AIA Committee on the Environment

Social Media and YOU: a guide to platforms and posting

For all social media and engagement platforms, please keep in mind:

» Anything you post or repost on a platform will be linked to your personal account, regardless of where it originated. Make sure you understand the content you are sharing. When content includes a web link please open it yourself.

» Remember to provide credit in a repost from where you receive the original content, either using a screenname or handle (the @) or a hashtag (#).

» Social media platforms encourage opinion. If another account owner starts to debate you on content you are reposting from AIA National, please alert the Communications Committee for the best means of response. Often the best option is to ignore the antagonizing entity.

» You might be able to use the same content or posting on multiple platforms, as all use hashtags and there can be a lot of overlap. Instagram, for example, gives you the option to post simultaneously on Facebook and Twitter Spreading the word can be made quicker with a copy / paste.

WHEN TO USE TWITTER

» Quick announcement, including searchable hashtags, to reach the COTE community & beyond.

» Article with a weblink that would benefit the COTE community and COTE's followers.

» Note of praise or congratulations for a Top Ten winner, or an AG member.

» A retweet of AIA National or a local component that may be of interest to the community.

» Note the official Twitter account for AIA COTE is @AIA_COTE.

» Currently the account has over 3,800 followers.

Julie Hiromoto
@Julie_Hiromoto

TOMORROW we will announce the 2020 @AIA_COTE #TopTen winners. @AIANational

Kira Gould @KiraGould · 5/19/20
news from @AIA_COTE: read May letter from chair Julie Hiromoto re jurors for 2020 #COTETopTen (winners will be announced THU!) + links to AIA #climateaction🌍, as COVID-19 sharpens clarity re public health +...

WHEN TO USE INSTAGRAM

» You want your followers to know about something COTE or AIA published, accomplished, or circulated.

» To repost something from the AIA National account (such as images of a Top Ten project).

Note: AIA COTE does not have a formal IG presence, so your primary audience will be your followers.

aianational
Amherst College

Liked by gmottola52 and 596 others
aianational 2019 COTE® Top Ten:
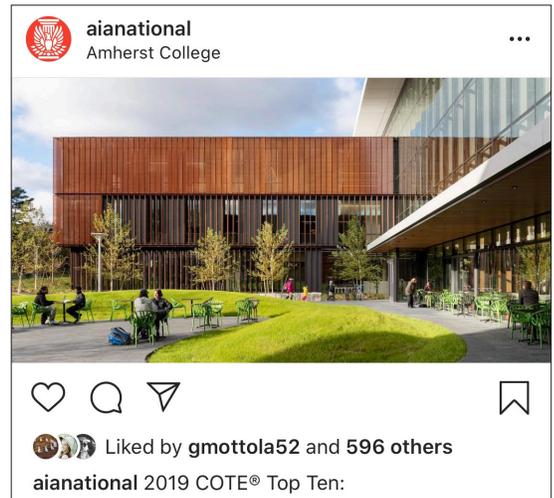
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WHEN TO USE FACEBOOK

» When you want your Facebook friend network to know about something COTE or the AIA has published, accomplished, or circulated.

Note: AIA COTE does not have a formal presence on Facebook, so your primary audience will be your Facebook friend network.

WHEN TO USE LINKEDIN:

» Posting a longer format article with link that you want your LinkedIn network to know about (for example, an article from the monthly e-newsletter).
» An article with a weblink that would benefit the COTE community and your personal connections.
» A note of praise or congratulations for a Top Ten winner, or an AG member, for an accomplishment.
» If you post within the group, the content only reaches the group members. But, if you post a COTE link or content in your personal feed, it is seen by all of your LinkedIn Connections.

Note: AIA COTE has a LinkedIn group set up that members of the group can post to. Membership approval is required though, so please request membership if you'd like to join the conversation. Currently the group has just over 1,000 members.
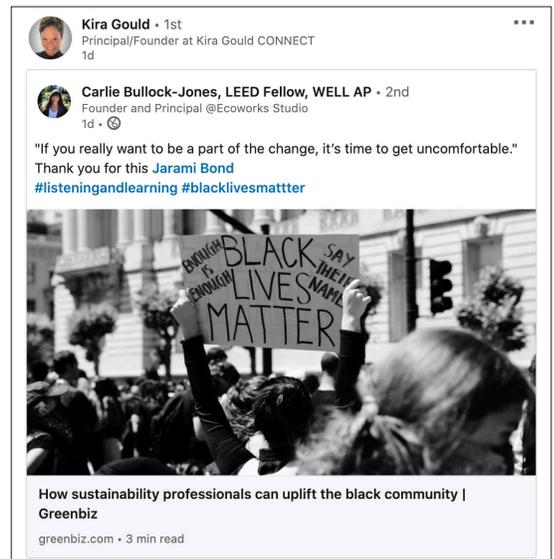
Sample of a COTE member resharing a post originally published in the AIA COTE LinkedIn group.

Want to post a longer format opinion or conversation piece targeted at AIA COTE members? Use **KnowledgeNet.** Need to contact local AIA COTE committee leaders in components around the country? Use **Basecamp.**

Note: both of these platforms are maintained by AIA and require membership and/or content approval. Ask a Communications Committee member for more information or how to get started.

A quick guide to Twitter

AIA COTE Top Ten
#COTETopTen

American Institute of Architects
@AIANational

AIA COTE
@AIA_COTE

Mary Ann Lazarus FAIA, LEED AP
@lazarusmal

Jon Penndorf FAIA, LEED AP
@SnarkitectDC

Karen Robichaud
@karenelainer

Kira Gould
@KiraGould

Mike Davis FAIA, LEED AP
@MikeDavisFAIA

Julie Hiromoto AIA, LEED AP, WELL AP
@Julie_Hiromoto

AIA Resilience
@AIA_Resilience

AIA Media
@AIA_Media

@ signals a reference to a person or organization

Example: @AIANational is the AIA; @SnarkitectDC is Jon Penndorf. Look for the ✔ symbol for Twitter verified accounts.

Use: "Great seeing @**KiraGould** at the @AIA_COTE #OpenForum!"
Use: "@**SnarkitectDC**, congrats on your elevation to Fellowship!"
Use: "Fantastic summary of research by @**AIA_COTE** onhigh performing firms. Thanks, @**LanceHosey**."

signals a topic

You can search by hashtags and setup notifications to get alerts when a specific hashtag is used, similar to Google Alerts.

Example: **#resilience #Architecture #WomeninGreen #LowCarbon**
Many events or campaigns create a **#hashtag** to track conversation
#COTETopTen for the COTE Top Ten recipients
#ArchGrad20 is for the AIA's campaign sharing commencement messages with the 2020 graduating class of architecture students

It's important to get the spelling right in a hashtag so others can find your message and join the conversation.
Example: use **#COTETopTen** and not **#COTETop10**

Use: "How many **#AIA** firms have signed the **#2030Commitment**?"
Use: "3 small-scale **#passivehouse** projects offer huge returns."

Hashtags are meant to track popular topics. Often you hear of terms that are trending which refers to topics that 'explode' in popularity.
Under the 🔍 icon, you'll find a trending tab. This tracks the most popular hashtags at any given time.

Some other abbreviations commonly used on social media:
ICYMI: "in case you missed it"
IMO / IMHO: "in my (humble) opinion"
FWIW: "for what it's worth"