




# Social Media Guidelines

We tell the story of UWL and look to build strong connections with our entire campus community. More specific resources and guidelines for representing UWL on social media can be found online. Always remember: Our social team is just an email or phone call away!

UWL Social Media Specialist 

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[uwlax.edu/ucomm/our-services/social-media](http://uwlax.edu/ucomm/our-services/social-media) 

## Creating an account

- ▶ Don't create a UWL social media account before consulting with University Communications.
- ▶ Meet as a department/office and discuss the reality of managing an account. Who will run it, content plans, etc.
- ▶ Read through social media guidelines and best practices: [uwlax.edu/ucomm/our-services/social-media](http://uwlax.edu/ucomm/our-services/social-media)
- ▶ Become familiar and adhere to UWL's social media policy: [uwlax.edu/info/social-media/policy](http://uwlax.edu/info/social-media/policy)
- ▶ Use a departmental email that multiple employees have access to when setting up a new account.
- ▶ Make sure at least two employees have admin access to the account at all times.
- ▶ Include University Communications as an administrator or share login credentials.
- ▶ Follow other UWL accounts to help amplify their messages as well as be in the know around campus.
- ▶ Actively engage with social media managers across campus through meetings, Teams chat, etc.

## Platforms



### INSTAGRAM

Audience: **18+**

**Best uses:** High-quality photos, event promotions, story takeovers

**Consider:** This is where most students are but you need to have a good content plan in place.



### FACEBOOK

Audience: **25+**

**Best uses:** High-quality photos, nostalgia, news articles, events

**Consider:** Algorithm is a challenge. You might see little results without good, planned content.



### TWITTER

Audience: **ALL**

**Best uses:** Text updates, quick announcements, GIFs or memes

**Consider:** You have very few characters and will need to get creative to get on people's feeds.



### LINKEDIN

Audience: **22+**

**Best uses:** News articles, job updates/openings, alum connection

**Consider:** It might be a challenge to host a page but think about doing a group for alumni.



### YOUTUBE

Audience: **ALL**

**Best uses:** Promotional video, easy embedding, archive virtual events

**Consider:** If you don't need to post much, connect with UCOMM about posting on the main UWL channel.



### TIKTOK

Audience: **18-35**

**Best uses:** Video creation, utilizing a different "voice"

**Consider:** The wild west. Content needs to be created by someone that knows the platform to thrive.

# Your profile

Make sure to use a branded profile picture. (You can contact UCOMM to have one created.)



Include a URL to your website! It's another easy promotion tool!

Have a high quality cover image on platforms that require one!



Have a simple, UWL branded username. (You will discuss this with UCOMM.)

# Posting tips



Keep post text short and sweet. Experiment with your tone. Sometimes more personality is better!



Try to Include a visual. Photos, videos, or GIFs. Photo library: [uwlax.edu/photos](http://uwlax.edu/photos) (Caption/alt text your photos!)



Have a plan for your content! Don't fall behind. Have a goal for a number of posts per week and stick with it!



Use UWL's short link creator when sharing links with longer URLs. You can find this by going to [share.uwlax.edu](http://share.uwlax.edu).



Stick with brand colors when making flyers/graphics. These can be found at [uwlax.edu/ucomm/branding](http://uwlax.edu/ucomm/branding).



Tag/message the flagship UWL accounts if you'd like your posts shared to a wider audience! (Not every post can be shared).



Have student workers? Invite them to have a voice on your channels! User-generated content is engaging!



Experiencing negativity? Take a deep breath. Feel open to reaching out to us for help. We're always available.



Engage with comments and direct messages. Respond to your audience and make them feel heard!