**Social Media Checklist for INCOSE**

**General Social Media Principles:**

* INCOSE is the world’s authority on Systems Engineering and should provide an externally-facing voice on the vision of SE and issues related to SE
* INCOSE is volunteer-led
* Engaging with our internal and external audiences is important for growing Systems Engineering and INCOSE
* Members should communicate using professional opinions when representing INCOSE. Please see the INCOSE Code of Ethics: <http://www.incose.org/about/leadershiporganization/codeofethics>.

**Social Media Logistics** – All members representing INCOSE should use at least one of the channels listed below. If unable to do so directly, the member can send information to [marcom@incose.org](mailto:marcom@incose.org) for posting.

**Twitter** – [www.incose.org/twitter](http://www.incose.org/twitter)

🗹 Post at least one tweet per day while at an event

* Include @incose\_org in your posts while representing INCOSE
* Including event sponsor or speaker organizations will increase exposure
* Attaching images or short videos will increase exposure
* Tone of the tweet can be conversational
* If tagging a twitter account at the start of the tweet, use a period prior to @ in order to increase potential exposure. This only needs to be done if you are tagging a twitter account at the start of the tweet.
  + For example, when tagging @incose\_org at the beginning of the tweet, the tweet should read [.@incose\_org](mailto:.@incose_org) instead of @incose\_org
* Add hashtags (#) so posts appear in trending topics. Please contact [marcom@incose.org](mailto:marcom@incose.org) for suggested hashtags, as appropriate.

**Facebook** – [www.incose.org/facebook](http://www.incose.org/facebook)

🗹 Post one Facebook entry per event to the INCOSE Facebook group

* Describe how you are representing INCOSE and what was learned/gained from the event
* Tone of the entry can be conversational and personal
* Consider describing next steps or follow up activities and how others can get involved
  + Highlight any upcoming events
* Consider asking the audience a question related to the topic to get them involved in a conversation.
* Attaching images or short videos will increase engagement
* Add hashtags (#) to your entry. Please contact [marcom@incose.org](mailto:marcom@incose.org) for suggested hashtags, as appropriate.

**LinkedIn** – [www.incose.org/linkedin](http://www.incose.org/linkedin)

🗹 Post one LinkedIn entry per event to the INCOSE LinkedIn group

* Describe the event and the INCOSE involvement
* Consider describing next steps or follow up activities and how others can get involved
  + Highlight any upcoming events
* Tone of the entry should be more professional than Facebook/Twitter and should not repeat Facebook entry
* Consider attaching an image to increase engagement