There is no denying the importance of social media. The rapid growth and ease of use of social media technologies make them attractive channels for communication.

LIFE HAPPENS HERE
Whether tweeting the latest dining hall hilarity or Instagramming the U.P. polar vortex snow dump, it's undeniable social media is an integral part of most college students' lives.

A RELATIONSHIP BUILT ON TRUST
A recent study suggests students tend to trust what they read on a university's website, but not necessarily trust what they see delivered through the school's social media. 1

EMAIL IS OLD SCHOOL
Getting students to check email is tough. Social media needs to be part of the mix.

I'M IN LOVE . . . WITH MY SMARTPHONE
Reaching students must include a mobile element.

THE GOOD OLD DAYS
No doubt people loved their Michigan Tech experience and want a continuing connection with their alma mater.

Social media can be a very effective way to communicate, promote, and brand Michigan Tech to multiple audiences. On the other hand, social media can pose risks to the University's proprietary information, brand reputation, and communication standards. It should be integrated with our larger University communications effort. Content is strategically chosen based on communications directives, audience, and relevance and should be published according to each channel's unique strengths.

This field guide has a shelf life of one year and is intended to help direct university employees in the use of social media for official University communications. It is not intended to apply to personal internet and/or social media properties that have been created by faculty. However, many of the principles outlined in this field guide are important best practices for any social media activity.

A comprehensive listing of all University-affiliated social media accounts can be found here: www.mtu.edu/social/#l/directory
Six reasons why Michigan Tech needs to be social:

1. CONVERSATION WITH STUDENTS
This includes prospective students, existing students, and alumni.

2. FOSTERING A COMMUNITY
An active community likes to participate and that means sharing content, commenting on University messages, and performing other social actions, amplifying the reach of Michigan Tech.

3. PROPAGATING NEWS
The percentage of people turning to social media for news consumption rather than traditional media is staggering. Seize this opportunity to break school news on University social media.

4. REPUTATION ANALYSIS
Leverage social media to actively listen to what's being said about Michigan Tech. Be active participants in the conversations, not passive bystanders.

5. GAINING INSIGHTS QUICKLY
Activity on social media is real time. They say numbers don’t lie and social media analytic data is readily available and trackable.

6. FACILITATING DIRECT MARKETING
Strategic social media execution is more than gaining likes or followers. It helps Michigan Tech communicate brand messages, grow marketing lists, and reach prospective students.
In many ways, those responsible for managing social media are the voice of the school. Social media managers should be integrated into all matters that are audience-facing. Michigan Tech’s online reputation, student enrollment, and donor base depend on it.

Consistency of tone on social media is important. Tone can vary but should never fall out of a spectrum of what is normal, or expected. Use active voice whenever possible. “We provide students,” instead of “students are provided with.”

**OUR TONE ON SOCIAL MEDIA SHOULD BE:**

- informal and conversational
- personal rather than institutional
- genuine, authentic, and never forced
- strong, vivid, and purposeful
- clear and straightforward
- helpful, thoughtful, and optimistic

**MICHIGAN TECH’S SOCIAL MEDIA PLATFORMS ARE FOCUSED ON:**

- the faces, fun, and facts of our campus community
- being authentic and positive
- listening to fans/followers
- responding to comments and questions
- conversing naturally with fans/followers
- providing content focused on quality over quantity

**OUR BRAND PROMISES ARE THE FOUNDATION OF OUR MESSAGES:**

- Real People—our faculty, students, alumni, friends, prospective students, and you
- Real Experience—our facilities, location, the research we do, our campus events, and classes
- Real Opportunity—jobs, mentorships, research, personal and professional growth

We are at Michigan Tech because it’s authentic. It’s the real deal.
We are real people doing real work.
Communicate this spirit via social media.
For Michigan Tech, we major in Facebook, Twitter, LinkedIn, and Instagram. Why? These four established platforms allow us to effectively reach the majority. Bottom line—choose networks wisely and make the most of the platforms you adopt.
OVERVIEW
Facebook is a social website which allows users to become fans of pages. Fans can follow activity, share content, and interact with the page by leaving comments and liking content. Facebook Pages also offer custom usability options.

Worldwide there are more than 1.44 billion Facebook users. Contrary to public opinion, as of the writing of this field guide, 95% of college students still use the platform. Facebook users are highly engaged with 70% saying they use Facebook daily (including 45% who do so several times a day).

