

Social Media Guidelines

A place to include best practices, style guidelines (syntax and grammar) and chapter guidelines (content, professionalism).

- For Facebook I use AP style, which is a journalism and web standard. Basically, don't use an Oxford comma and use titles before their names. Ex: "Amazon CEO Jeff Bezos" not "Jeff Bezos, the CEO of Amazon."
- Delete all links to articles to avoid messy-looking URLs. Keep links to forms, SEDS content, and SEDS/Sponsor applications.
- Use Bit.ly or another link shortener when using a link.
- **Audience likes** student news (global and national), SEDS/chapter content, what SEDS alum are up to, professional opportunities and internships, general space news and it's a hit or miss with pop culture.
- **Audience dislikes** general astronomy/space photos, backyard astronomy (no build-your-own telescope, when to catch a meteor shower) and sometimes dislikes heavy news pieces about far-off missions (cost, politics, etc.)
- **Must post:** Whatever SSPI tells you to, Whatever any other sponsor tells you to, when a board of advisors member or founder does something cool and SpaceVision highlights, anything in the Social Needs calendar. Try to link to our website when possible.
- Always verify the page you are @ mentioning goes to the official page.
- Always see the preferred way a chapter likes to be acknowledged (i.e. UCSD SEDS or SEDS at UCSD, Illinois Space Society, etc).
- Attribute quotes
- No cuss words on Facebook as it is currently our most public facing platform, as of now. AKA it's where the major announcements are boosted and shared. Use discretion with other platforms.