

SOCIAL MEDIA: TAKING YOUR ACTIVITY TO THE NEXT LEVEL

How to use our online community
for your professional benefit.



HBS

Association of Northern California

Connect | Inspire | Impact

1 Spend time visiting the social media handles of your peers/social media mentors

Look to colleagues in your field or other thought leaders for inspiration in terms of social media best practices that feel authentic to you. Feel free to engage with their posts (like, comment or share), as if you were nodding and commenting during an in-person conversation

2 Start posting new conversations. Ideas for posts to consider include:

- Recent articles that you read
- Recent presentations that you have seen
- Coworker's articles/presentations that you find interesting
- Ideas from talks/conferences
- Current events in your organization
- Anecdotes from personal/professional life that you feel comfortable sharing

3 When you tag us, the Harvard social media teams see your posts in our feed. With this information, we hope to amplify your voice.

#HBSAlumLife | @HBSANC | #HBSANC
@HarvardHBS | @HBSalumni
@HarvardAlumni | #weareharvard
| #harvard2020

Key Takeaway: Feel free to consider the HBS social media community somewhat like the dynamic dialogues you experienced in classes at HBS, where the learning is based on conversation among peers. On social media, your role, by both listening and contributing your own voice, results in new insights for you and your colleagues. Feel free to contribute often. Thank you for lending your voice.

The HBSANC Club Marketing Team looks forward to hearing from you!