refer to, share with others and drive traffic to.

5. How NOT to market your business on Flickr...

Don't spam.

- a. There's no need to stuff linked keywords into your photo descriptions, into the comments you leave on other's photos, etc.
- b. There's no need to plaster your URL all over the photos you upload.
- c. There's no need to post advertising messages in discussion groups.
- d. If you try these, all you'll do is turn-off the Flickr community.

6. How is CUNY SPS doing on Flickr?

As of April 2010, the CUNY SPS has one image uploaded onto its page, with plans on expanding.

*For more information please visit:

<http://www.flickr.com>

<http://www.smallbusinesssem.com/articles/marketing-on-flickr/>