

Social Media Guidelines

Instagram

Audience

- Instagram is, generally speaking, a younger platform. As we are aiming to primarily connect with potential and current students (aged 16-23), this is where your social media efforts should be focused.

Content and Posting

- The best Instagram content is bright, eye-catching photographs that showcase student lifestyle and activity. Avoid dark or overly-posed photos, designed graphics and video. This type of content can instead be utilized in Instagram Story (which does not need to be quite as polished or planned).
- Captions should be short, informative and engaging. Ask questions or encourage people to tag a friend. Grammar and spelling should be double-checked, but a “younger” voice is welcome.
- Add multiple links to your profile through Linktree (<https://linktr.ee/>). This tool will automatically track click through rate, but you can also create custom bit.ly links if you want more detailed analytics.
- Ideally, an active Instagram account should post content once a day for at least five days a week. There are times during the year where engagement may dip (summer, breaks, finals, etc.), in which case posting at a less frequent rate is acceptable.
- Utilize your Insights and Analytics to determine when your followers are most active and post during those times. While unfortunately you cannot schedule posts on Instagram through tools like Hootsuite or Tweetdeck, you can create drafts that will allow you to quickly post during peak hours.

Tips and Tricks

- Set up your Instagram account as a business account. This involves linking it with the corresponding Facebook profile and allows you to unlock Audience Insights and Analytics. Utilize these resources to determine who you are reaching, which posts see the best engagement and impressions, the best times to post each day, and more.

- Instagram allows each post to use 30 hashtags, so take advantage of it! You can use <https://displaypurposes.com/> to help you find relevant hashtags, but make sure you double check those suggestions and weed out anything inappropriate. You can also use more specific (but less active) hashtags like #carnegiemellon, #carnegiemellonuniversity, #lifeatcmu, and #cmusocial to hit a more specific audience.
- Utilize the Location feature to ground your posts at Carnegie Mellon University. This helps with discoverability.
- Spend at least ten minutes every day engaging with relevant posts and accounts. Consider following hashtags that will help you find pertinent content. Start conversations, leave thoughtful comments, and like as many pictures as you can.
- **Do not follow student, staff, or faculty accounts.** Instead, you should be following peer universities and colleges; Pittsburgh institutions or bloggers; and accounts for CMU clubs, departments, or divisions.

Facebook

Audience

- Facebook tends to have an older audience, but students seem to seek out event information on this platform.

Content and Posting

- The primary stories we should be sharing on Facebook involve high-level news, blog posts, and events. Focusing on the day-to-day life of CMU students on this platform is not necessary.
- The best Facebook content includes a striking image or video. Captions should be informative and engaging. Ask questions or encourage people to tag a friend. Grammar and spelling should be double-checked, but a “younger” voice is welcome.
- We should post Facebook content once a day about three times a week. There are times during the year where engagement may dip (summer, breaks, finals, etc.), in which case posting at a less frequent rate is acceptable.
- Utilize your Insights and Analytics to determine when your followers are most active and schedule your content during peak hours.