

SOCIAL MEDIA GUIDELINES

Telling our story and building strong connections with the Bulldog Nation, both on and off campus. Resources and guidelines for representing UGA on social media can be found online and our social team can be reached by email.

web: brand.uga.edu/social-media 

email: socmedia@uga.edu 

Jamie Lewis, Assistant Director of Digital Marketing 

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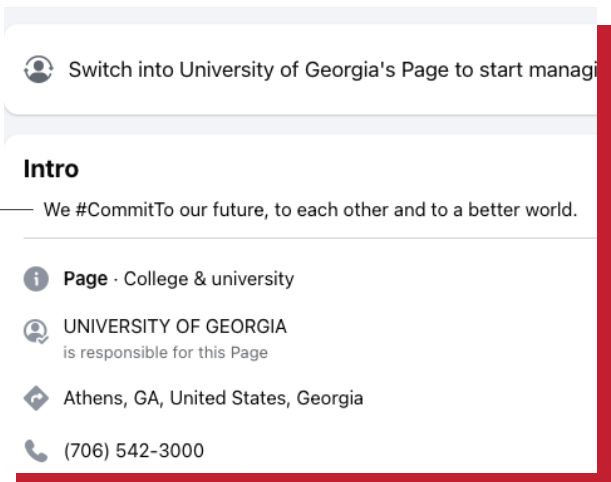
SOCIAL MEDIA PROFILE



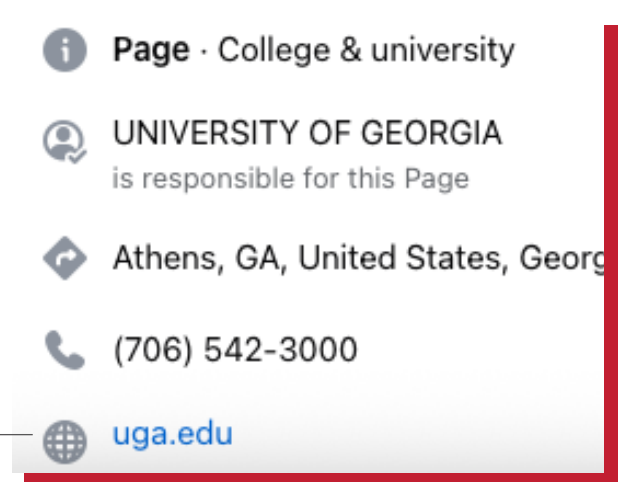
CORRECTLY BRANDED SOCIAL MEDIA ICON



BRANDED COVER PHOTO



CLEAR AND DIRECT PROFILE DESCRIPTION



LINK TO WEBSITE

First impressions are important. For many, social media is the doorstep to the UGA brand. A consistent user experience across all UGA social sites helps reflect our stature as a top research university in America.

POSTING PRO-TIPS



Keep posts short, sweet and clearly worded. Like you're talking to a child.



Always include a visual. Photos or videos.



Platforms suppress links - try to include the highlights of an article in the caption.



Include appropriate tags/collaborations. Engage with and tag other schools and departments!



Moderate daily and post consistently.

PLATFORM GUIDE



FACEBOOK

AUDIENCE: **PARENTS AND FAMILIES**

BEST FOR:

Alumni Profiles
Success Stories
Research + Service
High-quality Photo
Video (all types)



X

AUDIENCE: **ALL**

BEST FOR:

News + Announcements
Success Stories
Research + Service
High-quality Photo
Video (1:1, < 30 secs)



INSTAGRAM

AUDIENCE: **15-35**

BEST FOR:

Student Photos
Campus Photos
Trending Content
Student Generated Content
Video (9:16, < 1 min)



INSTAGRAM STORIES

BEST FOR:

Amplifying Others
Event Coverage
Behind-the-Scenes
Video (9:16, < 15 secs)



LINKEDIN

AUDIENCE: **18-55**
(BUSINESS PROFESSIONALS)

BEST FOR:

Alumni Profiles
Research Stories
Industry News
Corporate Partnerships
Student Highlights
Institutional News
Thought Leadership
Video (16:9, < 2 min)

MANAGING A CAMPUS ACCOUNT

- ▶ Don't create a social profile before consulting the UGA Social Team (email socmedia@uga.edu)
- ▶ Read the social media section of brand.uga.edu
- ▶ Always use a departmental email to set up a new UGA social media account
- ▶ Make sure at least 2 employees have admin access to a social account at all times. This ensures security
- ▶ Update passwords regularly. Never share them via email. Use LastPass to securely keep track of them
- ▶ Use social listening tools to track and engage in conversations.
- ▶ Follow other UGA accounts and amplify their messages
- ▶ Amplify emergency communications from the main UGA accounts.
- ▶ Use student employees and ambassadors as focus groups for content ideas! They can also star in your content but students should not have admin access to university accounts.

