**SOCIAL PLATFORMS**

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| **PLATFORM NEED** | **DEMANDS** | **SOLUTION FOR REVIEW** | **Approved** |
| FACEBOOK address |  | Facebook.com/utcinnovationcenter - **RECOMMEND** |  |
| TWITTER address | Twitter caps the @ name at 15 characters.  Best is likely the one that begins with utc identifier.  The Twitter site will show: **UTC Innovation Center** name | @utcinnovation is already taken (but it is not being used)  **@utcinnovates is available - RECOMMEND**  @innovationutc is available  @innovateutc is available |  |
| GOOGLE + address | Google + name is subject to review in the registering process; we should have a backup plan. | <https://plus.google.com/+utcinnovationcenter> - **RECOMMEND** |  |
| LINKED IN Showcase Page (a subpage of United Technologies company page) | Company Name | **UTC Innovation Center - RECOMMEND** |  |

**FACEBOOK**

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|  |  |  | Approved |
| FACEBOOK short description | 155 characters maximum | UTC’s Innovation Center delivers information, immersing visitors in the sights and sounds that demonstrate the power of UTC’s products and technologies. |  |
| FACEBOOK long description | No set character limit; limited by environment and viewer tolerance | The UTC Innovation Center is designed to immerse the visitor in information and demonstrate the power of UTC’s signature products and technologies.  United Technologies Corporation (UTC) provides a broad range of high-technology products and services for the global aerospace and commercial building industries.  UTC aerospace businesses include Sikorsky helicopters, Pratt & Whitney aircraft engines and UTC Aerospace Systems. UTC Building & Industrial Systems, the world’s largest provider of building technologies, includes Otis elevators and escalators; Carrier heating, air-conditioning and refrigeration systems; and fire and security solutions from brands such as Kidde and Chubb.  The Company maintains a central research organization, United Technologies Research Center, as the company’s innovation hub, supporting the development of advanced technologies to improve the performance, energy efficiency and cost of UTC products and processes.  UTC companies across the globe employ more than 212,000 people.  UTC’s Employee Scholarship Program has invested more than $1.1 B since 1996 to help employees pay for tuition, fees and books to earn more than 36,000 degrees. From 2006 – 2013, UTC companies have reduced non-greenhouse gas emissions by 71% and reduced worldwide water consumption by 53%.   As we grow in markets around the world, we bring with us a belief that financial performance and corporate responsibility go hand in hand. Our high-performance culture attracts the best people in their fields – people of diverse backgrounds working together to solve complex problems for a better tomorrow. |  |

**FACEBOOK GENERAL SETUP DECISIONS TO GET STARTED**

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| FACEBOOK General setup decisions |  | **NOTE: these settings are standard for FACEBOOK. We are just including them as information. However, if you need something changed we will attempt to do that.** | Approved |
|  | Page Visibility: | page published - **recommend** |  |
|  | Posting Ability: | Anyone can post to my Page timeline; Anyone can add photos and videos to my page timeline - **recommend** |  |
|  | Post Targeting and Privacy: | Privacy control for posts is turned off - **recommend** |  |
|  | Messages: | People can contact my Page privately - **recommend** |  |
|  | Tagging Ability: | Only people who help manage my Page can tag photos posted on it - **recommend** |  |
|  | Country Restrictions: | Page is visible to everyone - **recommend** |  |
|  | Age Restrictions: | Page is shown to everyone - **recommend** |  |
|  | Page Moderation: | No words are being blocked from the Page  **- recommend** |  |
|  | Profanity Filter: | Turned off – recommend changing to “Turned on”  **Set to ON** –**recommend** |  |
|  | Similar Page Suggestions: | Choose whether your Page is recommended to others  **“Your page will be suggested to people when they like other pages that are similar to yours. Also when someone likes your page, they may see a unit on page timeline suggesting similar pages they may like. “**  **Set to yes - recommend** |  |
|  | Replies: | Comment replies are not yet turned on for your page **-this would keep people from replying to comments from other people to UTC innovation center page posts. I’m thinking we don’t necessarily want to foster conversations between followers under individual posts.**  **Set to Off - recommend** |  |
|  | Merge Pages: | Merge duplicate Pages  **Set to No - recommend** |  |
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| Facebook General Setup Decisions continued | SETTINGS | **NOTE: These settings are filled in by the user. We have attempted to fill them in with available knowledge. Let us know if changes are needed.** | Approved |
|  | Name: | UTC Innovation Center |  |
|  | Facebook Web Address: | facebook.com/utcinnovationcenter |  |
|  | Category: | Companies & Organizations |  |
|  | Subcategories: | NA |  |
|  | Address: | (Please fill in street address)  Washington, DC |  |
|  | Start info: | Oct 30, 2014 |  |
|  | Hours: | By appointment only  (or fill in hours of operation, if you prefer) |  |
|  | Short Description: (155 characters max) | (see above) |  |
|  | Impressum: | NA |  |
|  | Long Description: (no limit) | See above |  |
|  | General Information: | UTC’s Innovation Center delivers information, immersing visitors in the sights and sounds that demonstrate the power of UTC’S products and technologies. |  |
|  | Price Range: | NA |  |
|  | Parking: | NA |  |
|  | Public Transit: | NA |  |
|  | Phone: | NA  (or please fill in if you want to include) |  |
|  | Email: | (Please fill in an email address) this is an email that DISPLAYS on the site. Just like a phone number for the Center, and other general contact info. |  |
|  | Website: | NA |  |
|  | NOTIFICATIONS (choose an option) | On Facebook   1. Get a notification each time there is activity on your Page or an important Page update 2. Get on notification every 12-24 hours of all activity and updates on your Page during that time 3. Off   **RECOMMEND: OPTION 2. - yes** |  |
|  | Email | 1. Get an email each time there is activity on your Page or an important Page update 2. Off   **RECOMMEND OPTION 1. - yes** |  |
|  | LIKES : | You have liked \_\_\_ pages. These pages are shown on your page. Up to five pages are shown at a time, and you can specify which of your liked pages always rotate there by selecting them as featured. (Add Featured Likes)  **RECOMMEND – NO ACTION AT THIS TIME** |  |
|  | Page Owners: | When you add a featured page owner:   * Their personal information will be publicly displayed in the About section of this Page * This Page will be shown on their personal profile   (Add Featured Page Owners)  **RECOMMEND - NO** |  |
|  | Page Roles | We will need to add page managers to this page. People that have facebook profiles that UTC would use to post to the page. We assume adding Maureen and Marty is appropriate along with a couple of BRC staff members required for setup and support. If Marty would like additional people to be added we would need their names and email addresses associated to their Facebook accounts.  **RECOMMEND – MAUREEN, MARTY, RYAN BRANDT, JAY DECATOR, LINDA BRANDT – ANY ADDITIONAL NAMES FROM MARTY** |  |