MARKETING AND COMMUNICATIONS

SPREDFAST CONTENT TAGGING GUIDE

HBS EVENTS

HBS Event - Bridges
HBS Event - Chao Center
HBS Event - Commencement
HBS Event - Dean’s Challenge
HBS Event - FIELD
HBS Event - Health Acceleration Challenge
HBS Event - NVC
HBS Event - Peek
HBS Event - Precision Trials Challenge
HBS Event - President’s Challenge
HBS Event - Reunions
HBS Event - START
HBS Event - SVMP
HBS Event - Wellness Week
HBS Event - Health Acceleration Challenge

CAMPAIGNS

Campaign - Cold Call
Campaign - Commencement
Campaign - First Year Experience
Campaign - Follow Friday
Campaign - HBS Chat
Campaign - HBS Difference
Campaign - HBSSelfie
Campaign - Homepage
Campaign – LifeatHBS
Campaign - Next Stop HBS
Campaign - Summer Engagement
Campaign - Portrait Project
Campaign - The Business
Campaign - Throwback Thursday
Campaign - W50
Campaign - Where Is It Wednesday
Campaign - #FeelingFriday

CONTENT TYPE

Content - Articles from HBS
Content - Articles from the Press
Content - Audio
Content - Blogs
Content - Book
Content - Breaking News
Content - Campus Photo
Content - Cartoon
Content - DATA
Content - Infographic
Content - Photo
Content - Press Release
Content - Profile
Content - Promoted Post
Content - Question
Content - Storify
Content - Survey
Content - Tumblr
Content - User Generated Content

TOPICS

Topic - Advice
Topic - Award Winner
Topic - Business History
Topic - Careers
Topic - Consulting
Topic - Economics
Topic – Education
Topic - Entrepreneurship
Topic - Environment
Topic - Faculty
Topic - Fall
Topic - Fashion
Topic – Finance
Topic - Gender
Topic - Government
Topic - Healthcare
Topic - Infrastructure
Topic - Innovation
Topic - International
Topic - Joint Degree
Topic - Leadership
Topic - Management
Topic - Marketing
Topic - MBA Program
Topic - Organizational Behavior
Topic - Personal Development
Topic - Politics
Topic - Pop Culture
Topic - Research
Topic - Retail
Topic - Sales
Topic - Social Enterprise
Topic - Sports
Topic - Spring
Topic - Startup
Topic - Student Perspective
Topic - Summer
Topic - Sustainability
GROUPS

Group - Admissions
Group - Alumni
Group - Alumni Club
Group - Alumni Business
Group - Baker Library
Group - BHI
Group - Business and Environment
Group - Clubs
Group - CPD
Group - digHBS
Group - Doctoral
Group - ExEd
Group - F&R
Group - Gender Initiative
Group - Green Harvard
Group - HBS 2010
Group - HBS 2011
Group - HBS 2012
Group - HBS 2013
Group - HBS 2014
Group - HBS 2015
Group - HBS 2016
Group - HBS 2017
Group - HBS 2018
Group - HBSWK
Group - HBX
Group - Healthcare Initiative
Group - HR
Group - iLab
Group - Leadership
Group - LGBT
Group - MBA
Group - Michael Porter / ISC
Group - Recruiting
Group - Rock Center
Group - SEI
Group - Shad
Group - The Harbus
Group - US Comp

EVENTS

Event - Halloween
Event - National Donut Day
Event - St. Patrick’s Day
Event - Super Bowl
Event - Thanksgiving
Event - Valentines Day

**PROFESSORS**

Professor – Anita Elberse  
Professor – Ben Edelman  
Professor – Das Narayandas  
Professor – Frances Frei  
Professor – Joseph Fuller  
Professor – Nancy Koehn  
Professor – Michael Porter  
Professor – Sunil Gupta  
Professor – Willy Shih  
Professor – Youngme Moon

*Search “professor – “ and the full professor list will appear.

**RESPONSE (TAGS TO BE USED WHEN INTERACTING WITH A USER)**

Response - positive  
Response - providing information  
Response - resolving issue  
Response - retweet

**MEDIA**

Media - Admissions Blog  
Media - Alumni Bulletin  
Media - Associated Press  
Media - BBC  
Media - Bloomberg  
Media - Bostinno  
Media - Boston Business Journal  
Media - Boston Globe  
Media - Boston Magazine  
Media - Boston Public Radio  
Media - Boston.com  
Media - Business Insider  
Media - Business Week  
Media - Buzzfeed  
Media - CBS This Morning  
Media - Charlie Rose  
Media - CNBC  
Media - CNN Money  
Media - Dallas Business Journal  
Media - Elle  
Media - Entrepreneur  
Media - Fast Company  
Media - Financial Times  
Media - Forbes  
Media - Fortune  
Media - Gazette
Media - Harvard Business Review
Media - Harvard Crimson
Media - Harvard Magazine
Media - HBSWK
Media - Homepage
Media - Huffington Post
Media - i-cio
Media - Inc.
Media - Marketplace
Media - Mashable
Media - Mint
Media - New York Magazine
Media - New York Times
Media - New Yorker
Media - NPR
Media - PBS
Media - Poets and Quants
Media - Portland Press Herald
Media - Quartz
Media - Refinery 29
Media - Slate
Media - Smart Modern Entrepreneurs
Media - Smashd
Media - Spire
Media - TedX
Media - The Atlantic
Media - The Conversation
Media - The Economist
Media - The Globe and Mail
Media - The Guardian
Media - The Harbus
Media - The Hill
Media - Time
Media - US News
Media - Wallstreet Journal
Media - Washington Post
Media - WGBH
Media - WNYC

**CUSTOM GROUP-SPECIFIC PREFIXES (To be used for campaigns that are not school-wide)**

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<th>GROUP</th>
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<td>Baker Library</td>
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<td>Business and Environment Initiative</td>
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<td>Initiative</td>
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<td>Social Enterprise Initiative</td>
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<td>Strategy &amp; Competitiveness / Michael Porter</td>
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