

DIGITAL MEDIA SERVICES



**SOCIAL MEDIA
STYLE GUIDE**

WHY USE INSTAGRAM?

75%

of respondents say they frequently use Instagram

Instagram is a platform used to engage with an audience through visual content. The platform makes it easy to like, share, and comment on posts. JSU uses Instagram to share pictures to showcase JSU's campus life, programs, and upcoming events.

WHY USE FACEBOOK?

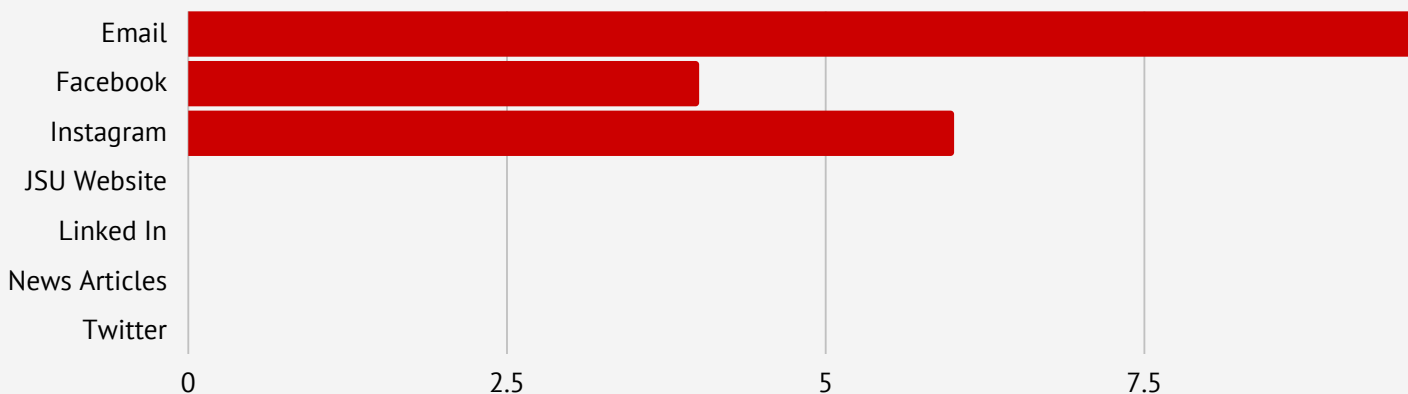
Facebook is a platform that utilizes a newsfeed algorithm to show users posts they may want to engage with. JSU uses Facebook to share information about upcoming events or programs, repost and interact with content from other departments, and run ads to promote the university.

55%

of respondents say they frequently use Facebook

OTHER WAYS TO CONNECT

*Respondents say they obtain most of their information about JSU from...



*According to the Friendliest Campus in the South student survey conducted in 2022

INSTAGRAM STRATEGY

INSTAGRAM GOALS

- Create a consistent Instagram feed
- Increase number of followers
- Reach potential JSU students
- Connect with current JSU students
- Highlight new programs and events
- Showcase authentic student experiences and campus life
- Build brand awareness
- Increase student enrollment
- Increase alumni engagement



BENEFITS OF USING INSTAGRAM



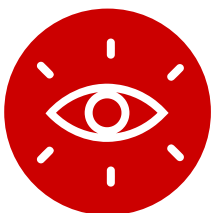
Diverse Content

Instagram allows for diverse content formats, including photos, videos, and stories. This makes it easy for universities to showcase the various aspects that make them unique, such as campus life, student activities, and academic programs.



Recruitment Opportunities

Universities can use Instagram to showcase their programs and highlight the benefits of attending their institution. By using Instagram to build their brand and connect with students, JSU can increase its recruitment efforts and attract more applicants.



Increased Visibility

Instagram has over 1 billion active users, which makes it a great platform for promoting higher education institutions. By using hashtags and posting relevant content, JSU can increase its visibility and reach a wider audience.



