

Social Media Best Practices



Social Media Agenda

1. Social media best practices
2. Graphics selection & sizing tools
3. Scheduling platforms
4. Ways to increase following and promote engagement
5. Good examples

Social Media Best Practices

- Establish your voice and tone
- Have clear calls-to-action (add relevant links)
- Be aware of calendar (holidays, current events, current season)
- Set goals and success metrics
- Understand strengths and weaknesses of each social platform and adapt your strategy to each
 - Twitter: fast-paced, casual
 - Facebook: traditional, good for longer and promotional messaging
 - Instagram: pretty photos, high engagement

Graphics Selection

Your graphic selection is just as important as the copy you choose.

- Keep your brand in mind
 - Follow fonts and templates
 - Use appropriate colors and logos
 - Don't know what they are? Use the BOX folder!
- Keep your graphics simple
 - Beautiful images perform better
 - Put graphics on Instagram Stories, not feed
- Choose your colors wisely
 - Legibility is important, contrast
- Text in graphic = text in caption
 - Why? ACCESSIBILITY!

Graphics Sizing Tools

Make sure your graphics are sized properly before posting.

- [Check your dimensions](#)
- [Canva](#) (Beginner) **Recommended*
 - Create a user for free
 - Templates pre-sized for platforms
- [Adobe Spark](#) (Beginner)
 - Free with your wisc.edu account
 - Templates pre-sized for platforms
- [Photoshop](#) (More Advanced)
 - Need to request access through UW, can be limited to art majors and specific campus jobs
 - Can resize using proper pixel dimensions

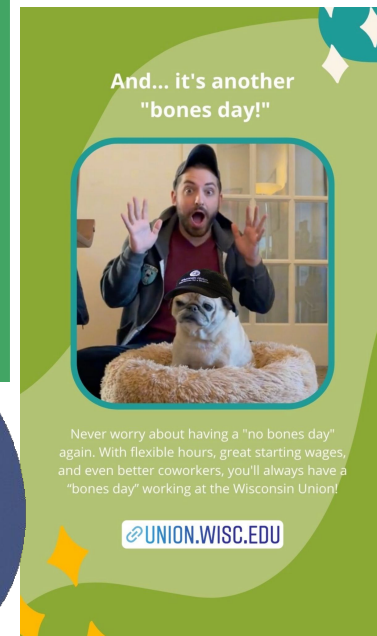
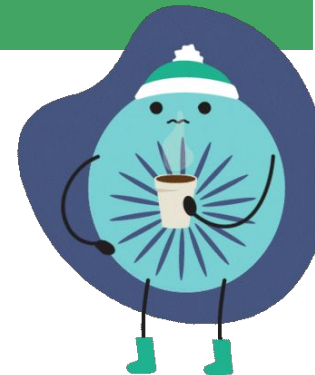
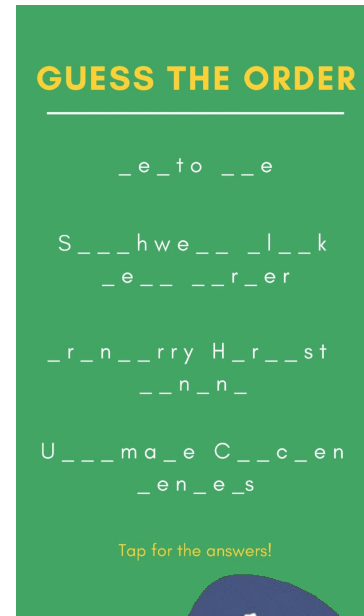
FREE Scheduling Platforms

Planning your content makes life much easier! Use a spreadsheet to create a content calendar ahead of time or use a scheduling platform.

- Managing multiple accounts (Instagram, Twitter, Facebook)
 - [Buffer](#)
 - One user, 3 social accounts, 30 posts

Ways to Increase Followers & Engagement

- Be a good follower
- Tag speakers, artists, etc.
- Be active and engaged (respond to questions, comments, mentions)
- Post frequently, but appropriately
- Use relevant hashtags & geotags
- Take advantage of collaborations
 - Instagram collaborator feature
- Share user-generated content (with credit!)
- Use polls and surveys
- Hop on trends
- Run promotions & giveaways

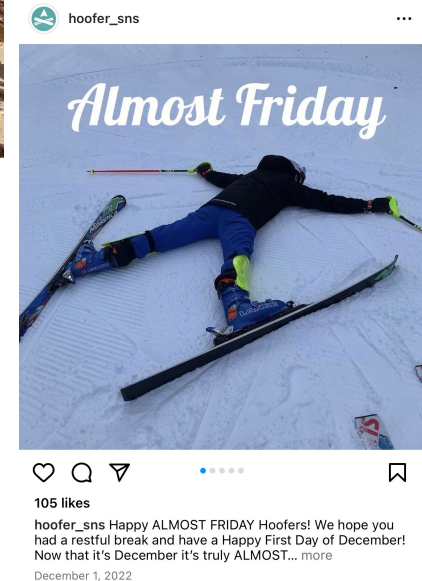


Inspiration & Good Examples

Brand accounts we admire:

- iHop (Instagram Feed)
- Anthropologie (Instagram Stories)
- Denny's (Twitter)
- Spindrift (Instagram Feed)
- Other WUD/Hooper accounts!

We also love using reallygoodemails.com for copy inspiration if you're writing something promotional!



Questions?

Thanks for listening!

Reach me at madeleine.carr@wisc.edu
if anything comes up.