MICHIGAN TECH USES FACEBOOK TO SHARE THE ‘BEST OF THE BEST’ WITH ITS AUDIENCE.
The best research. Best athletics. The best events. We showcase school activities via video and photos. Audience-relevant news and information is shared consistently. Prospective students, current students, alumni, and parents engage with us and expect timely information.

DOs

• Customize thumbnail/meta description. Shorten URL using bit.ly or a custom URL shortener.

• Be mindful of which Pages your account likes—it is visible to the public.

• Tag relevant pages that are mentioned in the status.

• Keep it concise and remember to make the tone ‘real.’

• Pay attention to Facebook Insights to watch for trends with what you are publishing.

• Remember: You can edit after posting, but not after promoting.

DON’Ts

• Give multiple calls-to-actions.

• Publish lengthy posts—posts around 40 characters often receive higher engagement.

• Simply cut-and-paste content from other platforms like Twitter.

• Clutter the News Feed with postings. Allow three hours between each posting.

• Forget your audience. Whether people are positive or negative, ignoring comments will disappoint people.

• Tag students. Students may tag themselves, but social media administrators should refrain from tagging individuals in photos or posts.
WHEN TO PUBLISH
Facebook Insights provides data when Michigan Tech followers are active on Facebook. Use this information to publish content at optimal times. For example, the highest numbers of fans of the main Michigan Tech University Facebook page are active Sundays at 9:00 p.m.

FACEBOOK TACTICS

ENGAGE FOLLOWERS
Make every effort to quickly answer questions and provide direction to resources (such as our main website and department phone numbers), as well as actively converse with followers in the form of questions/comments.

PHOTO & VIDEO POSTING
Since Facebook is a media-rich site, use it to share videos and photos/graphics whenever possible. Videos should be uploaded directly to Facebook as unique content or linked from other sites such as the Michigan Tech YouTube channel.

HIGHLIGHT NEWS, ACTIVITIES, & EVENTS
Share information and links about upcoming events.

DRIVE TRAFFIC
Leverage the platform to drive traffic to specific pages on the Michigan Tech website.

HIGHLIGHT TRENDS & TOPICS
As trending news/information develops, it might be appropriate to share relevant stories, linking to the source documentation and/or news site.

BRAND CROSS PROMOTION
Be mindful of content published on other Michigan Tech Facebook properties and periodically share content from those pages. Doing so will create more visibility for communications and strengthen the Michigan Tech brand.

BE SMART
Is what you are about to post honest and authentic? Give yourself a five-second timeout to review what you are about to publish.
The number of people reached organically with the content we publish will vary, but only a small percentage may see each post. Promoting posts with marketing budget forces content into the News Feeds of our fans. These sponsored posts need to be targeted to the right audiences.

**PROMOTION TACTICS**

- Use compelling, but concise language—call-to-actions in messaging will help people follow through with the action you want them to take in the ad.
- Use the appropriate call-to-action button.
- Use Google UTM tracking links when linking to an internal Michigan Tech website. Doing so will aid tracking on-site traffic generated through Facebook activity, Goal Conversions and overall campaign performance/behavior.
- Perform competitor research and keyword research to target the right audience for each promoted post.
- Identify different audiences age, geography, etc. for each promoted post. You can target people based on behavior, their interests, and even relationship status.
- Use images that will display nicely on desktop computer browsers and mobile devices.
- When setting up campaigns, it can be helpful to maintain consistency and standard naming conventions for your campaigns for easy reference later.
- Pay attention to the quality scores assigned to your promoted posts. If a score is too low, Facebook will not consistently display your promoted content. Consider revising copy to be more consistent with the content on landing pages or the targeted audience to improve your score.
CUSTOMER SERVICE

• There will be at least one admin assigned as the customer service touchpoint for each Michigan Tech Facebook page.

• Be mindful of Michigan Tech’s ‘make it real’ tone when responding and always be professional.

• Try and respond to messages quickly. Users will send you messages to your Facebook messages box. The speed at which you reply to these messages will be displayed as an icon on the Facebook page.

• Whenever possible, take negative conversations off the public-facing parts of the Facebook page. Address the concern, apologize when necessary, and acknowledge when a mistake has been made. Transparency and honesty are key.