INSTAGRAM FEATURES

Instagram Feed Post

Instagram feed posts are posted onto the user's main profile page. The feed shows content from accounts that the user follows. Instagram posts can be photos, videos, graphics, or carousels. An Instagram carousel is a post containing more than one photo, video, or graphic. Posts can include creative captions, hashtags, and location tagging to increase engagement.

Instagram stories are an easy and quick way to share information with followers. They have the opportunity to receive more views and engagement because followers do not have to scroll through their feeds to see a story. An Instagram story only last for 24 hours unless it is added to a story highlight, which is a feature that allows the user to group Instagram stories into themes or categories and permanently display them on the profile page. The story highlight covers can be customized to include brand colors, logos, or pictures.

Instagram Reel

Instagram reels are short video clips that allow the user to share creative, fun content with followers. Reels can be 15, 30, 60, or 90 seconds long.

FACEBOOK STRATEGY

FACEBOOK GOALS

- Create a consistent Facebook feed
- Increase number of followers
- Reach potential JSU students
- Connect with current JSU students
- Increase alumni engagement
- Inform parents about activities
- Highlight new programs and opportunities at JSU
- Promote upcoming events
- Share information about the admissions process



BENEFITS OF USING FACEBOOK



Community Building

Facebook allows higher education institutions to build online communities for their students. This community-building approach helps foster a sense of belonging and engagement, which can be crucial for student retention and loyalty.



Targeted Advertising

The advertising options on Facebook are highly sophisticated, and this allows universities to reach specific audiences. Universities can choose their target demographics, interests, and location to ensure that their message is seen by the right audience.



Measurable Results

Facebook offers a range of metrics that allow universities to track the performance of their campaigns. They can measure the reach, engagement, and conversion rates of their posts, which can help them to adjust their strategies and techniques for better results.



FACEBOOK FEATURES

Facebook Newsfeed

The Facebook newsfeed is a column of posts that appears on the user's homepage. The feed shows content and updates from people or pages the user follows. It is controlled by an algorithm that shows users certain content based on who posted the content, the type of content, and user engagement.

Facebook Story

Facebook stories are a quick and more casual way to share information with followers. Similar to an Instagram story, a Facebook story only lasts for 24 hours. Users can add filters, text, stickers, and other effects to their stories. Facebook stories appear at the top of the mobile app's screen and are also visible on the user's Timeline.

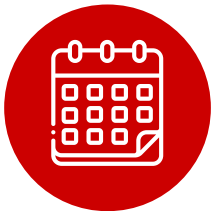
Facebook Events

Facebook Events is a feature that allows users to create, share, and RSVP to events. Event organizers can create custom invites, set the date and time, and add location details. Users can invite their friends and see who is attending. Facebook Events is effective for promoting public and campus events. Facebook Events is also integrated with the users' calendars, so they can keep track of their upcoming events.

META BUSINESS SUITE

The Meta Business Suite is a free platform that JSU uses to help manage its Facebook and Instagram platforms. It provides tools to schedule posts, “boost” content (paid ads), view social media analytics, and more.

FEATURES OF META BUSINESS SUITE



Planner

Users can schedule posts and content for both Facebook and Instagram ahead of time and view a full archive of all past activity.



Content Library

This library allows users to search their content by post type, key words, etc. It is a full archive of all content posted to a user's account.



Insights

This section allows users to look through the statistics related to each post. It shows follower engagement, tracks the progress of the account's online presence, and provides tips and tricks to increase online engagement.



Inbox

Users can view direct messages and communicate directly with followers.



Monetization

Users can view ways to create paid media that can reach larger audiences, as well as policies and rules to follow to keep any monetization lawful and issue-free.



