



Social Media Best Practices

Images:

Avatars/hero images/banners should be high resolution and reflect USF brand guidelines.

Brand guidelines can be found here: <http://www.usf.edu/ucm/marketing/brand.aspx>

If you are unable to locate an image through the branding guidelines, or if you have questions about whether an image you are using meets USF standards, please reach out to cas-marketing@usf.edu.

Image size guidelines:

Twitter

Banner – 1,500 x 500 pixels

Avatar – 400 x 400 pixels

Post – 440 x 220 pixels

Facebook

Banner – 820 x 312 pixels

Avatar – 180 x 180 pixels

Post – 1,200 x 620 pixels

Event Banner – 1920 x 1080

Story -- 1080 by 1920 pixels

LinkedIn

Banner – 1,584 x 396 pixels

Avatar – 400 x 400 pixels

Post – 1,200 x 620 pixels

Instagram

Avatar – 110 x 110 pixels

Post – 1080 x 1080 pixels

Story -- 1080 by 1920 pixels

Goals:

By defining your goals, you can set objectives you aim to meet with your social strategy. Your social media objectives should align with traditional business objectives. For higher education, these objectives can range from increasing applicants, yield, and retention to engaging donors or gaining new donors. Any one of these objectives should be motivating factors behind each social post and campaign.

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A good start to meeting your goals is creating a social media strategy. To begin, start by asking yourself these questions:

- How can social help meet (and exceed) our goals?
- What are other universities doing with social media?
- How will we analyze and measure our campaigns?
- How will we manage the entire process?
- What are our long-term digital goals?

A good social media strategy will enable your department to have a more quantitative understanding of your presence and reach with your targeted audience and elsewhere on the web.

Presence and Maintenance:

In order to successfully grow your audience, regular posting is vital. Be present and responsive on all social channels, including answering users' questions and monitoring comments. Establishing and then deserting or not regularly checking a social media channel is detrimental to the department and the university as a whole.

Frequency of updates varies by channel but should include a daily check of interactions.

Tip: Use an editorial calendar to schedule out posts ahead of time on a regular basis.

This can be daily, every other day, etc. based on the specific needs of your channel.

Creating an editorial calendar ensures social channels are always populated with content at a varied rate.

If you are not familiar with how often you should be posting based on the channel, follow recommendations below:

- Facebook – Post 3-5 times a week
- Facebook story – 2 times a week
- LinkedIn – Post at least twice a week
- Twitter – Post at least once a day
- Instagram – Post 1-3 times a week
- Instagram story – 3 - 5 times a week
- YouTube – If starting fresh, post the content you currently have available to populate the channel. Continuing posting on a weekly, bi-weekly, or monthly basis (however often video share ready to share, focusing on consistency).

Consider using all features made available by the social media platforms (ie: Hashtags, Instagram story polls, Q+A, Twitter polls, etc...). Using these features, increases your audience reach and exposure.

If you have other channels, and need assistance with frequency of posting, please reach out to cas-marketing@usf.edu.

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Content:

Content should be relevant to your department. Content that should be shared:

Student/alumni/faculty success stories
Awards
Grants
Fundraisers
Faculty news contributions
Department community involvement

Please tag CAS in your social posts if you are able to fit within character limits.

Tagging:

College of Arts & Sciences can be found on the following platforms:

- Facebook
- Instagram
- Twitter
- LinkedIn

To tag CAS, use the @ symbol and begin typing @CASatUSF (Twitter), @CASatUSF (Facebook), @CASatUSF (LinkedIn), @CASatUSF (Instagram).

Managing Social Profiles:

One person in the department should act as the “social media manager”. This individual will have access to all channels and be aware of all content being posted. This individual is also responsible for ensuring that any and all content that is being posted from your channels represents the university in a manner that is consistent with university standards and values.

If a department has a student assistant, that student should feel empowered to create content, but that content will need to be approved by the appropriate social media manager. No students should be posting directly to any university-affiliated social channel without proper content approvals.

Branding and Templates:

As the university works to establish its new brand, the College of Arts & Sciences will follow their direction and be working to create a toolkit that has templates and guidelines for use on social media. The toolkit will have templates for various communication pieces, including photos, event promotions, fliers, etc.

Our office will update departments on this process as the time nears for its release.

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Credentials:

Any usernames, logins or passwords associated with social accounts should be affiliated with a central email address (should be USF email or gmail) and be kept by the Chair of the department. This will prevent loss of credentialing when staff turnover occurs.

Measurement and Analytics:

Measurement and analytics are key parts of any social strategy. By assessing which posts at which times were successful, you can better prepare future content.

To get the most out of your metrics, each social platform has a way to monitor specific metrics to help you identify if you are meeting your key performance indicators (KPIs). Study the data provided by the respective analytics functions in Facebook (Insights), Twitter (analytics.twitter.com), and YouTube (Insights).

With these metrics, you can determine relevant statistics and track them over time. This information will help you and your department better understand your audience and inform content decisions for the future.

Metrics can be obtained for FREE using individual platforms.

A metrics and scheduling software will be selected by the University at a later date.

Free social media training course:

<https://academy.hubspot.com/courses/social-media>