



@laurentianu

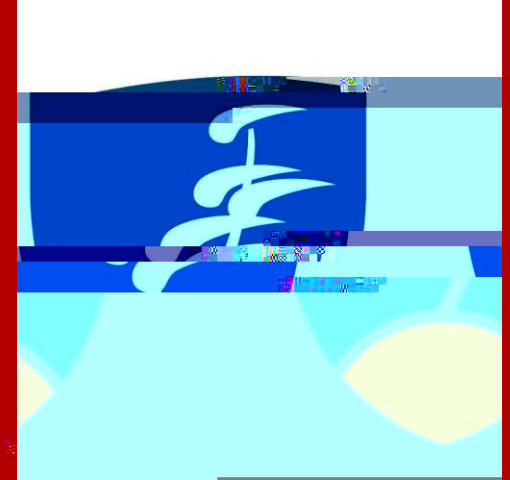


Introduction

This handbook is intended to empower those who manage Laurentian's various social media channels. It aims to help you achieve your goals, align with the university's goals, and to coordinate our efforts to nurture our online community.

Central accounts:

Facebook: @Laurentian University
Instagram and Threads: @laurentianu
Twitter: @laurentianu
TikTok: @laurentianu
LinkedIn: @Laurentian University
Youtube: @Laurentian University
Discord: @laurentianulaurentienne













Positive

Is the comment helpful
or complimentary to
your business?

Thank the user for the
content; consider
posting/sharing

Negative

Community Response

What is an inappropriate post? While the majority of comments from users will contribute to an active and interesting community, some will not. The actions below should be considered inappropriate and you should remove comments that:

- Use profanity and offensive language
- Include a personal attack
- Harass or embarrass other members
- Are an infringement on a copyright law or University policy
- Advertise a specific commercial service
- Include a threat of violence
- Are not appropriate for all ages
- Encourage intolerance toward a particular group
- Are included numerous times in a single thread
- Are not related to the original post and intend to direct attention to themselves
- Knowingly mislead other members



Social Media Channels

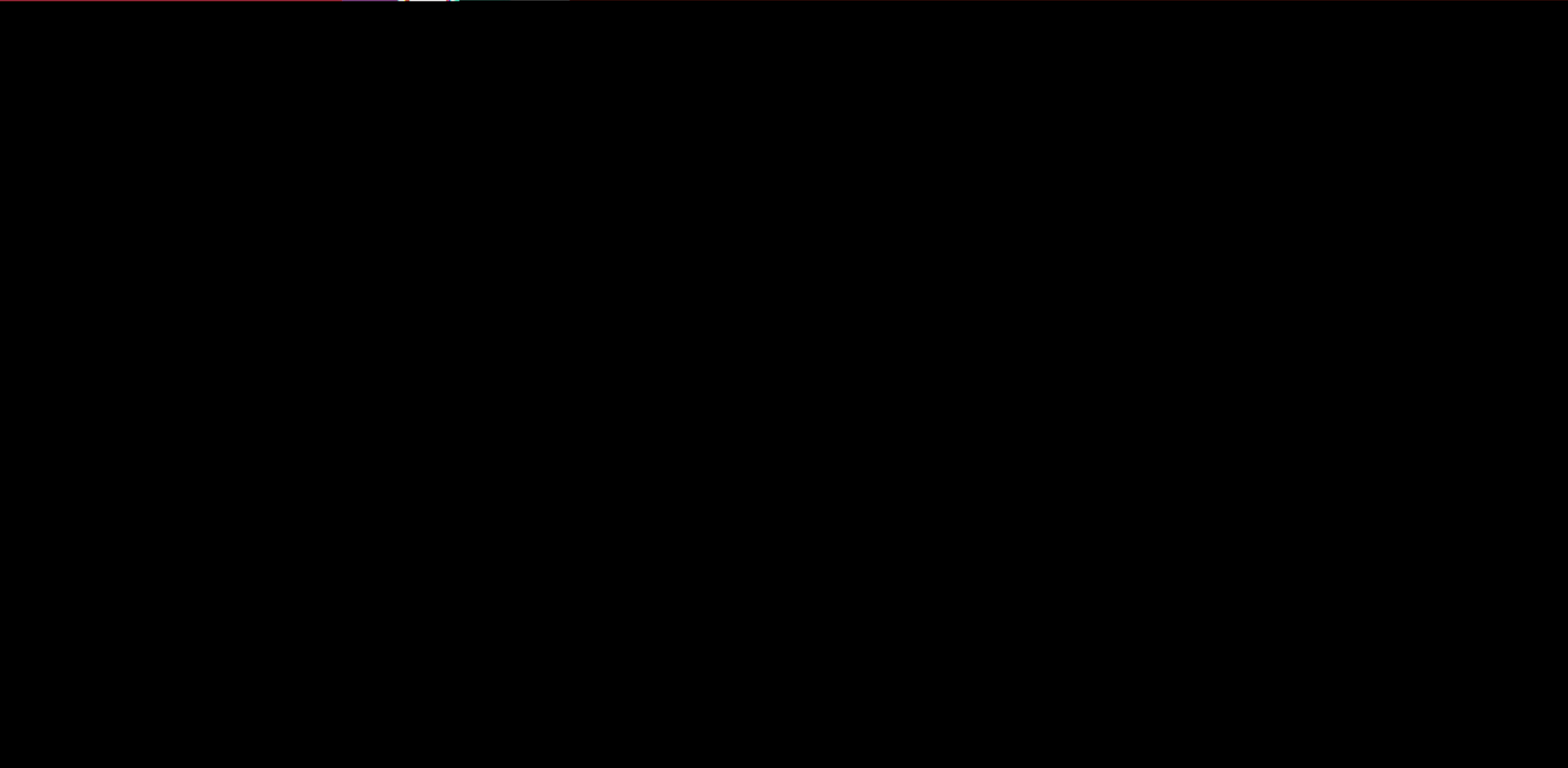
Each social media platform has a different set of characteristics, including style, tone,

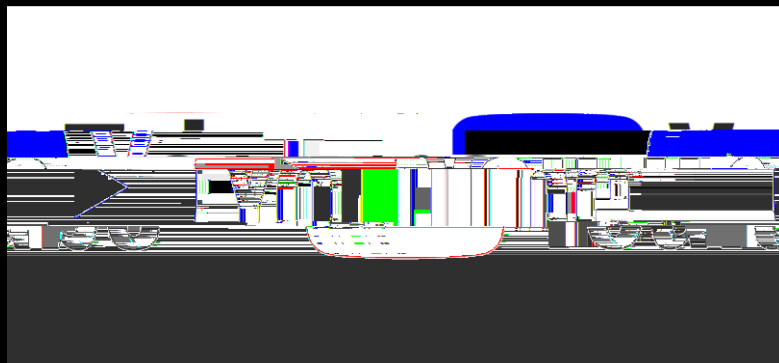
X: X, previously known as Twitter, enables users to share short











Contact