Ads

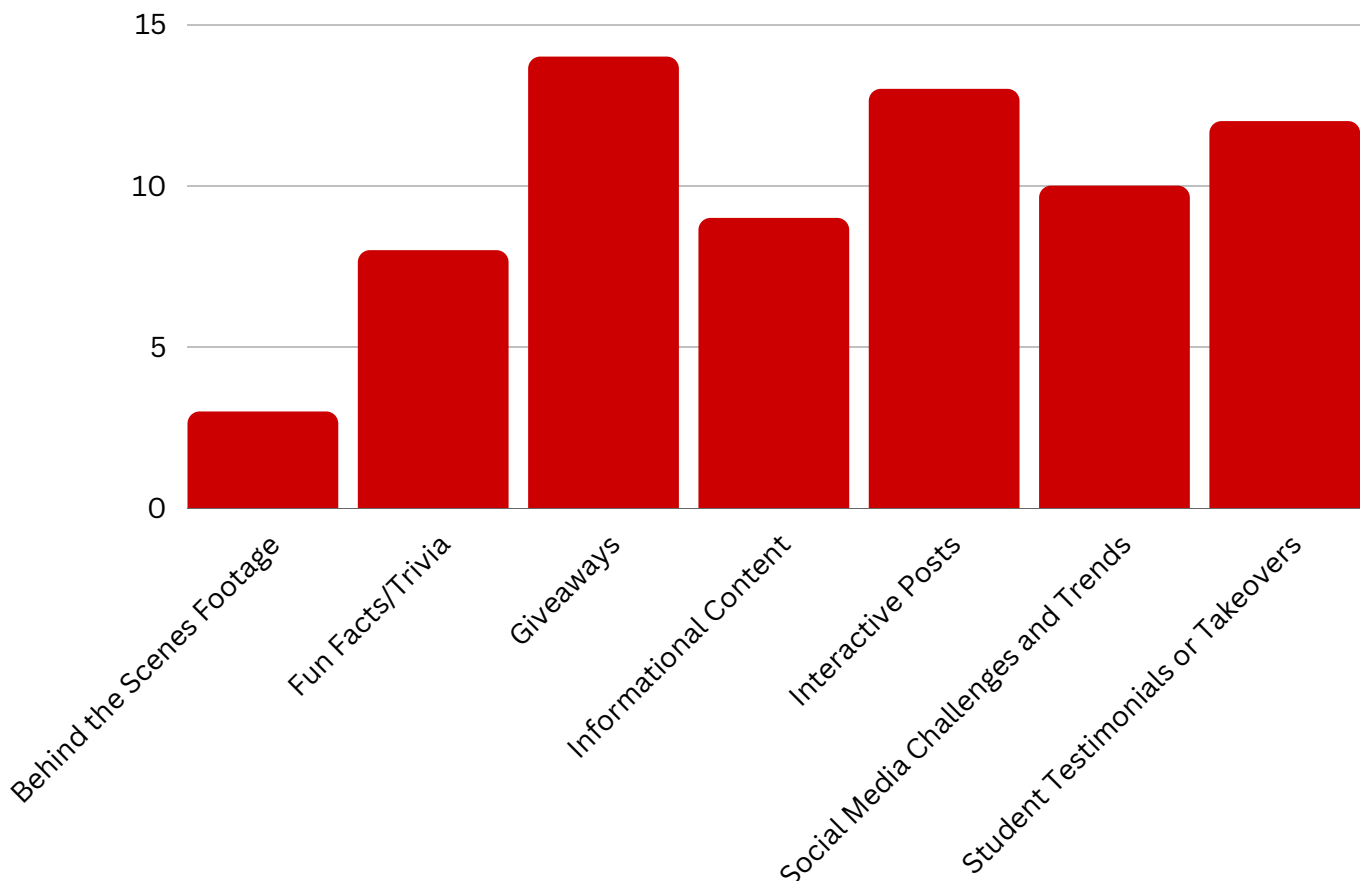
This section allows users to create boosted content to advertise their organization.

