BEEF UP YOUR SOCIAL MEDIA

Facebook:
Audience: staff, campus departments, alumni, prospective students/families
Content: information, pictures, videos, graphics, event albums
Posting: 1-2 times per day, tag other departments, more information (job postings, upcoming events, etc.)

Twitter
Audience: staff, campus departments, prospective students
Content: more information and sharing of content; graphics, pics, links; more conversational- can even be funny; gifs
Posting: 2-3 times per day, share lots of content

Instagram:
Audience: current students
Content: photos only; focus on people, food; aesthetic, no graphics
Posting: 1 time per day; quality > quantity
Insta stories more flexibility

Snapchat
Audience: current and prospective students
Content: current events; video; “selfie” style; personable; student perspective
Posting: multiple times per day, as needed; live coverage of events

Youtube (2nd Largest Search Engine)
Audience: prospective students and families, current students
Content: videos - Aux Now, SOAR, special events
Posting: 1 per week
Graphics:
Canva - www.canva.com

Scheduling:
Hootsuite - www.hootsuite.com

Need to shorten a link? Use bitly.com

Need motion/reaction GIFS? Use giphy.com

Need an emoji? Try emojicopy.com

Don’t forget to follow us on social media:

EDSATGSU
EDSATGSU
EDSATGSU
GSUAUXSERV

Need an idea for content?
Try National Day Calendar - nationaldaycalendar.com

Audience: prospective students and families, current students
Content: videos- Aux Now, SOAR, special events
Posting: 1 per week

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