

A large, stylized oak leaf graphic in a dark blue color, positioned on the left side of the slide. The leaf has a prominent central vein and several smaller veins branching off it. The background is a solid dark blue.

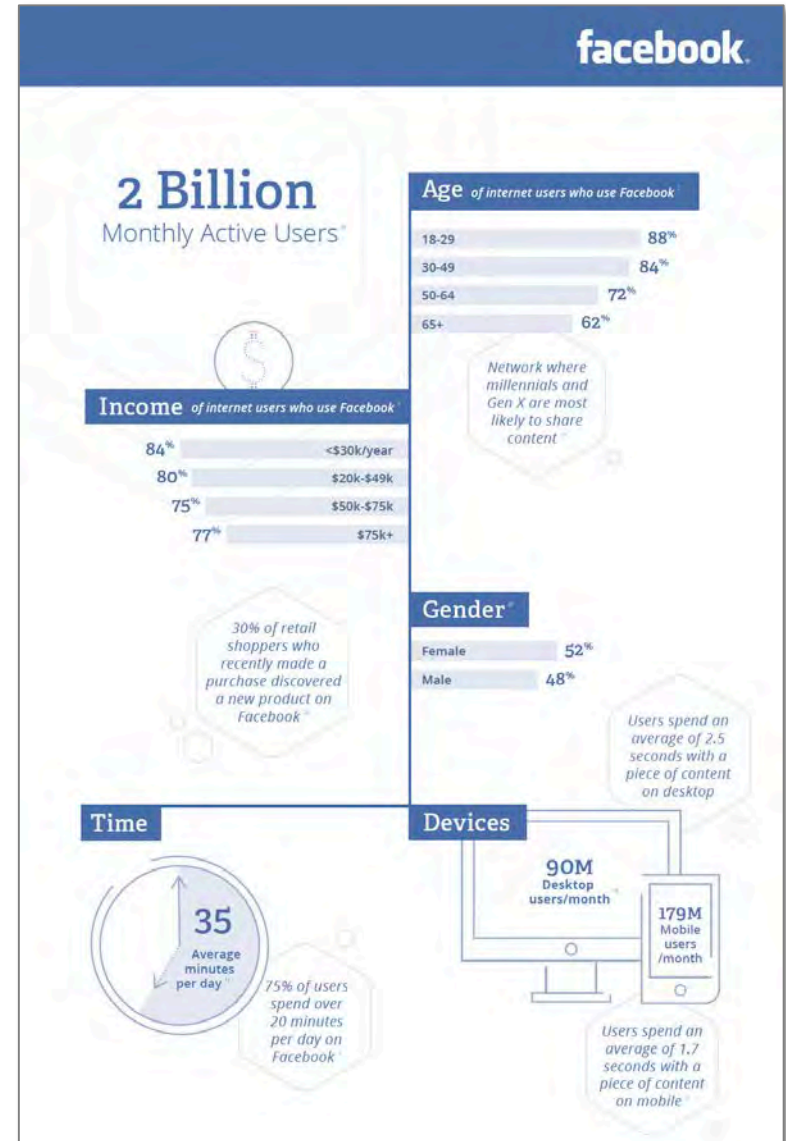
# *Social Media* BEST PRACTICES

University Communications

# Facebook

- 2 million monthly active users
- Age 18-29, followed by 30-49
- ~35 average minutes per day