CONTENT STRATEGY

A content strategy can help create content that resonates with the target audience and can lead to higher engagement on social media posts. A content strategy also helps when organizing and planning content for social media.



***Respondents say the information they are most interested in seeing on JSU's social media platforms include...**



*According to the Friendliest Campus in the South student survey conducted in 2022



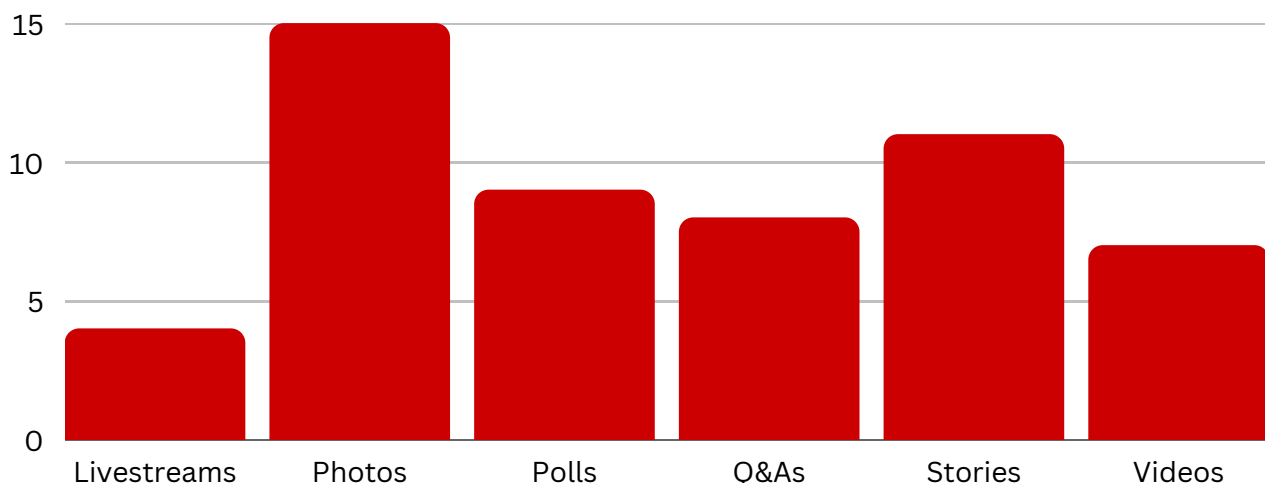
TYPES OF CONTENT

Using different types of content such as images, videos, infographics, and interactive posts, helps to break the monotony of the same type of content and makes the brand stand out. Diversity in content also allows for different types of information to be conveyed in a more effective way.

The most common types of social media content include:

- **Text-based content** includes articles, blog posts, status updates, and captions. It is the most common type of content across all social media platforms.
- **Image-based content** includes photos, graphic designs, and visual posts. It is popular on platforms like Instagram and Pinterest.
- **Video-based content** includes short-form videos like Instagram Reels, instructional videos, and long-form videos like YouTube content.
- **Live streaming content** includes live events, Q&A sessions, and product launches. This type of content is becoming more popular on social media.
- **Interactive content** uses interactive elements like quizzes or polls to engage the audience and involve them in the content.
- **Graphics** take complex information and present it in an easy-to-understand visual format. They can be designed using tools like Canva and InDesign.

***Respondents say the content they are most interested in seeing includes...**



INTERACTIVE POSTS



Platform: Instagram (Story)

Poll stickers allow the user to ask a question and customize answer options. Followers interact by selecting their desired answer. For example, JSU can use this feature to collect information about how many students have or have not registered for classes. This data can show if it is necessary to post more content about registration.



Platform: Facebook (Story)

Question stickers allow the user to invite their followers to share their thoughts on a certain topic. JSU can utilize this feature to encourage followers to ask any questions they may have about the university. Once a question is asked, the answer can easily be posted as a story using the sticker's built-in features.

