

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.

brand.uga.edu/social-media 

706.542.9731 

socmedia@uga.edu 

Kalena Stull, Social Media Strategist 

Jamie Lewis, Social Media Coordinator 

SOCIAL MEDIA PROFILE



The image shows a screenshot of the UGA Twitter profile page. Annotations with blue arrows point to specific elements:

- CORRECTLY BRANDED SOCIAL MEDIA ICON**: Points to the UGA logo in the profile picture.
- BRANDED COVER PHOTO**: Points to the header image featuring the text "#CommitTo ACADEMIC EXCELLENCE" over a background of a university building.
- LINK TO WEBSITE**: Points to the "uga.edu" link in the bio.
- CLEAR AND DIRECT PROFILE DESCRIPTION**: Points to the bio text: "As the birthplace of public higher education, we #CommitTo our future, to each other and to a better world."

Profile statistics shown: Tweets 15.4K, Following 523, Followers 106K, Likes 8,759, Lists 12, Moments 0. A pinned tweet is visible, dated May 1, with the text: "When you #CommitTo UGA, you are committing to the No. 13 best public university according to @usnews, the birthplace of public higher education, learning from top faculty and researchers, becoming a member of the Bulldog Nation! #DecisionDay #WhyUGA #UGA23".

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

BEST FOR:

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



LINKEDIN

AUDIENCE: **25-55**
(BUSINESS PROFESSIONALS)

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.

