GOOGLE+ PRO TIPS

Google+ allows you to connect with your audience in a plethora of new ways. It combines features from some of the more popular platforms into one — supporting GIFs like Tumblr and, before Facebook jumped on board, supporting hashtags like Twitter — but Google+ truly shines with Hangouts and Events.

As part of our Google Apps for Education agreement, NYU students can easily opt-in to Google+ using their NYU emails, creating a huge potential audience.

KEEP YOUR POSTS TIDY

While there isn’t a 140-character limit, keep posts brief, sharp, and to the point. Having more space than Twitter doesn’t mean you should post multiple paragraphs; use Twitter’s character limit as a good rule of thumb for how much your followers are used to consuming at a glance. When we have a lot to say, we create a Tumblr post, then share a link to it on Google+.

REMOVE LINKS AFTER LINK PREVIEW

Sharing a link on Google+ automatically creates a visually appealing link preview, which means you don’t need to keep the link in your text. There may be times when you don’t want a link preview, in which case you can remove the preview but keep the link. Whichever you prefer, don’t keep both. We keep link previews because they are more interactive than a simple text link.

USE HASHTAGS — BUT BE STRATEGIC

Hashtags can put you into already-existing conversations and make your posts easier to find by people following specific tags, such as incoming freshmen following — or constantly searching — the #NYU tag. We limit ourselves to around three hashtags per post, and use hashtags as part of the sentence when possible.

FIND A GOOD FREQUENCY

If Google+ is where your audience is most active, engage them with at least one post a day. If your audience lives elsewhere, but you have a Google+ account for events and Hangouts, keep your account alive and relevant by sharing a few of the posts you publish on other platforms to your Google+ page at least two or three times a week. Using a scheduling tool like Buffer or Hootsuite can help you plan when and how often posts are published (but allow room for non-scheduled posts as well).
TRACK YOUR AUDIENCE ENGAGEMENT
Use Google Analytics, or manually track the number of comments and +1’s, to determine what content works on Google+ for your brand.

EXPLORE GOOGLE+ HANGOUTS
When you’re ready to take audience engagement to a whole new level, host a live conversation with your followers via a Google+ Hangout On Air. Our NYU ProTips Live Hangout On Air was an incredible way to connect with incoming freshmen in 2013, but it took weeks of planning, coordination, and promotions.