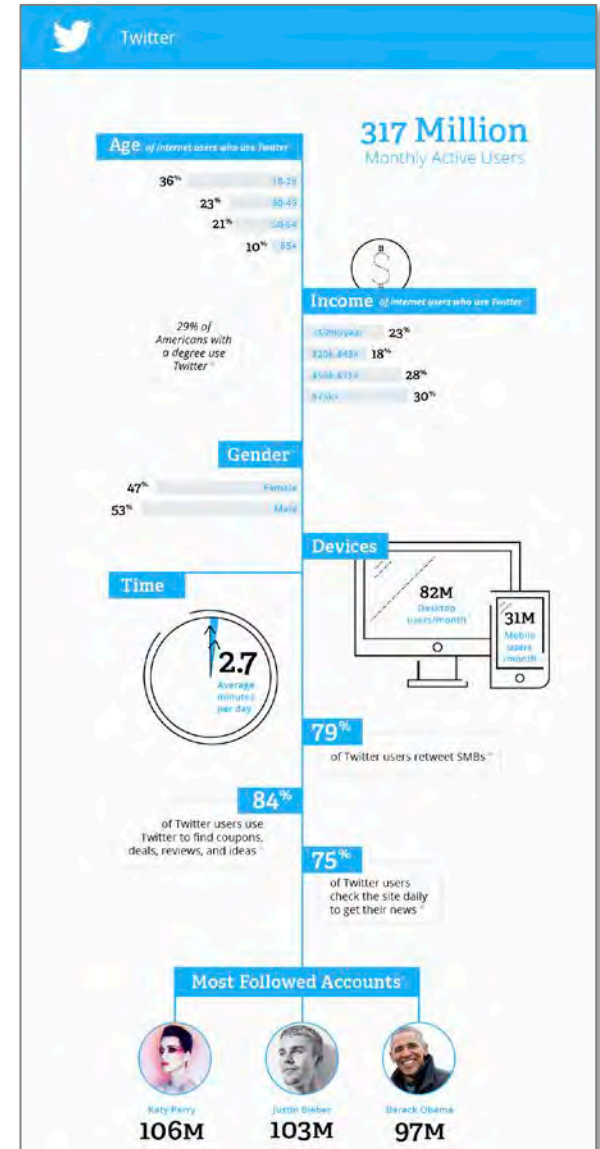
Content delivery is at the whim of the algorithm, so it must be a self-contained narrative that's still relevant a day after its posted. Videos are the king of content here. Facebook is a great place to show off Husky pride, connect with our community and share events.



# Twitter

- 317 million monthly active users
- Age 18-29
- ~2.7 average minutes per day
- 75% users utilize Twitter to get news

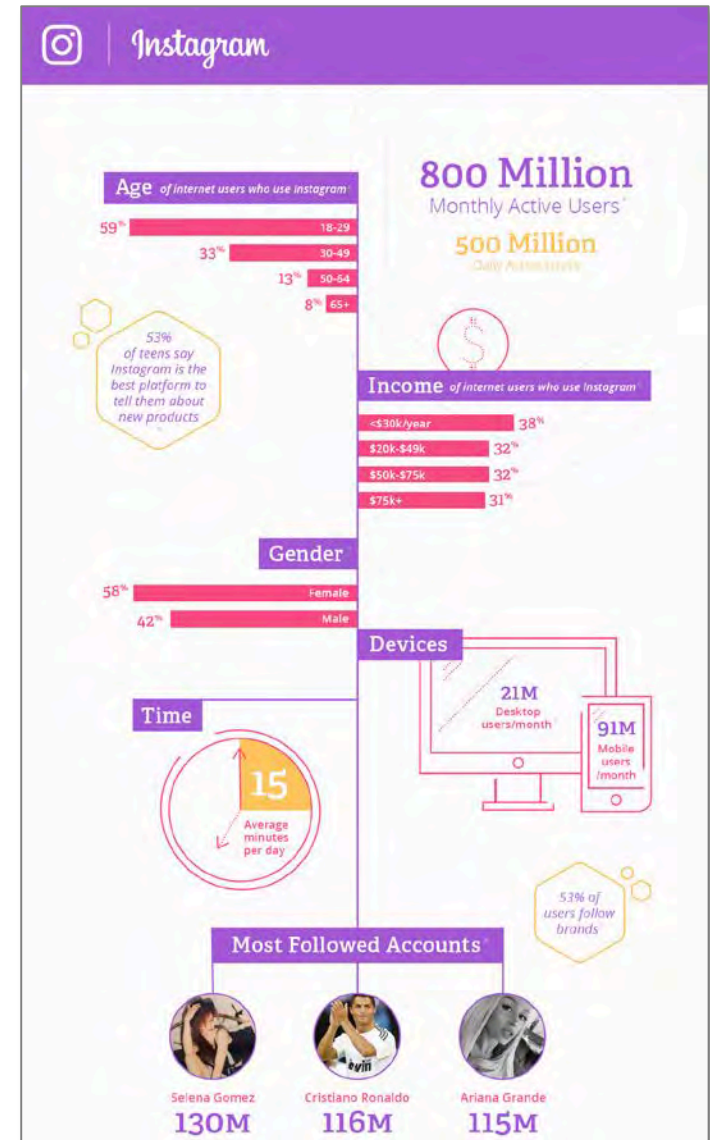
This is where we talk about the University. We treat Twitter as a telephone, not a megaphone. We engage with our stakeholders and create conversation. Content is timely, urgent, and fresh. Main driver behind our brand's voice and where we post most frequently.



