

# SOCIAL MEDIA GUIDE

This guide is meant to help UNR Med (and anyone posting on our behalf) develop, build, and/or manage our social media presence. Every social media platform is unique, and included below are posting guidelines for the four most commonly used.



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## *Facebook*

Facebook allows for real-time updates and interactions, while also engaging audiences on a regular basis. Creating a consistent tone is important for maintaining brand identity. Posts that are only one sentence long garner the most interaction from users (aim for 50 characters or about 10 words).

### **POSTING GUIDELINES:**

*Time* – Schedule posts between 1 and 4 p.m. on weekdays. Users are most engaged during these times.

*Show* – Showcase your involvement at any events, expos, speeches, etc. by posting throughout the event to engage your viewers.

*Leadership* – Link to relevant website pages, posts and articles. Establishing your brand as a leader allows your audience to recognize your status and build their trust in you.

*Engage* – Create calls to action. Engagement is key on Facebook. Make sure there is always a reason to engage with your posts.

*Visual* – Visual posts get the most engagement on Facebook. Keep photos at an 800x600 size so they are compatible with mobile and desktop views.

*Connect* – Tag other like-minded organizations.

## *Twitter*

Functioning like a micro blog, Twitter is a huge news source with information being shared as it becomes available. While Twitter allows for 140 characters, posts should remain under 100 characters to best engage your audience.

### **POSTING GUIDELINES:**

*Short and Sweet* – A concise tweet makes an impact. Keep each tweet focused on one specific message rather than trying to communicate multiple things.

*Visual* – Adding a bold image, video or GIF to your tweets leads to higher tweet engagement rates.

*Hashtags* – Hashtags are a powerful tool that allow you to expand your reach and tap into relevant conversations. Try not to use more than three hashtags per Tweet.

*Ask* – Asking questions is an effective way to interact with your audience, bring readers into the conversation and understand people's opinions. Tweet open-ended questions or use Twitter polls to survey on specific responses. Be sure to respond to their answers, as well.

*Engage* – Twitter was built with the idea of micro-conversations in mind. For brands on Twitter, this has become the go-to network to reach out to customers, answer questions and give feedback.

## Instagram

Instagram's visual content is proven to perform better than text-based content, with 40 percent of consumers responding more to visuals than plain text. Captions should stay under 100 characters for Instagram.

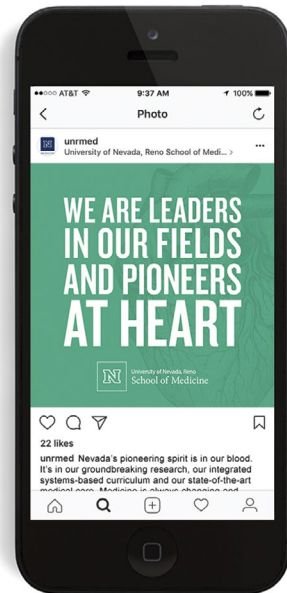
### POSTING GUIDELINES:

**Visual** – When you are posting, think of it like creating a piece of art. You want your audience to feel the inspiration or message in a beautiful and engaging way. Keep your visual elements consistent. Using a mix of stock photos, event photos, and user-content can be great, but the editing should all stay consistent photo to photo.

**Stay Up to Date** – Instagram, more than other platforms releases a lot of updates. Keep above the competition and show your audience you are current with trends. Try subscribing to blogs like Hubspot, Hootsuite, or Sprout Social to stay informed on the latest trends and how to use them.

**Mix It Up** – Try to not make all your posts about an upcoming event. You want your feed to be a balance between promotional and inspirational.

**Great Stories** – Instagram videos are highly effective at telling your brand's story within 60 seconds. Try to use those for events, promotions or new information. It should be used when your audience will want to know what's happening with you in a real-time setting.



## LinkedIn

LinkedIn was intended for brands to build connections within their departments, generate business leads, and build brand awareness. Posts should stay under 500 characters, allowing viewers to read and engage if they want to.

### POSTING GUIDELINES:

**Unique Audience** – Just because people are on LinkedIn does not necessarily mean they are using LinkedIn. Try to keep posts engaging, so when users are scrolling through their news feed they will want to interact and engage with your content.

**Mobile** – Most viewers are coming from mobile devices where the headline may be the only input that a reader uses to determine whether to read a piece of content or not.

**Engage** – Reply, comment, ask questions, and join LinkedIn groups regularly. Since this platform is for audiences who are choosing to engage with your brand, engaging with your audience is important.

**Always Update** – Continue to update profile and cover photos, descriptions and business details. Also add new content and users to build your audience.

**Post Career Opportunities** – With more than 39 million students and recent grads on LinkedIn, updating career opportunities can drive more traffic to your site.

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