EXAMPLE CONTENT



Platform: Instagram

Caption: Did you know you can get an early start on your graduate degree at JSU? With the Faster Master's program, students can graduate with a master's degree up to a full year earlier. Learn more today at the link in our bio.

Hashtags: #GraduateStudies
#JacksonvilleStateUniversity
#FasterMasters

Alt Text: Three people wearing green Faster Master's t-shirts stand outside in front of a tree.

A promotional poster for the 'Information Fair' at Jacksonville State University. The top left features the JSU logo and 'GRADUATE STUDIES JACKSONVILLE STATE UNIVERSITY'. The main text reads 'INFORMATION FAIR' in large, bold letters. Below this, it says 'Don't miss the opportunity to explore the different graduate programs offered at JSU. Graduate Studies staff members will be available to answer any questions.' The event details are listed at the bottom: 'MARCH 1, 2023', '11.00 AM - 1:00 PM', and 'TMB AUDITORIUM'. The poster includes a red hexagonal graphic on the right and a photo of two people at the bottom right.

Platform: Instagram and Facebook

Caption: Mark your calendars for our spring Information Fair! This is a great chance to learn about the various opportunities offered at the graduate level.

Hashtags: #GraduateStudies
#GraduateStudies
#JacksonvilleStateUniversity
#GraduatePrograms

Alt Text: The Graduate Studies Information Fair will be held on March 1, 2023, from 11 a.m. to 1 p.m. in the TMB Auditorium.

USING CANVA

Canva is a graphic design platform that allows users to easily create graphics for social media content. The platform provides an accessible and cost-effective way for universities to create professional designs that capture the essence of their brand and resonate with their audience. Canva is beneficial for users who do not have prior design experience because it provides thousands of templates and design resources.



CANVA FEATURES

JSU uses Canva to create promotional materials such as recruitment posters, campus event flyers, and social media graphics. Canva has built-in features that allows users to add a "Brand Hub," which contains all of a brand's approved logos, color palettes, and fonts to use in designs. Canva also allows users to join teams and projects, so multiple people can work on a design at once and have access to all the projects designed by the team.

COLOR PALETTE

A color palette is a set of approved colors that complement each other and represent a brand identity. Color palettes allow brands to maintain consistency when creating content across multiple platforms. They can also help build brand recognition by creating color associations in people's mind. Specific colors can be found by searching the hex code, which is a numerical representation of colors used in digital graphics. It consists of six digits or letters, starting with a "#" symbol.

APPROVED UNIVERSITY COLORS



APPROVED COMPLEMENTARY COLOR PALETTE



MESSAGING TONES



Confident

JSU is **confident** in its ability to provide high quality educational opportunities for students. With over 100 different programs, there is a **unique** opportunity for everyone.



Versatile

JSU is a **versatile** option for all learners. Programs are offered in-person, online, or hybrid, so students can easily customize a schedule that is **flexible** for them.



Welcoming

JSU is proud to share **authentic** experiences of campus life at JSU. The university strives to maintain a **welcoming** environment and uphold its reputation of being the Friendliest Campus in the South.



Informative

JSU is eager to keep its community **informed** about academic opportunities and events. The university strives to make **information** accessible for all learners.