Note: Facebook allows brands to directly message someone who comments on your page. This allows the conversation to be taken to a private space. Always include personal aspects to a response so people feel they are talking to a real person; this may include signing the message with your name.
Twitter is a micro-blogging platform where users can quickly and easily send 140-character updates. Twitter allows students to easily digest information and immediately move on. We have become a soundbyte society and Twitter certainly supports the idea of succinctly sharing information.

Twitter has more than 300 million monthly active users and 34% of these active users log on to Twitter more than once a day.

Twitter offers a unique advantage over Facebook allowing direct replies to people on the platform who have not specifically mentioned you. The opportunity for us is to seek relevant conversations and enter these conversations. The interaction opportunities are endless.

### Identify Keywords and Hashtags Relevant to Michigan Tech

Once researched and identified, regularly perform queries to listen to conversations using these hashtags in an effort to join conversations. Students interested in learning about engineering programs at colleges in Michigan might tweet using keywords or hashtags #engineering or #MichiganEdu. An informal social media ‘hello’ could be the first touch point opportunity with Michigan Tech and could be an influential first impression. We do not want to miss these opportunities.

### Dos

- Optimize content for Twitter.
- Use relevant hashtags such as #MTU and #engineering. Tweets with hashtags get double the engagement than tweets without.
- Tweet with one or more hashtags included because they are 55% more likely to be retweeted.¹⁵
- Double-check. Do your due diligence to ensure you are tagging the correct Twitter handle before you tweet. Make sure your hashtag means what you think it means by running a search before posting.
- Test images before posting. Some apps crop images differently. This is especially true on mobile devices.
- Leave enough room in your tweets for people to retweet. It is recommended to leave at least 10 characters free.
- Keep it short. Tweets with less than 100 characters receive 17% more engagement.¹⁶ The optimal length for a tweet is 71-100 characters.²¹
- Thank followers. Retweet them and favorite relevant content.

### Don’ts

- Be shy. It is okay to ask followers to retweet occasionally.
- Start a tweet with ‘@username’ unless you are directly responding to a Tweet. Only people who follow both you and that Twitter account will be able to see a tweet if it starts with ‘@username’. An easy fix for this is adding a period before a tweet like ‘.@username’.
- Use too many hashtags. No more than two or three; engagement drops an average of 17% when more than two are used.¹⁷
- Use hashtags that have no direct correlation to the content in your tweet.
- Use an image that does not fit Twitter image specs.
- Cut-and-paste content from Facebook.
- Let scheduled tweets go out that potentially clash with a current event. Be cognizant of how your scheduled content could look within the context of a local/world event.
ENGAGE FOLLOWERS
Make every effort to quickly answer questions and provide direction to resources (such as our main website and department phone numbers), as well as actively converse with followers in the form of questions/comments.

BRAND CROSS PROMOTION
From the Michigan Tech Twitter account(s) you manage, be on the lookout for tweets from other department accounts to retweet. Doing so will create more visibility and strengthen the Michigan Tech brand.

HIGHLIGHT NEWS, ACTIVITIES, & EVENTS
Share information and links about upcoming events.

RETWEETING
Selectively retweet updates from our followers to help keep the account active and also build relationships and recognition with followers. We want more Michigan Tech brand advocates.

PUSH MEDIA & PUBLISHED STORIES
Tweet links to articles where Michigan Tech and/or our staff/students are in the news. Set up Google Alerts for Michigan Tech to aid your awareness of opportunities to promote with tweets.

FOLLOW TRENDS
Twitter can be an excellent source to become aware of breaking news, trends, and topical conversations to help guide content you publish. Use Twitter searches and hashtag queries to find relevant information. Use the new Twitter Moments to quickly see content trending on Twitter.

DRIVE TRAFFIC
Leverage the platform to drive traffic to specific pages on the Michigan Tech website.

HASHTAGS
Always include at least one unique hashtag so our tweets can be easily searched.

TAG ACCOUNTS
Be sure to tag other Michigan Tech Twitter accounts (include the @username) and relevant sources/personalities in your tweets.

BE SMART
Is what you are about to tweet honest and authentic? Give yourself a five-second time out to review what you are about to tweet.

