@CornellDining

- Promote events & specials
- Tout people & activities
- Connect with community
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- What’s Twitter all about?
- “Micro-blogging,” outreach
- Photos and links
- 140 characters, self-contained
Who’s just tweeted?

Don’t step on others’ tweets.
Got to switch accounts?

Go to the Me page and tap the people icon.
Tweet from the right account!

Be careful when retweeting, liking, replying, or otherwise reacting.
Got a crisis?

Go ahead and tweet, but let us know, too!
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- Avoid “text-speak” like “u”
- Mention others when appropriate @CornellDairy @CornellCALS
- Hashtag important and recurring topics like #MenusOfChange, #Farm2Fork, #Vegan, etc.
- Don’t hashtag just for its own sake
• Use real names, not nicknames for our eateries and buildings. (Amit Bhatia Libe Cafe, not Olin; Atrium Cafe, not Sage, etc.)
What connects?

- Awards, accolades
- More about the readers than us
- What do they need from us?
Are you sharing all the details the reader needs to know?

- Location(s), price, conditions?
- Start and end dates?
- Photo if available
Something new? Something special?

Cornell Dining @CornellDining · Sep 10

Perfect day to try the NEW Pasta By Design station at Trillium! Tortellini? Penne? Marinara? Alfredo? YES.
Timing is everything

- National Cookie Day? Jump on!
- National peanut butter recall? Nope.
Timing is everything

- Plan ahead for a promotion
- Don’t over-tweet
- Check who’s just tweeted
- Aim for early in class breaks

(9:55-10:10, 11:00-11:15, 12:05-12:20...)

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What’s wrong with this picture?
What’s wrong with this picture?
Find good natural light. No flash!
Get in for a close-up. Hold still.
Twitter – Food Photos

- Is the plate clean or spattered?
- What’s in the background?
• Hold still to catch a sharp picture.
• Or how about an action shot?
• Initial your tweet! ^mha
• Stick to Cornell Dining content!
• Avoid politics – even food politics!
• Be careful with humor.
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• Replies to your tweet?  
  Go ahead and respond!
• Unrelated mentions?  
  Please leave them to us.
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- Feel free to like or retweet from your own Twitter account
- Interacting with @CornellDining means more people may see it
• Complaints? Don’t be defensive! Please let us know right away.
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Any questions? Need help?

❖ mha1@cornell.edu
❖ gm479@cornell.edu