

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 "fyers" or graphics with lots of text on them; instead, opt for photography when

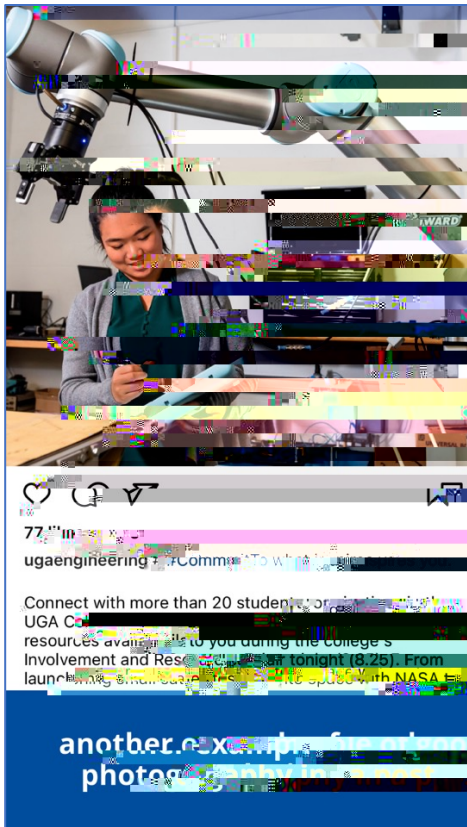
24 minutes, which means Twitter allows for much more frequent posting than other platforms. Twitter is also known for being the place where people go for customer service needs (questions and/or complaints) and these need to be responded to promptly. Twitter also limits text to 280 characters so keep 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.

Audience:

SNAPCHAT

Audience:

- Current students



- 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
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- Student/faculty/alumni spotlights
 - Events
 - Features/benefits of your program
 - Action photos (research, co-op, field)

Stays on your profile forever	Disappears after 24 hours
Planned out and created in advance	Usually created in the moment
"Of cial" face of the brand	Unof cial: casual, personal, behind-the-curtain

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