WHEN TO TWEET
Twitter engagement is highest on weekends, by 30%. Tweets are most likely to be retweeted in the afternoon. However, watch the analytics for the account(s) you manage to learn when most engagement occurs.
Similar to Promoted Facebook Posts, Twitter provides an opportunity to push promoted tweets into user timelines, creating more visibility for Michigan Tech content. These sponsored tweets should be targeted to the right audiences.

POTENTIAL PITFALLS

- The 140 character limit for Twitter restricts the amount of information that can be shared in each post. Be crafty with word choice to maximize character count.

- The conversational nature of Twitter can lend itself to exacerbate issues and has the potential for otherwise small issue to snowball, possibly into a trending topic.
CUSTOMER SERVICE

• There will be at least one administrator assigned as the customer service touchpoint for each Michigan Tech Twitter profile.

• Be mindful of Michigan Tech’s ‘make it real’ tone when responding and always be professional.

• Try and respond to messages quickly.

• Whenever possible, take negative conversations to direct messages. Address the concern, apologize when necessary, and acknowledge when a mistake has been made. Transparency and honesty is key.

Note: By default, users will reply to Michigan Tech profiles publicly. There is a Twitter setting that allows people to send direct messages to our Twitter profiles; this setting should be enabled.
OVERVIEW
LinkedIn is known as the social media network for working professionals. It has a critical mass of users in many countries so we must consider the impact domestically and internationally. We use LinkedIn to recruit, share information about student programs, campus influencers, and other University milestones. It is an effective resource to help us reach parents and alumni.

The good news—separate department accounts aren’t necessary. Share content and interact with our existing company and University LinkedIn pages.

PROMOTING CONTENT
The LinkedIn advertising platform allows us to target by job title, employer, job function, skills, and even interests. There might be opportunity to reach specific demographics via the LinkedIn platform. For example, we could promote the University page to a specific group of highly targeted people and our content will be placed right into their feed.

DOs

• Spotlight behind-the-scenes stories on LinkedIn and showcase faculty, support staff, and other administration. We all have a story to tell.
• Use the platform to rally alumni.
• Tag companies and people mentioned in your post.
• Include rich media whenever possible in page updates. Images generally result in 89% higher comment rate.\(^1\)
• Keep it professional. Use concise and professional language while maintaining the overall tone of our ‘make it real’ brand essence.
• Use LinkedIn to tell in-depth stories that will appeal to alumni, current students, prospective students, faculty, and staff.
• Highlight research insights, new University programs, fundraising opportunities, and nostalgic throwback content.
• Try to take customer service issues off the page. Provide contact information to help further a customer service conversation.

DON’Ts

• Publish the same content as can be found on other Michigan Tech platforms.
• Think of LinkedIn communications as less important than other social platforms.
• Forget to ask a colleague to review your work; LinkedIn posts are not editable.
• Forget that LinkedIn is a tremendous tool for recruitment.
ENGAGE FOLLOWERS
Make every effort to quickly answer questions and provide direction to resources (such as our main website and department phone numbers), as well as actively converse with followers in the form of questions/comments.

OFFER ADVICE
Make sure LinkedIn pages are set to allow questions and comments from followers. Use the page to offer advice to those asking questions about programs.

ENGAGE ALUMNI
Publish content that fosters interaction with alumni.

POST JOB OPPORTUNITIES
When employment opportunities and internships become available, they should be promoted on our LinkedIn property. We might even be able to recruit alumni to come back and work at Michigan Tech.

SHARE RICH MEDIA
Think of LinkedIn not just as a blogging platform, but as a medium where Michigan Tech videos and photo content should be shared. Featuring content from Admissions is another great way to drive traffic to the Michigan Tech website for prospective students and parents to learn more.

DRIVE TRAFFIC
Leverage the platform to drive traffic to specific pages on the Michigan Tech website.

HIGHLIGHT PEOPLE
Include content, articles, and interviews highlighting Michigan Tech faculty, staff, and successful alumni.

BE SMART
Our brand essence is more than just how we communicate our story—it is our story. Give yourself a five-second timeout to review what you have written before you publish.

