



Facebook Best Practices

GREAT FOR

- School News
- Entertainment
- Connecting with Others
- Fundraising / Selling Products

IDEAL CONTENT

Images and Videos

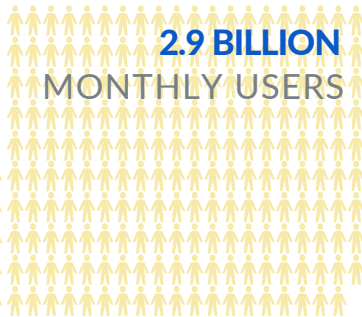


BEST PRACTICES

- Pare down copy
- 111 characters
- 1 emoji
- 1-2 #s worked into copy
- Post video with closed captioning

TARGET AUDIENCE

Ages 18-64



Twitter Best Practices

GREAT FOR

- Trending Topics
- School News
- Culture and Events
- Support Services

IDEAL CONTENT

Text, Links, GIFs, & Short Video



BEST PRACTICES

- Pare down copy
- Limited to 280 characters
- 1 emoji
- 2-3 #s worked into copy
- Post constantly and consistently
- Reply to comments
- Tell story using Threads

TARGET AUDIENCE

Ages 18-24

330 MILLION
MONTHLY USERS



Instagram Best Practices

GREAT FOR

- Demonstrating school culture
- Visual Story Telling
- Showcasing Activities and Athletics
- Engaging younger audiences

IDEAL CONTENT

Images and Videos

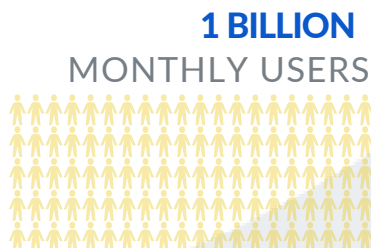


BEST PRACTICES

- Up to 30 #s
- Geotag location
- Partner with school influencers

TARGET AUDIENCE

Ages 24-40



LinkedIn Best Practices

GREAT FOR

- Recruiting
- Professional Networking
- Thought-Leadership
- Research and Best Practices

IDEAL CONTENT

Images, Videos, Short Blogs, & Infographics



BEST PRACTICES

- Update Frequently
- Share Informative, Educational Content
- Complete Your Profile

TARGET AUDIENCE

Professional Community

