

Social Media Toolkit

*Find MarComm 101 and 201 trainings [here](#)

Platform Snapshot

Facebook

- Good for:
 - Events
 - Live: Real-time video of predetermined events/actions
 - Photo based posts
- Audience:
 - 25-34-year-olds with influx of boomers
 - 56% male/44% female

Instagram:

- Good for:
 - Action photos
 - Building our brand
 - Showcasing our amazing departments, programs, faculty, and students
- Audience:
 - 25-34 year olds
 - 57% female/43% male

Twitter:

- Good for:
 - Live tweeting
 - Engaging in conversations around specific research, topics
 - Sharing articles, links
- Audience:
 - 25-34 year olds
 - 57% female/43% male

LinkedIn:

- Good for:
 - Connect with professionals, industry leaders
 - Establish yourself as a thought leader
 - Recruitment

- 51% of college graduates use linkedin
- 24% of millennials
- Audience:
 - Over 70% of LinkedIn users live outside of the U.S

General Best Practices

- Create minimal text on images/graphics
- Write concise/short post text
- **Don't create** new hashtags for everything
- Use photos, graphics, GIFs as much as possible
- Link to our CBE, Research portal, or lab websites when possible
- Live tweet major events
- Post or forward breaking news/announcements within the first 30 minutes
- Look for ways to incorporate 'behind the scenes' through an Instagram story or video
- Look for local - local angles, local influencers, local news outlets where we can play
- Take advantage of trends, current events, and cultural moments
- Reply and engage with comments
- Use the correct image dimensions for each platform ([see here](#))

CBE/UW Best Practices

- Hashtags to use:
 - ◆ #UWdiscovers
 - ◆ #UWserves
 - ◆ #BeBoundless
 - ◆ #HuskyExperience
 - ◆ #ThisIsUW
 - ◆ #UWinnovates
- Tag relevant parties - [list of social handles](#)
 - ◆ @UWBuiltEnv (twitter)
 - ◆ @UWBuiltEnvironments (instagram)
 - ◆ @UW (twitter)

- ◆ @UofWA (instagram)

LinkedIn Best Practices

- Post clickable, engaging content
- Produce content that is audience specific
- Share industry events and recaps
- Keep your profile visually appealing
 - ◆ Profile and cover photo on your personal page

Facebook Best Practices

- Each post needs either a photo, video, or link
- Post on FB at peak times
 - ◆ Wednesday at 11 am and 1 pm CST (source: Sprout Social)
 - Find your peak post times in Facebook analytics
- Post on FB up to 3 times a day
- Use only 1 - 2 hashtags
- Utilize videos

Instagram Best Practices

- Use 8-15 hashtags on Instagram
- Keep captions short & include emojis
- Utilize videos and Stories
- Use student stories to highlight your department and programs
- Use carousel posts to include more than one photo
- Put links in Linktree not in the caption (unclickable)

Twitter Best Practices

*280 character limit

- Use 1 - 3 hashtags
- Use rectangular images on Twitter
- Concise/short post text

- Don't overload your tweet or make it look messy
 - ◆ Concision is best!
- Include a link (URL/website address) in tweets wherever possible, so that people can read more about an issue
- Retweet content from relevant organizations, professionals, etc
- Favorite mentions of yourself
- Tweet once a day, every day at least