

SOCIAL MEDIA BEST PRACTICES

Tips for Success

Social media can be an excellent resource for engaging with the community, sharing information and, ideally, boosting enrollment. Different social media platforms have different key audiences as well as different features that may make one or the other more beneficial for reaching your goals. Keep in mind that social media is public and can be seen by anyone, even if they are not a part of your intended audience.

COMPARING SOCIAL MEDIA PLATFORMS AND THEIR AUDIENCES

FACEBOOK

Audience:

- Alumni
- Parents of current/prospective students

About Facebook:

Facebook is one of the most well-known social media platforms, although current/prospective students do not tend to use it as much as their parents do. Content should be tweaked accordingly. For example, a post on Instagram might speak directly to students to ask them to do something whereas on Facebook, the wording can be changed to address the parent to remind their student to do something. One of Facebook's unique features that other social media platforms do not have is Events – don't forget to add The University of Akron as a co-host!

INSTAGRAM

Audience:

- Current students (18-24 years old living in the Akron area)
- Young alumni
- Prospective students (13-17 years old)

About Instagram:

Instagram is a highly visual platform, which means good quality photos and videos are necessary. Avoid using "flyers" or graphics with lots of text on them; instead, opt for photography when posting on the feed. Instagram also has other features such as Stories (vertical photos or videos, up to 15 seconds, that disappear 24 hours after posting) and Reels (15-to-60-second vertical video clips set to music/sound – similar to TikTok). Keep in mind that links are not clickable in Instagram captions, so utilize "link in bio" verbiage.

TWITTER

Audience:

- Current students
- Community members/business partners
- Alumni

About Twitter:

Twitter is fast-moving! The half-life of a tweet is only about 24 minutes, which means Twitter allows for much more frequent posting than other platforms. Twitter is also known for being the place where people go for customer service needs (questions and/or complaints) and these need to be responded to promptly. Twitter also limits text to 280 characters so keep it short and simple! Longer messages should be linked to on the website, or make use of Threads to post multiple connected tweets at once. One of Twitter's unique features is Lists, where you can add specific accounts to view together on a separate feed. This is a great way to keep track of other UA accounts and have a central place to retweet from.

LINKEDIN

Audience:

- Alumni
- Faculty and staff
- Community members/business partners

About LinkedIn:

Most people know LinkedIn as the professional network for finding jobs, but you can also have a business page on LinkedIn (similar to personal vs. business profiles on Facebook) to share updates. Posts on LinkedIn should have a much more professional/journalistic tone of voice than other platforms and all content may not be appropriate for LinkedIn. Stick to broad news stories, student achievements, educator wins and human-interest stories.

SNAPCHAT

Audience:

- Current students
- Prospective students

About Snapchat:

The University of Akron has a main UAkron Snapchat account. Departments should utilize this UAkron account for takeovers and should not build their own account to better engage audiences. Takeovers are when a student gets access to the account for 24 hours to post about and show a "day in their life" as a student. They might walk you through their day (going to class, eating in the Student Union, studying, etc.), answer questions or showcase a special event on campus. Like Instagram stories, Snaps disappear 24 hours after posting.

CREATING CONTENT: BEST PRACTICES

By definition, social media is meant to be ... social! The best content is that which encourages your audiences to take action and engage. This could include commenting, clicking on a link, liking a status update, sharing a photo or answering a question. You want to post content that will be helpful, informative, interesting or entertaining, based on the audience for that platform.

- Utilize photography whenever possible rather than flyers/graphics with a lot of text. Make sure the photos are high-resolution.

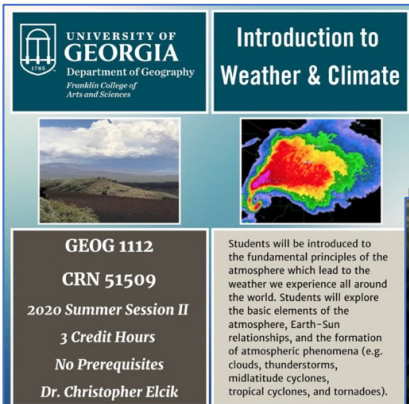
TIKTOK

Audience:

- Current students
- Prospective students

About TikTok:

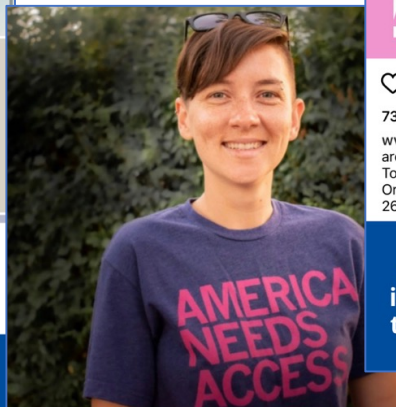
Like with Snapchat, colleges and departments should utilize the UAkron TikTok account for posting content and should not build their own account to better engage audiences. TikToks are vertical video clips set to music/sound. Trends move quickly on TikTok and humor/authenticity is prioritized.



