

# *SOCIAL MEDIA TIPS FOR SUCCESS*

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# *A Little About Me*

- Lead Digital Community Manager in Purdue Marketing and Communications
- 2 ½ years at Purdue, over a decade in higher education social media and marketing
- Oversee the flagship social channels for Purdue University
  - 2 social media specialists



# *What We'll Be Going Over*

- Social media channel breakdown
- Social media content and best practices by platform
- Tips and tools
- Resources available to you

# Channel Breakdown

Channel	Primary Goal	Secondary Goal
<a href="#">Facebook</a>	Grow alumni affinity, engagement, involvement and giving, thus true 'loyalty'	Grow awareness of and affinity for Purdue's innovative contributions to the world
<a href="#">Instagram</a>	Attract and retain students	Grow alumni affinity, engagement, involvement and giving, thus true 'loyalty'
Instagram Stories	Attract and retain students	Grow alumni affinity, engagement, involvement and giving, thus true 'loyalty'
Instagram Reels	Attract and retain students	Grow alumni affinity, engagement, involvement and giving, thus true 'loyalty'
<a href="#">LinkedIn</a>	Grow awareness of and affinity for Purdue's innovative contributions to the world	Grow alumni affinity, engagement, involvement and giving, thus true 'loyalty'
<a href="#">Twitter</a>	Grow awareness of and affinity for Purdue's innovative contributions to the world	Grow alumni affinity, engagement, involvement and Athletics

# Digital Engagement Guide



## Facebook Tips

### Audience(s)

Parents  
Alumni  
General public

### Post Frequency

Once per day

### Content

Stories about research initiatives, celebrations/ milestones, current student profiles and alumni profiles.

Share both photos and videos.

### Word Count

50 characters or fewer

However, when a caption this short is not possible, focus on getting the "hook" of the post within the opening part of the caption.



### Visuals

Image size: 2:1 ratio | 1200 x 600 px

*Twitter, LinkedIn and Facebook all support a 2:1 size, so to save time, we suggest designing one graphic for these three channels.*

Video size: 16:9 ratio | 1280 x 720 px

Lead with an authentic Purdue photo.

Keep text minimal. Always use brand fonts.

Avoid logo/co-brands in graphic.

# Digital Engagement Guide



## Instagram Tips



Use your best photos to help curate a clean grid.

### Audience(s)

Current students  
Prospective students  
Alumni  
General public

### Post Frequency

Once per day and at least three Instagram story elements per day.

### Content

Events, student profiles, faculty profiles, student life, celebrations, milestones.

Instagram should serve as a high-quality photo gallery.

Links: Use [linkinprofile.com](https://linkinprofile.com) so every photo can be linked from the profile URL.

See the following page for guidance on Instagram videos and Instagram stories.

### Word Count

While 2,200 characters is the maximum word count, the ideal length is 50 characters or fewer.



### Visuals

Image size: 1:1 ratio | 1080 x 1080 px  
4:5 ratio | 1080x1350 px

Lead with strong photography.

Avoid text/logos on images.

If imagery with text is needed, consider incorporating a carousel post, leading with a photo and following with a graphic that includes text.

In the example to at left, a photo carousel had an **8.1% ENGAGEMENT RATE** vs. only a **3.9%** engagement rate for a single graphic.

# Digital Engagement Guide



## LinkedIn Tips

### Audience(s)

Students  
Young alumni (job seekers)  
Alumni (recruiters looking for young alumni)  
Business professionals

### Post Frequency

1-2 times per day

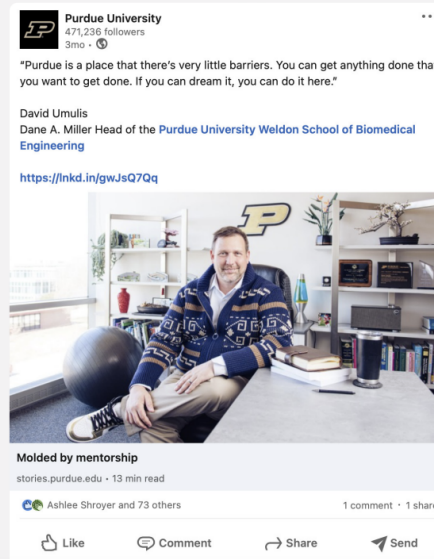
### Content

Innovation—partnerships, research, student profiles, alumni profiles and professor profiles.

### Word Count

25 words or fewer will not get cut off.

If a longer post is needed, consider encouraging users to expand the post to read more.



