



## Cornell Dining Twitter Guidelines

*Content curation is the process of collecting and organizing information relevant to a particular topic or area of interest.*

In an effort to bring a wider variety of authentic voices to Twitter, Cornell Dining would like select staff members to participate. You have been identified as someone who may be interested in this opportunity to engage Cornell Dining followers by curating and posting content about your eatery.

### Guidelines:

[Content Curation](#) | [Content Guidelines](#) | [Cornell Dining Hashtags](#)

### Supporting Documentation:

[How to use Twitter for your business \(best practices\)](#)

[Hootsuite Podium - The Fundamentals of Social Media Marketing \(free courses\)](#)

## Content Curation

Twitter - <https://twitter.com/CornellDining>

- Tweet: Required, Character limit: 140
- Hashtag: Recommended
  - Reference popular "[Cornell Dining Hashtags](#)" list for options
  - Hashtag dining locations. Examples could include: #IvyRoom, #NorthStar, #Risley
  - Reuse as much as possible to brand relevant hashtags
  - Ideas for new and reusable hashtags encouraged. Send them my way!
- Media: Optional
  - Photo
  - Video
  - Editorial
- Tagging: (include @NAME tag-if available-for any company or non-profit organization mentioned in Tweet)

## Content Guidelines

### Text

- Use correct names for eateries rather than back-of-house or student nicknames
- Be sure to specify dates or hours an item is available or a special offer is in effect

### Images

- Facebook and Twitter show landscape (horizontal) previews, so format photos horizontally except in rare cases
- Use natural light rather than flash, which makes images look unnatural
- Get in close and hold still!

## Cornell Dining Hashtags

#MenusOfChange

#CulturalFood

#Farm2Fork

#5DaysOfFive

#Kosher

#CornellDiningNow

#Vegan

#GlutenFree

#Vegetarian

#CornellDairy

#MugClub

#LocalFood

#BestCampusFood

#ThinkNutrition

#FallHarvestDinner

#FlavorStation

#MobileDiningApp

#PlantFocused

#ThinkProduceFirst

#reThinkFood

#NorthStar

#Risley

#RPME

#Oakenshields

#BeckerHouse

#CookHouse

#Jansens

#KeetonHouse

#RoseHouse

#104West

#BearNecessities

#DairyBar

## Questions, Comments or Suggestions?

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