WHEN TO PUBLISH
Avoid evenings, late afternoons, and weekends. LinkedIn’s busiest times are morning and midday, Monday through Friday.
OVERVIEW
Visual content is king and Instagram is taking full advantage of this phenomenon. It is one of the fastest-growing social media platforms in the current marketplace and highly youth-friendly. Today, 20% of all Internet users use Instagram. Unlike Facebook, there is no newsfeed algorithm to worry about. Similarly to the simplicity of a Twitter feed, users simply see content based on timing and accounts they follow. It is a platform that can stand on its own, but should also be used to enhance our Facebook and Twitter feeds. We should share photos we publish on Instagram to Facebook and Twitter.

INSTAGRAM IS CENTRAL TO EVERY CAMPAIGN AT MICHIGAN TECH
We use Instagram to share quality photos and to distribute short videos. Examples should include photos from events, including commencement, athletic events, and arts and entertainment. A compelling image and a snappy headline will capture attention.

DOs
• Be less formal. Let the visuals do most of the talking.
• Use hashtags.
• Own a hashtag to tell a branded story.
• Tag users.
• Regularly look for content to interact with.

DON'Ts
• Forget that you can share short-form video on Instagram.
• Forget to ask permission to use an image that you want to share.
• Use irrelevant hashtags.
• Forget to interact with users.
**INSTAGRAM TACTICS**

**ENGAGE FOLLOWERS**
Make every effort to quickly answer questions and provide direction to resources (such as our main website and department phone numbers), as well as actively converse with followers in the form of questions/comments.

**BE UNIQUE**
There are many ways to promote photos online, but special attention should be given to Instagram to ensure that photos shared are unique, high-quality, and eye-catching.

**BRAND CROSS-PROMOTION**
Whenever possible, promote other Michigan Tech Instagram accounts in an effort to build a sense of community.

**TAG PHOTOS**
Be sure to tag (link to names) people in photos.

**PHOTO SHARING**
When appropriate, share photos our followers publish. This is called regramming photos and helps keep our Instagram accounts active while building relationships and brand recognition with followers.

**ASK THE AUDIENCE**
It is appropriate to engage our audiences by asking them what kind of images they want to see.

**ENCourage PARTICIPATION**
Encourage students, graduates, and even prospective students to interact with us on Instagram. Prospects can post photos from tours or open houses they attend. Ask students to post photos from around campus, in classrooms, and during athletic events.

**HAShtags**
Always include at least one unique hashtag in your Instagram posts so photos can be easily searched.

**BE SMART**
Are the visuals you are about to publish in alignment with our high standards? Give yourself a five-second timeout to review what you are about to post.
OVERVIEW
Pinterest is a website for visual discovery. Each user, or pinner, can share, like, and repin images from virtual bulletin boards, including crafty how-tos, recipes, dorm decor, and vacation destinations.

32% of college graduates use Pinterest, the highest percentage being adults 18–29.

WE SHOULD USE PINTEREST AS A FUN WAY TO SEND MESSAGES
by promoting events, posting store items, creating boards highlighting University departments, and boards for prospective students and alumni. Career prep boards could have tips on how to dress for interviews and what to expect when interviewing. Residence hall boards could showcase virtual tours of campus life. Leveraging Pinterest should help Michigan Tech recruit potential students by sharing the Michigan Tech story.
**PINTEREST TACTICS**

**ENGAGE FOLLOWERS**
Make every effort to quickly answer questions in comments sections below posts and provide direction to resources (such as our main website and department phone numbers).

**BE UNIQUE**
There are many different types of boards and pins that could be interesting but ensure that content shared is unique, high-quality, and eye-catching.

**REPINNING**
It is acceptable to repin content from other Pinterest users as long as the content is in alignment with the Michigan Tech mission and code of conduct.

**LINK PINS**
Be sure to link content back to the Michigan Tech website whenever possible.

**BE SMART**
Is what you are about to pin or repin supportive of the Michigan Tech culture? Give yourself a five-second timeout to review what you have written before you send.
Best Practices

OBJECTIVES

Establish clear objectives at the beginning of every campaign and evaluate success throughout.

Possible objectives could include:

- Follower growth
- Increased reach to parents and alumni
- Increased user engagement
- Increased prospective student leads
- Awareness of recent successes or awards
- Highlighting faculty or alumni
- Creating awareness of campus events

STRATEGY

Always start with strategic planning. What are we trying to accomplish today and how does it fit into the larger plan for the month, the quarter, and the year? Every piece of content published will support or potentially detract from our mission and vision.

