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 is just an email or phone call away.

SOCIAL MEDIA PROFILE

First impressions are important.

For many, social media is the front door 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, videos, or GIF’s work.
Use t.uga.edu to create small, branded UGA URLs
Include appropriate tags, but not too many. Tag other schools or use #CommitTo.
Post and moderate daily. Respond to comments regularly and appropriately.

PLATFORM GUIDE

FACEBOOK
AUDIENCE: ALL
BEST FOR:
Alumni Profiles
Success Stories
Research + Service
Magazine Features
High-quality Photo
Video (all types)

TWITTER
AUDIENCE: ALL
BEST FOR:
News + Announcements
Trending Topics
Success Stories
Research + Service
High-quality Photo
Video (1:1, < 30 secs)

INSTAGRAM
AUDIENCE: 18-35
BEST FOR:
Student Photos
Campus Photos
Inspirational Quotes
Video (4:5, < 1 min)

INSTAGRAM STORIES
AUDIENCE: 25-55 (BUSINESS PROFESSIONALS)
BEST FOR:
Student Takeovers
Event Coverage
Behind-the-Scenes
Video (9:16, < 15 secs)

LINKEDIN
BEST FOR:
Alumni Profiles
Research Stories
Industry News
Corporate Partnerships
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. Hootsuite or Tweetdeck are free
Follow other UGA accounts and amplify their messages
Amplify emergency communications from the main UGA accounts.
Attend Social Media Users Group (SMUG) meetings. Get involved, share ideas, or learn new tricks. We’re a fun group.