SACM Social Media
Agenda

• Content types
• Copy
• Photos
• Link sharing
• Pacing
• Sharing content
Social Media Best Practices
Content: 70-20-10 Rule

- 70% of posts should be brand building, but not promotional
  - Show yourself as an expert on your industry
  - Let people get to know you and want to have a relationship with you
  - Write about what the audience cares about
- 20% of posts should be other people promoting you
- 10% of posts can be directly promotional
Copy Best Practices

• Use the right voice
• Make sure your word choice is inclusive
• If you’re using emojis, make sure they’re inclusive too!
• Tag associated accounts
• Do a content check and proofread before posting
  • Double check that the dates and locations are correct
  • Make sure everything is spelled correctly and grammatically correct
Highlights From Our Style Guide

• On Facebook and Instagram, always refer to our school as “Ohio University” or “OHIO”. Twitter it’s ok to say OU, but if possible, don’t.

• “Bobcats” should always be capitalized.
Photo Best Practices

• Use images in the vast, vast majority of posts
• Try to use visually inclusive pictures if you’re choosing stock photos
  • Pixabay
  • Unsplash
  • Pexels
  • Nappy.co
• Use appropriately sized pictures
  • Facebook: 1,200 x 630 pixels
  • Twitter: 2:1 ratio between 440 x 220 and 1024 x 512 pixels
  • Instagram: 1:1 ratio, ideally between 510 and 1080 pixels
Photo Best Practices (continued)

• Stay away from using texts for important info on graphics
  • Not accessible
  • Looks like you’re selling something
Link-Sharing Best Practices

• If you’re sharing a link that has more than just a backslash, use a bit.ly link
  • Note: For Instagram posts that need links, put the bit.ly in the bio and refer to that in the post
• When sharing links, Facebook will give you a preview. Make sure it is previewing a full-sized picture
  • If it’s not, then save a photo from the page and add that as a photo to the post
Other Best Practices

• Pacing
  • OK to share more than one post during the day
  • However, don’t post several things right after each other
  • Check what’s scheduled before posting

• Sharing content
  • Sharing content is like a mini endorsement, so check a person’s Twitter page before retweeting
  • Check quality of websites before sharing articles
Content Generation
How to Generate Content Ideas

• Look at what your audience pain points are
  • Where are you getting a lot of questions?
  • What doesn’t your audience know?
• Think about what you’re proud that your group does
• Think about who you aren’t addressing, but could be
How to Curate Content Ideas

• Follow influencers
  • Look at influencers within higher education and people who share the same vertical

• Create a Swipe File
  • Cool articles, pictures, graphics and/or phrases you want to keep for the future

• Look at the calendar
  • Sprout Social’s list of #holidays
  • Days of the Year
Questions/Comments