# Instagram

- 800 million monthly active users
- 500 million daily active users
- Age 18-29
- ~15 average minutes per day
- 53% users use follow brands

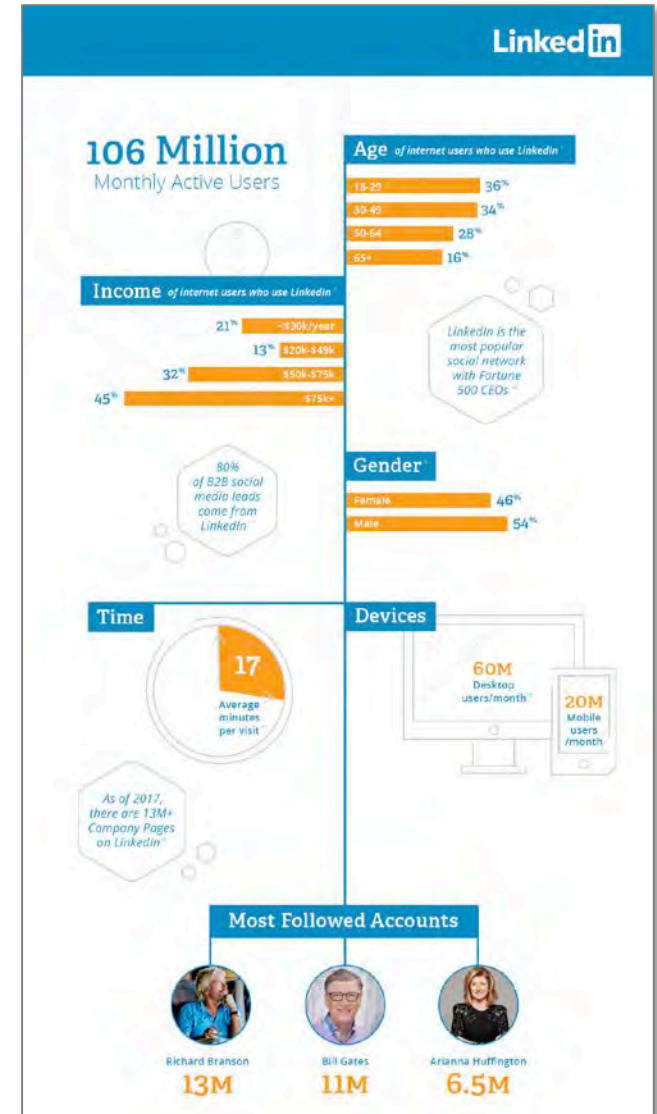
Aesthetics are key. Strong images + short copy do best for millennial/gen z fans. Capitalizing on campus beauty shots is key, along with keeping content appealing and engaging.



