

SOCIAL MEDIA QUICK TIPS

Social media is a powerful tool for fostering connections and illustrating the mission of an Oglethorpe department or program area. Following the guidelines below will help ensure your social media is polished, consistent, and purposeful. Detailed social media policy and guidelines are available at [oglethor.pe/socialmedia](https://oglethorpe.edu/socialmedia).

Questions?

Valeri Cruz '23
Communications Coordinator



vcruz2@oglethorpe.edu



ADMINISTRATION

- All social media accounts must be registered with Marketing and Communications.
- At least one professional staff member must have consistent access to the account and must regularly monitor content and messages.
- Students who assist with account management must have content reviewed and approved by a staff member.

PROFILE APPEARANCE

APPROVED AND BRANDED PROFILE ICON

This should be an approved department signifier or a photo that represents your area

INCLUDE RELEVANT LINKS

If you don't have a LinkTree, you can link to your office's page on the website.



FULL TITLE

Students should be able to easily identify the department area from a quick glance

BRIEF AND DETAILED BIO

One to two sentences describing the area's institutional mission

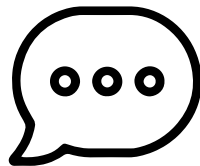
CONTENT PLANNING

- Consistency is key. Posting regularly (we recommend 3-4 times a month) helps make your content discoverable to more people, particularly those that may be interested in your content, but may not follow your account.
- Social media should be exactly that—social! Your content should move, inspire, and engage your audience. Seek a healthy balance of fun and informative content.
- Explore a variety of content types: photos, video, and graphics.
- Have fun, but remember that content should purposefully represent the Oglethorpe University experience.

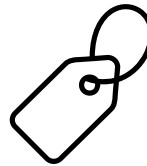
BEST PRACTICES FOR POSTING



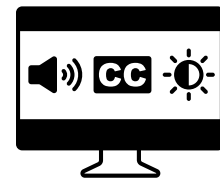
Your photos, videos, and graphics should be neat, polished and visually stimulating



Captions should provide context for the visual attached



Amplify your message by tagging relevant accounts



All posts with an image or graphic should have alt-text

ACCESSIBILITY

- Alt-text should be added to all images and graphics, briefly describing the contents.
- All videos should have captions.
- Ensure colors have enough contrast. You can check this with tools like [this one](#).

GRAPHICS FOR SOCIAL MEDIA

- Avoid long paragraphs or text-heavy designs.
- Do not use QR codes in graphics or long links in captions.
- Only include key information: event name, date, time, location, and brief bullet points with event details.