5 likes
geographyuga Taking summer classes? Consider enrolling in Introduction to Weather & Climate with Dr.

stay away from flyers/ graphics on Instagram

far too much text on image - this should go in the caption instead



138 likes
urochestermed Student Spotlight: Meet Dana, M2. Dana spent this summer participating in the Medical Students for Choice Externship here in Rochester. Here's what Dana had to say about the experience:

"This past summer I participated in the Medical Students for Choice Reproductive Health Externship, which allowed me to receive clinical exposure and

overly filtered, too low resolution



APo American Pops Orchestra
The 3rd Annual NextGen: Finding the Voices of Tomorrow

73 likes
wvuca Students Dallan Halkias and Katelyn Karpinski are semifinalists in the NextGen: Finding the Voices of Tomorrow competition with the American Pops Orchestra. You can watch the virtual event on April 24 - 26! Good luck, Dallan and Katelyn!

although no text on images is preferred, limited text like this does work when needed



145 likes
ugawarnell Many of our undergrads use summer for internships or volunteering. Seth Lattner, a fourth-year wildlife sciences major (pre-Vet emphasis), has spent this time as an intern at the Jones Center at Ichauway, where he conducted research on small mammals.

Photography doesn't need to be professional to be effective! This is a good, engaging post.



- 50/30/20 rule: 50% engaging/entertaining content, 30% informative content, 20% promotional content. No one likes to be “sold” to constantly!
- Use the correct sizes per platform so your image does not get cropped:
- Facebook post: 1200 x 628 pixels (1.91:1 ratio)
- Facebook event cover: 1920 x 1080 pixels (16:9 ratio)
- Twitter post with one image: 1200 x 628 pixels
- Twitter post with 2 images: 700 x 800 pixels (per image)
- Twitter post with 3 images: 700 x 800 pixels (first image), 1200 x 686 pixels (2nd and 3rd images)
- Twitter post with 4 images: 1200 x 600 pixels (per image)
- Instagram post: 1080 x 1080 pixels (square), 1080 x 1350 (4:5 portrait), or 1080 x 566 pixels (16:9 horizontal)
- Instagram stories: 1080 x 1920 pixels (9:16 vertical)
- LinkedIn post: 1200 x 628 pixels

Content Ideas:

- Student/faculty/alumni spotlights
- Events
- Features/benefits of your program
- Action photos (research, co-op, field trip, club, etc.)
- Scholarship opportunities
- Campus photos
- Holidays/National Days
- Share posts from main UAkron accounts
- Share posts from Admissions accounts
- Share posts from Alumni accounts

CREATING CONTENT: WHAT GOES WHERE?

Facebook	Twitter	Instagram
Large audience – however, skewing older	280 character limit	Entirely visual platform; photos and video
Videos perform well	Keep it short and sweet	No links in posts (just bio)
People come here for: connecting with who they care about, events, accomplishments and to provide feedback (at least on PFA page!)	Like writing headlines or email subject lines	People come here for: great visuals and to get a sense of the student experience
Content: creating Facebook events, student/alumni accomplishments and features, announcements	Tweets have a short life span; can post frequently	Content: campus photos, photos from events, featuring students, fun class projects/experiments
Audience: parents, alumni	People come here for: news & customer service	Audience: current students, prospective students, young alumni
Tone: mature, professional, informed	Content: event reminders, news articles, quick blurbs, responding to questions	Tone: youthful, engaged
	Audience: current students, alumni, Akron community	
	Tone: informational but casual	

Instagram	Instagram Stories
Stays on your profile forever	Disappears after 24 hours
Planned out and created in advance	Usually created in the moment
"Official" face of the brand	Unofficial: casual, personal, behind-the-curtain
Square shape or horizontal	Vertical shape
Videos up to 60 seconds long	Videos up to 15 seconds long; often several in succession
Should be kept just to photo and video – limit text on top of photos or use of graphics	Graphics are fine here. Built-in tools like fun stickers
Content goes here if: it has a long shelf life; it will continue to be relevant for a longer time; it matches the aesthetic/official face of the brand; you want to share a slightly longer video	Content goes here if: it's a quick reminder or something that doesn't need to stick around for a long time; it's more casual and off-the-cuff; you want to have more fun with text on the screens, stickers, and gifs

POSTING FREQUENCY AND TIMING

Once you have determined the content that you will post, establish a regular posting pattern. You will need to decide how often you will post and when. You want to post content at times convenient to your audience, so this may take some experimenting in the beginning. After having an established following, we recommend running a test to find the best time to post. You may find that you get more engagement if you post at lunchtime, or perhaps your students engage more when you post late at night.