### Visuals

Image size: 2:1 ratio | 1200 x 600 px

*Twitter, LinkedIn and Facebook all support a 2:1 size, so to save time, we suggest designing one graphic for these three channels.*

Video size: 16:9 ratio | 1280 x 720 px

# Digital Engagement Guide



## Twitter Tips

### Audience(s)

Students  
Alumni  
General public

### Post Frequency

6-10 times per day

### Content

Tweet and retweet about campus events, research initiatives and fun facts about Purdue.

### Word Count

The sweet spot is between 240 and 259 characters.



### Visuals

Image size: 2:1 ratio | 1200 x 600 px

*Twitter, LinkedIn and Facebook all support a 2:1 size, so to save time, we suggest designing one graphic for these three channels.*

Video size: 16:9 ratio | 1280 x 720 px

Images on Twitter have rounded corners, so borders around graphics do not work well.





# *Tips for Success*

- Always use a departmental email to set up a new Purdue social media account.
- Make sure that at least two employees have admin/password access to social media accounts.
- Just because a social platform exists does not mean you have to be on it. Always make sure you have a plan for content on each channel.
  - What audience are you trying to reach?
  - What information/assets are you trying to share?
- Students are helpful to brainstorm with for peer content, particularly for Instagram and Instagram Reels.

# Helpful Resources Available to You

- Purdue Marketing and Communications website
  - Toolbox (includes the Digital Engagement Guide)
    - Posting tips
    - Hashtags
    - Content calendar templates

marcom.purdue.edu

## Social Media Guidelines

Here are some tips to help your stories shine.

[Download Profile Templates](#)

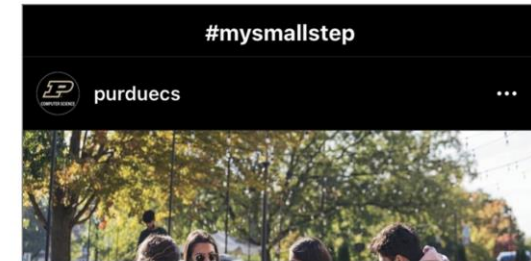
## Posting Tips

- Keep posts short and direct.
- Include photos, videos or GIFs.
- Use Bitly or Rebrandly to shorten URLs.
- Post and moderate daily.
- Whatever content you have, cut it in half and cut it in half again! Less is more with social media post copy.
- Consider starting your post by asking a question to draw in your audience.

[View the Guide](#)

## Campuswide Hashtags

When possible, add hashtags to amplify your content even further.



#MySmallStep = Student stories  
#MyGiantLeap = Faculty/alumni stories  
#PurdueUniversity  
#Purdue  
#BoilerUp  
#Boilermakers  
#TheNextGiantLeap



## Digital Engagement

# Helpful Resources Available to You

Content Packages

Templates

Digital Media

Facts and Figures

Photography

Video

Promotional

Editorial Style Guide

Insights and Analytics

## CONTENT PACKAGES

Content packages allow our campus partners to use existing assets to share the larger Purdue story through their own channels. Each content package contains a variety of ready-to-use assets, including links, digital and printable materials, strategy tips and suggested social post language.

### FILTER BY TOPIC

-- Select--



Podcast Episode 86 - Susan Edgell




Podcast Episode 85 - Mark Lundstrom



Podcast Episode 84 - Tiffini Grimes

### Content Packages

# Helpful Resources Available to You

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## Buildings & Campus

[Galleries](#) / [Invited Galleries](#) / [Campus Partner Photo Library](#)

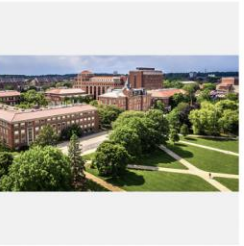
All Files ▾

### Galleries


- Academics & Research
- Best of Purdue
  - 2021
  - 2022
  - 2023
- Brand Pillars
- Buildings & Campus**
  - Fall
  - General Buildings & Campus
  - Spring
  - Summer
  - Winter
- Events
- Mascots




**Fall**  
49 Files



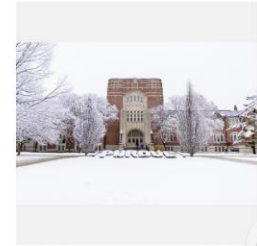
**General Buildings ...**  
91 Files




**Spring**  
69 Files




**Summer**  
17 Files



**Winter**  
93 Files



## PhotoShelter Galleries



7/24/2023

12

*THANK YOU*