#BrandeisWOW: A day in the life of a WOW recipient Twitter series

**Overview**
The intention and purpose of #BrandeisWOW is to provide an additional outlet for World of Work recipients to share their summer experience in real-time, while offering valuable advice and insight to fellow students. This program acts as a platform for participants to reinforce the importance of engaging in an internship or fellowship experience in a variety of organizations and industries.

During the course of one to two days, WOW students will take over the Hiatt Career Center (@HiattatBrandeis) Twitter account. After agreeing to participate, you will be contacted by a Kristin Menconi (assistant director of marketing & communications) via email to schedule a date to tweet about your day. You will receive personalized login information for the @HiattatBrandeis Twitter account the day before your scheduled time. We encourage you to contact our office with any questions or concerns prior to your scheduled date of tweeting.

**Guidelines & Policies**

**Maintain Brandeis University Confidentiality**
Do not post confidential or proprietary information about Brandeis University, its students, alumni or employees. Keep in mind that you are posting with a Brandeis University username and followers may not know you personally. Be respectful with each tweet as what you say reflects directly on the University.

**Compliance with Social Media Policies**
Prior to agreeing to participate, please review and become familiar with your employer’s social media policies and guidelines. Be aware of any restrictions relating to photos, names, location, logos, links/mentions of the organization, etc. It is strongly encouraged that you inform your direct supervisor of your participation.

**Note:** If you are working with children, there may be additional policies related to taking photos or mentioning children by name/location. You must verify this policy with your employer before posting any photos or information. If you are unsure, it is best not to share this information.

**Responsibility**
Participation in #BrandeisWOW is not a right but an opportunity, so treat it seriously and with respect. Be mindful of those you work with and ask permission if you plan to post photos or mention them in tweets.
Engagement Expectations and Tips
We understand that not everyone’s workday consists of a 9-5 schedule, which is why we encourage you to share other related information during times you may not be working. These can include your commute, work-life balance, how you are adapting to a new environment/ location, etc. Being relatable is a huge plus in connecting with the student audience and community.

Tips
We have included some tips and recommendations to help you make the most out of your experience. It is encouraged that you share specific examples of what you are doing and not just a series of short tweets.

Getting Started:
• A few days before you are scheduled to tweet, spread the word using your own personal networks (Twitter, Facebook, LinkedIn) regarding your participation.
• Set up any platforms you plan on using such as TweetDeck or the Twitter mobile app to help you efficiently engage and tweet out information. (This is not required)
• Start out by introducing yourself, including your name, class year, major, your internship site and the type of WOW award you received.
• Plan to tweet at least one to two times per hour throughout the day.
• If applicable, tag the organization you work for. Each tweet should also include #BrandeisWOW

Tweeting:
• Engage with followers by asking them questions (i.e. ask them to share their major, what internships they are doing this summer, etc.) Although activity may be slower during the summer months, you have the ability drive topics and conversation.
• Monitor, respond and retweet incoming tweets from users interacting directly with you. They may be responding to your tweet, sharing additional advice and information or giving you kudos. You will see this interaction through the @HiattatBrandeis account or the #BrandeisWOW hashtag. Don’t engage with users that are being inappropriate and/or offensive.
• Include specific examples from your day. How did you find this opportunity? What are you working on? What are your goals? How does this experience
impact you academically at Brandeis? What are you learning? What are you struggling with?

- Maintain accuracy with each post that you make. Verify that you have all the facts and use links when referencing external sources (if necessary).
- Include photos from your day. They can consist of where you are in the world, your workplace and especially yourself. Photos have a higher engagement rate, which will provide more interaction and retweets of your content.
- **Tip:** Photos must be taken horizontally on your device, not vertically.

**Samples of Tweets:**

**Introduction:**
@HiattatBrandeis: Hello from Boston! This is @kmcononi ’17 & I’m excited to share my internship experience with you w/ @Celtics #BrandeisWOW
@HiattatBrandeis: I am a business major minoring in #marketing at @BrandeisU. This summer, I am the game day intern w/ @Celtics #BrandeisWOW
@HiattatBrandeis: What are other #Brandeis interns up to this summer? Are you working in #sportsmarketing? #BrandeisWOW

**Workday:**
@HiattatBrandeis: Things can get busy around here. Being organized is always key #BrandeisWOW

@HiattatBrandeis: Tonight @Celtics have a game so I need to take photos of the players warming up for social media #BrandeisWOW
Signing Off:
@HiattatBrandeis: My day is ending here @Celtics. It’s been a pleasure sharing my workday with all of you. #BrandeisWOW
@HiattatBrandeis: Interested in learning more about #BrandeisWOW? Feel free to contact me via @kmenconi

Signing Off:
- Notify your followers that you are ending your day. Include some closing remarks about your experience and say goodbye. After your final tweet, log out of all platforms and devices linked to the @HiattatBrandeis Twitter account. The password will be changed promptly after your session ends. If any concerns arise, please contact Kristin Menconi, assistant director of marketing and communications in the Hiatt Career Center: kmenconi@brandeis.edu or 781-736-8718.
- Even if you don’t receive a lot of activity, it’s important to know that the information you shared will be used for multiple purposes including marketing for the WOW program. Overall, your participation makes a large impact and impression on the Brandeis community.

We require that all #BrandeisWOW participants have some comfort using Twitter. If you would like a brief tutorial, we would be happy to schedule an overview with you.
Agreement

I, _______________________________________________________, agree to tweet as part of the Hiatt Career Center’s #BrandeisWOW Twitter series on ______________ (date). I understand that the purpose of this is to share my summer experience in real-time while offering valuable advice and insight to fellow students.

I hereby grant permission to the Hiatt Career Center to store, print, edit, display and distribute any of the content featured in my #BrandeisWOW Twitter posts. This includes photos, videos, quotes and other content.

Name: ____________________________________________

Date:______________________________________________