For Facebook, try to post once a day, if possible, and no fewer than three times per week. You can post many times throughout each day on Twitter. Industry standard is 3-6 posts per week on Facebook, 2-4 posts per day on Twitter and 3+ posts per week on Instagram. Many find it helpful to schedule social media posts in advance.

Even if you are not posting new content every day, staff should be checking the accounts daily to answer any questions in a timely fashion or monitor spam. Please note that this also extends to weekends, holidays and after business hours.

CREATING CONTENT: MARKETING TOOLS

UA Brand Colors:

- Dark Blue #041e42
- Gold #a89968
- Light Blue #004c9d
- Cream #fff7e9

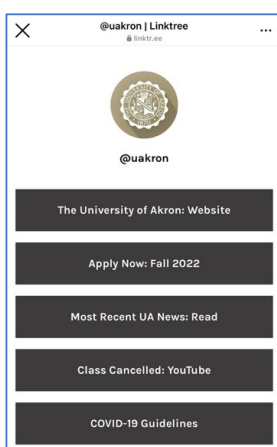
UA Brand Fonts:

- Prohibition (may substitute Impact)
- Open Sans
- Spectral (may substitute Georgia)

Canva:

Utilize Canva to create branded feed posts, Instagram stories, Facebook event covers and other customized content. There are already social media post templates to work off of, or you can create your own from scratch.

We recommend signing up for an education version (free): canva.com/education



Linktree:

Linktree is a tool that allows you to share multiple links on social media, aka the "link in bio" tool for Instagram. We recommend signing up for the free version: <https://linktr.ee/>

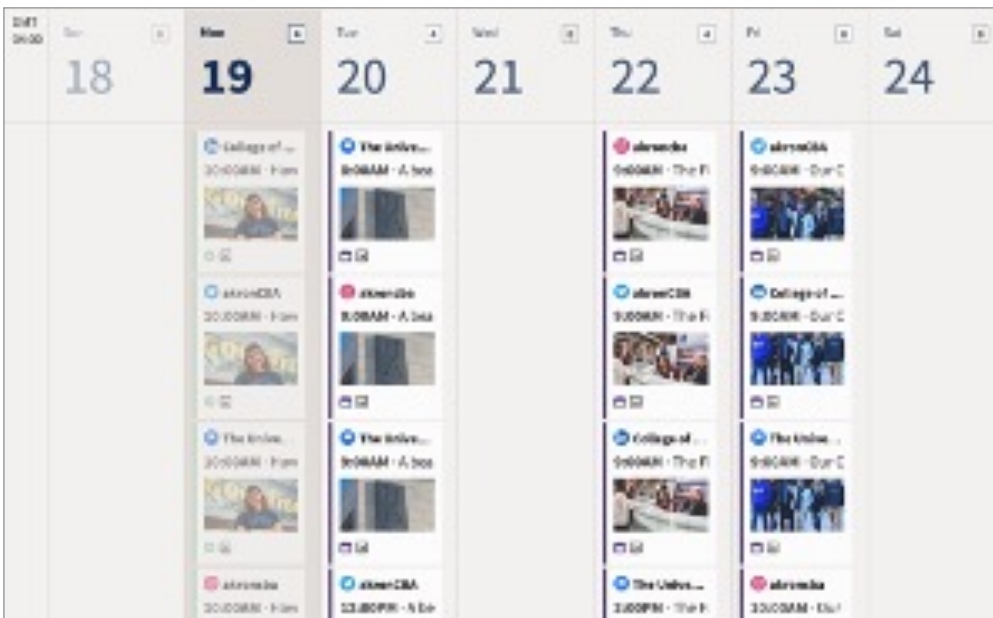
The
University
of Akron

HootSuite:

HootSuite is a social media management platform. You can schedule content in advance, monitor comments/messages and view analytics (paid version only).

There is a free version that allows you to add 2 social media profiles, schedule 5 posts at a time and has zero analytics.

Professional Account - \$49/month - allows you to add 10 profiles, schedule unlimited posts and view analytics.



UA Social Media Community

Employees who are responsible for social media for their college, department or office should reach out to UCM to be part of the UA Social Media Admins Group.

If you have questions or need help with creating content, using a particular platform, etc., please reach out to UCM.