Social Media Guidelines for Aux

The general idea: *Would I share this content?*

Consider your personal, organization's or brand’s page.
Be strategic when posting. Quality > quantity, always.
Develop a plan. Create a content calendar to brainstorm early in a campaign.
Consider what’s popular on social right now. What hashtags are trending? What memes are funny?
Consider the audience for each platform.
Make sure we use the correct names for various services we offer
*For example: Dining Plan instead of dining plan, EagleXpress instead of Eagleexpress/eaglexpress/Eagle Express and Southern Express instead of busses.*
Always double check facts and grammar before posting.
GUS is always all caps. Never use “GSU” when referring to Georgia Southern.

**Twitter**
- Always use an emoji and/or photo where applicable
- Think, “Would I RT this on my personal page?” before posting. Keep them engaging and informative, not just news headlines.
- Always tag appropriate pages. Tag @GeorgiaSouthern or #GeorgiaSouthern for increased engagement. Other examples include: @Cocacola, @BeatsbyDre, @Apple, @KateSpade
- Don’t mention the department in its own tweet. For example don’t say, “Eagle Dining Services is hosting Lakeside Luau…” It’s obvious it’s EDS. It's the EDS page.

**Instagram**
- **NO FLIERS. NO TEXT.** Keep it images only.
  - This may require some creativity on your end; use a professional-looking, fun, engaging IMAGE to convey an event, sale, contest or concept. Don’t be afraid to ask for a picture to be taken! If you have a good idea for content, just ask!
  - Save the text for the caption.
  - If you must share a flier, share it in the Instagram Story mode and link with “swipe up for more”
  - Space out the caption text too.
- Use appropriate hashtags always. Hashtags = increased engagement.
  - For example, in a photo from Midnight Breakfast, you might add #MidnightBreakfast #FinalsWeek #GeorgiaSouthern #Breakfast #Studying.
  - At the same time, don’t overdo it. If #HailSouthern or #GATA has nothing to do with the post, don’t just add it for engagement.
- Create saved stories for promotions, contests, and events we have going on or coming up.
  - For example, the Gold 4 Blue Dining offer, the Eagle Egg Hunt, all Dining events, etc.
  - When the promotion/event is over, delete the story and then screenshot the entire story for analytics purposes.

**Facebook**
- Post photos from events in a labeled event photo album with catchy description.
  - Don’t just post to timeline
  - Tag relevant people (the president, coaches, etc.)
  - Pick the best photo for the album cover

**Snapchat**
- Utilize the “swipe up for more” link feature to share websites and promotions
- Make sure the sound is clear (no busses in the background, no loud music etc.)