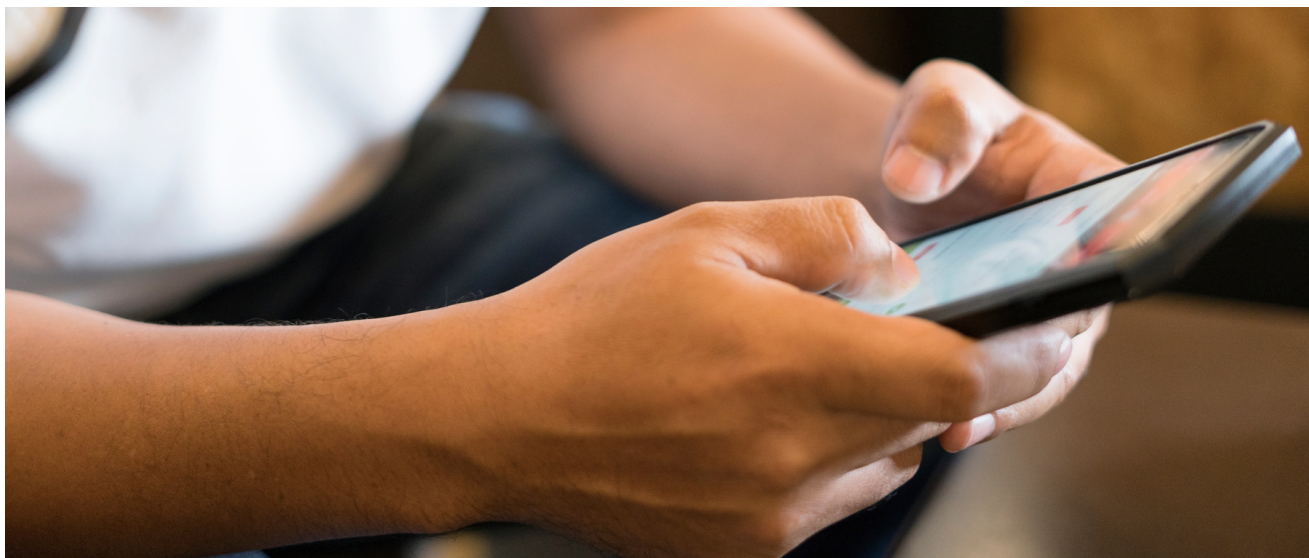


Connective

JSU is excited to **partner** students with connections within the community during college and after graduation. JSU wants to **connect** students to programs and opportunities that are unique to their interests.

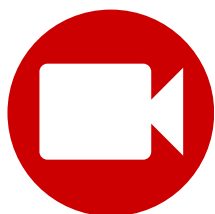
SOCIAL MEDIA ACCESSIBILITY

People who are blind or visually impaired cannot access social media content in the same way that other users can. These individuals use screen readers and other technology to access visual content and text on a social media platform. It is important for social media managers to ensure their social media content is designed with disabled users in mind. There are many accessibility features built into social media platforms.



Alternative Text

Alternative text is a written description of a visual. It should be included for all images posted on social media. The text should be 125 characters or less, be concise, and relay all relevant information. Examples of effective alt text can be found at neilpatel.com/blog/social-alt-text/.



Closed Captioning

Closed captioning is text that is included over video and audio elements. It can be generated by the social media platform, but it is best to double check the captioning to make sure all words are correct.



Captions

When writing captions, emojis and hashtags should be used sparingly. When including hashtags in social media captions, use "CamelCase," which capitalizes the first letter of each word (for example: #GraduateStudies).

SOCIAL MEDIA ACCESSIBILITY



HOW TO CREATE ALT TEXT

Instagram and Facebook use object recognition to automatically create alt text, but it is highly recommended that the sharer corrects the alt text to be more informative and descriptive for screen reader use. Only viewers that are utilizing a screen reader software will have the alt text read to them.

Alt text can be added to a photo on Instagram by following these steps: When the section to type a caption for the post appears, scroll down to the “Accessibility” section, and enter the alt text for the image or images.

Alt text can be added to Facebook posts by following these steps: When uploading the post, select the “Edit” option, and then select the “Alternative Text” option to view, add, or edit alt text as needed.

COLOR BLINDNESS CHECKER

Color blindness checkers can be used to view content (images and graphics) as it would be seen by people with different variations of color blindness. These checkers are important to show how some viewers may not be able to perceive content.

An example of a color blindness simulator can be found at <https://www.color-blindness.com/coblis-color-blindness-simulator/>.

The simulator can be used by following the link and uploading a file to check. Various options can be selected to see how users with different forms of color blindness will view the image.