

LOOK & FEEL

- Agency logos must be displayed at the page profile image
- Official migov social banner must be displayed as part of the cover image
- Usernames should clearly identify your SOM department, agency or program
Examples: Facebook www.facebook.com/michiganLARA
Twitter @MichDeptofAg
YouTube www.youtube.com/miofir
- Official michigan.gov websites must be listed as part of contact information
- An email address and/or phone number should be provided for quick, easy assistance

CONTENT

- Content must be relevant to your agency, work and activities within your agencies, or relevant third-party content (news articles, video, photos)
- Should contain links back to your agency's corresponding michigan.gov website when possible.
- Images and videos must be available on corresponding SOM accounts, no personal media storage accounts should exclusively host content
- Content should encourage engagement from constituents and customers

TIMELINE

- Dimensions: Cover 851 X 315; Profile 180 x 180; Tab 111 by 74; Milestone 843 by 403; 120dpi
- Opportunity to build in historical data through Milestones – double width
- Recent posts now primary on page, making community management and response even more of a priority.
- Highlighting content allows you to flag something for up to seven days to stay primary on your page (top)
- Page followers now have the ability to privately message page administrators
- Increased insights and new administrator drop down panel
- Visual content will appear larger than any text. This places a major emphasis on images, video and graphics.

INFOGRAPHICS

- Information graphics or infographics are graphic visual representations of information, data or knowledge
- Provide avenue to present complex information quickly and visually
- Due to the condensed visually pleasing information display – Infographics are easily sharable across networks with no character limit
- Consider utilizing quotes, events, statistics or program highlights

FACEBOOK

The screenshot shows the MIgov Facebook page. The cover photo is a large image of the Michigan State Capitol building. The profile picture is the MIgov logo. The page name is 'MIgov' with '1 like' below it. The bio reads 'Government Organization' and 'A place for Michigan's online community of citizens to connect with their government. www.michigan.gov'. The 'About' link is highlighted. The page shows a post from 'MIgov' shared from the Michigan Economic Development Corporation's album, dated Tuesday. The right sidebar shows the date 'Now' and a list of years from February to 1847, with 'Created' at the bottom.

Official logo

Official michigan.gov website

Easily identifiable department name

Information easily identifying the department

MIgov

MIgov

MIgov shared Michigan Economic Development Corporation's album. Tuesday

Follow visual highlights of Governor Rick Snyder For Michigan on the Michigan Economic Development Corporation Facebook page - as he connects with European companies to explore investment

Recent Posts by Others on MIgov

Jacob Pratt
Header looks great. Looking forward to some exciting updat...
Tuesday at 2:15pm

Michigan Secretary of State's Office
2 friends also like this.

TIPS:

- List fellow state departments or agency pages in your favorites section
- Post a variety of content (photos, video, etc.) rather than only links.
- When referencing other programs or agencies on Facebook, use the @ symbol first to “tag” them in your update
- Tag employees or followers in photos when appropriate to increase views
- Post regularly. Stagnant and dead accounts are damaging to your agency and the State of Michigan as a whole.
- Post strategically. Multiple posts at one time increase the chance that your content will go unread by followers’. Consider using third party applications that allow you to schedule posts in advance

TWITTER

The image shows a screenshot of the Michigan.gov Twitter profile page. Several callout boxes highlight key features:

- Easily identifiable department name:** A box pointing to the profile name "Michigan.gov" and the bio "Official State of Michigan Portal".
- Official logo:** A box pointing to the profile picture, which is the "Mlgov" logo.
- Official michigan.gov website:** A box pointing to the bio link "http://www.mi.gov".
- Information easily identifying the department:** A box pointing to the bio text "Official State of Michigan Portal" and the website link.

The profile page includes a header with the name "Michigan.gov", bio "Official State of Michigan Portal", and website "http://www.mi.gov". It also shows statistics: 1,077 tweets, 163 following, and 10,904 followers. The main content area displays a "Tweet to Michigan.gov" input field, a "Tweets" list with several posts from Michigan.gov and other users, and a "Similar to Michigan.gov" section with profiles of Lt. Governor Calley, Andy Levin, and SCGOV.

TIPS:

- Use relevant keywords to make your account easy to search for
- Use hashtags (#) where applicable to draw attention to events or resources
- Retweet relevant information when appropriate
- When responding to inquiries, tweet the resolution to the problem for other customers
- Tweet regularly. Stagnant and dead accounts are damaging to your agency and the State of Michigan as a whole.
- Tweet strategically. Multiple posts at one time increase the chance that your content will go unread by followers'. Consider using third party applications that allow you to schedule posts in advance
- Follow back the people that engage with your agency's account.
- Follow official SOM list – and create individual lists for partners and topics to share

YOUTUBE

Easily identifiable department name

The screenshot shows the YouTube channel page for 'michigangovernment'. At the top, there is a banner with the 'Mlgov' logo and social media links for Michigan.gov, Facebook, Twitter, and YouTube. The channel name 'michigangovernment' is prominently displayed with a 'Subscribe' button, 68 subscribers, and 6,449 video views. The page is divided into sections: 'Featured', 'Feed', and 'Videos'. The 'Videos' section shows a list of uploaded videos, including 'Autism Month Video', 'Completing the Gateway', and 'Blue Diamonds II'. A right-hand sidebar contains an 'About michigangovernment' section with social media links for Twitter, Facebook, and the official Michigan.gov website. Below this are sections for 'Latest Activity', 'Date Joined', 'Featured Playlists', 'Uploaded videos', and 'Featured Channels'. Annotations with arrows point to various elements: 'Easily identifiable department name' points to the 'Mlgov' logo; 'Appropriate thumbnail image' points to the video thumbnail for 'Autism Month Video'; 'Detailed title, description & tags' points to the title and description of 'Completing the Gateway'; 'Social platform integration' points to the social media icons in the 'About' section; 'Official michigan.gov website' points to the website link in the 'About' section; and 'Identified SOM channels featured' points to the 'Michigan Dept of Agriculture &...' channel in the 'Featured Channels' section.

TIPS:

- Dimensions: Background 1920 X1500 Banner up to 150 pixels
- Videos must obey all copyright and licensing laws
- Be sure videos you “favorite” or accounts or “follow” meet content guidelines
- Always provide a video description with official content link
- Double check thumbnail images for appropriateness
- Add official SOM accounts to your list of favorites or featured accounts