Do I Need A Social Media Account?

Before building a new social media account, it’s important to remember that New York University already has an influx of accounts. At the present moment, there are over 600 Facebook accounts and 400 twitter accounts already in existence at NYU. By creating an account, you are choosing to enter a crowded space. Take a moment and ask the following questions before proceeding.

What is your reason for wanting to create a social media account?

This answer should be more than a simple need of wanting to reach more persons with your message. You should be able to define both short-term and long-term goals. In addition, if you are looking to create a page to support an event it is advised that you stop at this point. NYU Events can be supported by other social media accounts and should not be accounts themselves.

Will I/we be able to provide content on a regular basis in support of this account?

The ability to post consistently is important to social media success. While you may not need to post every day, depending on the social network, the ability to continuously support the efforts of your account is a must.

Is there another group on campus with a similar account or purpose with whom you can work with?

Duplication of purpose or need is harmful, not helpful. Collaboration with another group may be a better alternative in many scenarios.

In this account going to be supported by the group I represent on campus?

It’s important that the account will have proper support to ensure it has the structure to last and be apart of the role of one or more persons within your department. The social media account in question should also attached officially to a position/role.

Dead or inactive accounts reflect negatively on NYU. Social media lives 24/7, 365 days a week - one must be ready to support that time frame.

If taking the time to answer and reflect on these questions you believe a social media account would be useful to the group you represent on campus, you can now determine what social networks would be the appropriate choice.