SOCIAL MEDIA TIPS FOR SUCCESS

Ashlee Shroyer, Lead Digital Community Manager
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
<table>
<thead>
<tr>
<th>Channel</th>
<th>Primary Goal</th>
<th>Secondary Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Grow alumni affinity, engagement, involvement and giving, thus true ‘loyalty’</td>
<td>Grow awareness of and affinity for Purdue’s innovative contributions to the world</td>
</tr>
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<td>Instagram</td>
<td>Attract and retain students</td>
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</tbody>
</table>
# Digital Engagement Guide

## Facebook

### 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.

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### 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.
## Instagram Tips

<table>
<thead>
<tr>
<th>Audience(s)</th>
<th>Post Frequency</th>
<th>Content</th>
<th>Word Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current students</td>
<td>Once per day and at least three Instagram story elements per day.</td>
<td>Events, student profiles, faculty profiles, student life, celebrations, milestones. Instagram should serve as a high-quality photo gallery. Links: Use linkinprofile.com so every photo can be linked from the profile URL. See the following page for guidance on Instagram videos and Instagram stories.</td>
<td>While 2,200 characters is the maximum word count, the ideal length is 50 characters or fewer.</td>
</tr>
<tr>
<td>Prospective students</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General public</td>
<td></td>
<td></td>
<td></td>
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</tbody>
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**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

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<tr>
<td>Students Young alumni (job seekers) Alumni (recruiters looking for young alumni) Business professionals</td>
<td>1-2 times per day</td>
<td>Innovation—partnerships, research, student profiles, alumni profiles and professor profiles.</td>
<td>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.</td>
</tr>
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### LinkedIn Tips

**Visuals**

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- 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

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<tr>
<td>Students</td>
<td>6-10 times per day</td>
<td>Tweet and retweet about campus events, research initiatives and fun facts about Purdue.</td>
<td>The sweet spot is between 240 and 259 characters.</td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General public</td>
<td></td>
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### Twitter Tips

- **Purdue University**

  “Purdue is a place that there’s very little barriers. You can get anything done that you want to get done. If you can dream it, you can do it here.”

  David Ursole
  Donor: A. Miller Head of @PurdueBME

### 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

Social Media Guidelines
Here are some tips to help your stories shine.

- 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.

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

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--

Content Packages

Podcast Episode 86 - Susan Edgell
Podcast Episode 85 - Mark Lundstrom
Podcast Episode 84 - Tiffini Grimes
THANK YOU