# LinkedIn

- 106 million monthly active users
- Age 18-29, followed by 30-49
- ~17 average minutes per day
- As of 2017, 13M+ company pages

Our alumni and donor hub. This is where we showcase University news and high-level research happening on campus. Alumni like to see what their alma mater is up to, while donors like to see where their money is going.



# Staffing

- **At least two full-time staff or faculty members**  
*Students may assist with accounts, but should not be the sole administrators/managers*
- **Tap into student workers**
  - Hartford + Stamford pilot programs
  - Internships
    - Through CCD
    - Through Departments (DMD/Marketing/Comm)
- **Free social media software**
  - Asana (management tool)
  - Airtable (content creation/management tool)
  - Trello (management tool)

# Useful Apps

- **Photo Editing**

- *Lightroom*
- *VSCO*
- *Litely*
- *Snapseed*
- *Lens Distortion*

- **Scheduling**

- *Planoly (IG)*
- *Later (IG)*
- *Tweetdeck (TW)*

- **Video Editing**

- *iMovie*
- *Spark Video*
- *Premiere Rush*

- **Instagram Story Creation**

- *Mojo*
- *StoryArt*
- *Unfold*
- *Snapseed*

- **Graphics**

- *Canva*
- *PicMonkey*
- *Headliner*

- **Others**

- *Repost (Instagram)*
- *CapGenius*
- *Hashtagify*

# Game Plan

- Decide on your social media strategy – preferences and priorities.  
*Who is your audience? What are you trying to accomplish?*
- Develop a hashtag strategy.
- Create consistent and creative content.
- Capitalize on social media as a customer service tool.
- Social media is meant to be social. Be an account that starts a conversation.
- Cross-promote your social media channels (if applicable).



# *Connecting With Your Field*

- National organizations
- LinkedIn advanced searches
- Facebook groups
- Conference attendees
- Journalists who write about your specialty (if applicable)
- Colleagues at other institutions

# Content

## WHERE CAN I FIND CONTENT TO SHARE?

- UConn Today Stories
- Stories of your faculty/staff in the news
- Watching key accounts to re-share
  - UConn, OVPR, UConn Health, S/Cs
  - Faculty/staff accounts
  - Industry news accounts
- Post various links to information on your website (build out a campaign/strategy for this)
- Share student stories
- Host Instagram/Instagram Story takeovers/Q&As

# #Hashtags

## WHAT IS A HASHTAG?

The most popular means of categorizing content on social media.

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Makes your content discoverable and allows you to find relevant content from others.



**UConn** @UConn · May 11  
You're #UConnBound, but what's next?

Here's everything you need to know to keep up with the enrollment process:  
[admissions.uconn.edu/admitted-stude...](https://admissions.uconn.edu/admitted-stude...)



**uconn**

uconn Officially @uconnalumni! #UConn18 #HuskiesForever

- gi\_johnsonn @mgaff57
- lravinal @lydthekid\_ Congrats Lydia BSN!!
- jlevins95 @kellymcmgovern !!
- jamiechoate @sgagne11
- sgagne11 @jamiechoate YES @mgaff57
- kellymcmgovern @jlevins95 this was before that banner broke 🍌
- kvrtarpley I'm proud of mine! #UConn94
- johnbrett64 Our son got his today! Congrats Tyler
- sheilamariez Hurray for Lydia!
- jennabaillie @bamj123
- mackvaughan @lydthekid\_ hey

4,208 likes

MAY 8

# #Hashtags

## DO

- Be specific.
- Use relevant, unbranded hashtags.
- Develop a hashtag strategy.  
*Guidelines for when to use which hashtag*
- Create hashtag campaigns for specific events.

## DON'T

- Go too long or too specific.
- Have more hashtags than words.
- Hashtag everything.

# Resources

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**UConn Social Media Blog**

<http://blogs.uconn.edu/social/>

**UConn Social Media Brand Standards**

<http://brand.uconn.edu/standards/social-media/>

**UConn Social Media Policy (for personal social use)**

<http://bit.ly/UConnSocialMediaPolicy>