

Tiffin University Social Media Best Practices

Brand guidelines

Social media usage by Tiffin University is intended to extend traditional channels of engagement. Please use the Tiffin University marketing and communication brand guidelines for approved logos and colors to use.

Profile Pictures

All profile pictures must be approved by Tiffin University Marketing and Communication. Please submit requests for profile pictures to tusocial@tiffin.edu.

Facebook

Profile picture 180px X 180px

Cover picture Social 828px X 315px

Mobile safe area 563px X 315px

- Tag relevant pages mentioned in the post.
- Share content from other Tiffin University Facebook pages.
- Drive traffic to Tiffin University web pages.
- Promptly respond to questions and direct messages and sign with your name and title.
- Use the scheduling feature to schedule posts in the evenings, on weekends or during vacations.
- Launch Event Pages to promote special events.
- Keep text short—one to three sentences or phrases is plenty.

Instagram

Profile Picture: 110 x 110

Photo Size: 640 x 640

- Be less formal. Let the visuals do most of the talking.
- Use hashtags (up to 10).
- Own a hashtag to tell a branded story.
- Get permission to share student/alumni content.
- Regularly look for content to interact with.
- Use high-quality, eye-catching photos.
- Encourage students, faculty, staff and alumni to post photo using a specific hashtag.
- Geotag each post.

Twitter

Profile photo: 400 x 400

Header Photo: 1,500 x 500

- Tweets with imagery perform best.
- Perform hashtag queries. Listen to conversations using these hashtags in an effort to join conversations.
- Starting a tweet with '@username' means only people who follow both you and that Twitter account will be able to see the tweet. Instead, add a period before a tweet like '.@username'.
- Limit your hashtag usage per tweet

- Include hashtags so tweets can be searched.
- Tweet polls are fun and interactive.

Snapchat

Social media usage by Tiffin University intended to extend traditional channels of engagement and transparency, as well as to provide informational and educational opportunities that elevate the perception of our institution and meet core goals and objectives. Currently this channel is used to showcase upcoming events weekly, student takeovers for featured events and for the promotion of events. If you are interested in having an event highlighted email tusocial@tiffin.edu.

#Hashtags

Below are the most popular hashtags that we use as a University. Use them to keep the conversation trending. If there is a hashtag that you use often and would like to add to the list email it to tusocial@tiffin.edu.

Dos

- Regularly look for and interact with social content that uses Tiffin University hashtags. Search “tiffinu or tiffin university” to find the most used.
- Test your hashtags. Perform a search to see if it is already in use and relevant to your subject matter.
- Be consistent. Consistency is key when it comes to encouraging others to engage with you and use hashtags.

Don'ts

- Overuse hashtags. Two to three per tweet is appropriate and up to 10 on Instagram.
- Go too long or get too clever. Keep it short and sweet and understandable.
- Use punctuation of any kind. Adding punctuation marks will render your hashtag ineffective.
- Use spaces in hashtags. This doesn't work: #tiffinu alumni This works: #tiffinualumni

For TU posts - #tiffinuniversity #DragonNation

For Academics - #EmbraceTheChallenge

For post from around the world - #throughdragoneyes

Alumni post - #TiffinUAlumni

Sports - #TUdragons