



Tiffin University Social Media Best Practices

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. See the following information for recommended practices and additional information on the TU social media brand.

Below are a few pointers for each recommended social media channel.

Facebook

Profile picture: 170 x 170

Header Photo: 820 x 312

Mobile Area: 640 x 0360

- Tag relevant pages mentioned in the post.
- Share content from other Tiffin University Facebook pages.
- Drive traffic to Tiffin University web pages/ news articles/ registration links/ etc.
- Utilize the *Negative Review Protocol* found in the marketing page of the MyTU portal for messages and comments.
- Use the scheduling feature in Meta Business Suite 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 8).
- 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 posts to help reach your audience.

Linked In

Profile Picture: 400 x 400

Header Photo: 1584 x 396

- Most formal of all social media platforms.
- Customize your profile URL so it is claimed and easy to use/ list/ find.
- Keep posts short, one to two sentences. Photos and links are encouraged.
- Drive traffic to Tiffin University web pages/ news articles/ registration links/ etc.
- Showcase academic and organization-based achievements (earned certificates, research projects, grant money, major institution news, etc.).
- Share open positions and job/ internship opportunities.

TikTok

Profile Picture: 200 x 200

Video Ratio: 9:16

Video Resolution: 1080 x 1920

- Best for original content with fun and authentic messaging.
- Keep captions short and sweet. Use hashtags (up to 8).
- Maintain consistency with frequency of posting to increase likelihood of views.
- Use trending sounds, transitions, and effects in your videos.
- Include closed captions on all videos so they can be understood if muted.
- Videos should be 10 seconds minimum in length, maximum of 10 minutes available. Recommended no longer than 3 minutes for best performance.

X (Formerly Twitter)

Profile photo: 400 x 400

Header Photo: 1,500 x 500

- Tweets with photos perform best.
- Perform hashtag queries (what is trending?). 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 X 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.

Emojis 😊

Below are the most popular emojis that we like to use as a University. Use emojis to add context to your captions, break up large sections of information, to emphasize words or messages, and to celebrate your audience. Emojis can convey just as much information about your tone as any regular punctuation. They may also help your post stand out, either against other posts, or make it recognizable as your content if you are consistent with the emojis you use.

(Dragon head, dragon, flame, sparkle, green heart, yellow heart, graduation cap, glowing star)



**You are always welcome to utilize emojis that are relevant to the content of you post*

#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.
- 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 using hashtags.

Recommended TU hashtags*:

- **For campus posts** - #tiffinu #TiffinUniversity #DragonNation
- **For Academics** - #AcceptTheChallenge #ThisIsTU #[program name]

- **For incoming students** - #TiffinBound #WelcomeWeekend #DragonFamily
- **For post from travel** - #ThroughDragonEyes
- **Alumni post** - #TiffinUAlumni #TUGrad #TUAlumni
- **Sports** - #TiffinDragons #BringTheFire #GoGons #DragonAthletics #DragonStrong
- **Music/Arts** - #TiffinArts #TiffinMusic

*You are always welcome to utilize hashtags that are relevant to the content of you post, for example #FinalsWeek, #SpringBreak, #ThrowbackThursday, #GameDay etc.

Don'ts

- Overuse hashtags. Two to three per tweet is appropriate and up to 8 on Instagram.
- Let your hashtags go too long or get too clever. Keep it short and sweet and understandable.
- Use punctuation of any kind in a hashtag. Adding punctuation marks will render your hashtag ineffective.
- Use spaces in hashtags. This doesn't work: "#tiffinu alumni" This works: "#tiffinualumni"

Launching a channel

Social Media is a growing and powerful means to communicate news within our University as well as our community. With the growing number of social media outlets, we are encouraging our students and staff to lead ethically on social media.

The following guidelines are set up for TU students, staff, faculty, schools and departments to serve and guide our efforts to support social media. Everyone is open to start their own page or group, but we do ask that you follow the recommended guidelines for success and register your channel via the [Social Media Account Registration Form](#).

Plan

The planning stage is for the prelaunch of a social media page, group, or channel. Please consider the following questions:

1. **What is the mission or vision for this page?** Make an outline of mission or goals for what you are looking to communicate with your page. Are you trying to showcase a student organization or campus event? Celebrate a sports team? Recruit? Engagement? Increase applications? Membership?
2. **Who is your target audience?** The better you know your audience, the better you will be able to connect with your target audience. Generically speaking, we are targeting the 16-24 age group.
3. **Do you have a timeline for posting to sustain a media presence?**
4. **Who will administer the page?** Social media pages need to be structured even if the structure is laid back. Designate people (at least two admins) and create a process for posting, follow up, and feedback.
5. **Have you contacted Tiffin University's marketing team?** Any student, faculty and staff page that is representing Tiffin University needs to have a relationship with our marketing team before they can start a social page or group. TU marketing will not be the admin or overseer of all pages, but will be your contact to serve all Tiffin University social media sites with guidance and direction.

Process

Putting a process and people in place to engage your audience will keep your page active and growing. Think about these questions while running your page:

1. **Do you have trusted people in place to post, engage and represent your vision and mission?** Your page is represented by your people.
2. **Do you think twice before posting and responding?** Remember, that people can't see eyebrows when posting comments. In a texting world, you have to overthink how someone will respond. Try to understand the person and audience you are responding to.

Follow Up

1. **Are you meeting your vision, goals?** Social meeting has incredible ways to track your activity, following and reach. Make sure to set a time each year to check data and adjust your strategy.

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Experiment, create and innovate! If there is any way that we can serve you contact our marketing team at tusocial@tiffin.edu.

If you are posting content you wish to have re-shared by the main TU channels, simply tag @tiffinu on any account and we will do our best to support your content. We will only support content posted by registered accounts through the [Social Media Account Registration Form](#).