GENERAL GUIDELINES

Ask a colleague to review and proofread your work.

Content should follow our University Brand Guide.

Don’t allow an account to go stagnant—post consistently or delete the account.

Account names should begin with ‘Michigan Tech’ followed by a specific department or organization name. Example:

Michigan Tech School of Forest Resources and Environmental Science
Develop a solid content strategy with images and relevant commentary. Develop a monthly content calendar, planning themes and specific posts for every day of the month.

What you publish, and every engagement strategy, should be executed with the spirit of converting new fans/followers into students, advocates, and donors.

Social media is not simply an outlet to shout messages as if it were a megaphone. Analytics provide us ways to measure reach and engagement. Measure weekly and ensure results are connecting back to brand essence, strategy, and objectives.
Guide to Social Media Images

University Marketing and Communications can help optimize your social media presence and ensure the images you’re using represent the Michigan Tech brand. We will provide you with professionally designed, sized, and branded profile images. Cover images will be curated by each page manager to stay fresh with the seasons, news, and events. Here are your image cheat sheets.
Profile Picture: 180 x 180

This is going to be the photo representing the Michigan Tech brand and your department or area.

- Will appear 160 x 160 pixels on desktop, 140 x 140 on smartphones, and 50 x 50 on most feature phones.
- Profile pictures are located 16 pixels from the left and 176 pixels from the top of your cover photo on desktop.
- Profile pictures are located 24 pixels from the left, 24 pixels from the bottom and 196 pixels from the top of your cover photo on smartphones.
- Photo thumbnail will appear throughout Facebook at 32 x 32 pixels.
- PNG format works best.

Cover Photo: 851 x 315

The cover photo will only appear on the Facebook timeline, but provides the opportunity to be creative. Feel free to update this image monthly, seasonally, or in conjunction with department news and events.

- Appear on page at 851 x 315 pixels. Anything less will be stretched.
- Minimum size of 399 x 150 pixels.
- Displays at 851 x 315 pixels on desktop and 640 x 360 pixels on smartphones.
- Doesn’t display on feature phones.
- For best results, upload an sRGB JPG file less than 100 KB.
- Images with a logo or text may be best as a PNG file.
Shared image/link: 1,200 x 630
A shared image is one of the most common forms of sharing on Facebook. These images will always appear on our timeline, and ideally they will show up in most of our followers’ News Feeds. A shared link allows you to embed an image along with a link pointing off of Facebook.

- Recommended upload size of 1,200 x 630 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).
- PNG format works best.

Milestones: 1,200 x 717
A significant event might justify creating a Facebook milestone posting. This image will be housed on the timeline but will take up more real estate.

- Will appear on your page at 843 x 504 pixels.
- Choose a higher resolution at that scale for better quality.
- PNG format works best.
Profile photo: **400 x 400**
The profile photo is the main image that represents your area across the network.

- Recommended upload size of 1,024 x 512 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1)
- PNG format works best.

Header Photo: **1,500 x 500**
The header photo is the image that spans the top of the Twitter profile page. Since it is quite large, save it with the highest resolution possible.

- Recommended 1,500 x 500 pixels.
- Maximum file size of 5 MB.
- JPG, GIF, or PNG.

In-Stream Photo: **Minimum 440 x 220**
Twitter gives users the ability to attach photos to tweets. Twitter says tweets with photos get 313% more engagement.¹

- Recommended upload size of 1,024 x 512 pixels.
- Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
- Will appear on page at a max width of 504 pixels (will scale to a max of 1:1)
- PNG format works best.
Standard Logo: 110 x 110
This is the main image that represents Michigan Tech on LinkedIn.
- Maximum 2 MB.
- JPG, GIF or PNG files only.

Banner Image: 646 x 220
This image appears when a user visits the Michigan Tech LinkedIn homepage.
- Minimum 646 x 220 pixels.
- Maximum 2 MB.
- Landscape layout.
- PNG, JPG or GIF.

Square Logo: 50 x 50
This is the brand image that shows up when Michigan Tech is searched.
- 50 x 50 pixels (resized to fit).
- Maximum 2 MB.
- PNG, JPG or GIF.
Profile Picture: 165 x 165

The image associated with the Michigan Tech Pinterest profile.
- Appears at 165 x 165 pixels on home page.
- Appears at 32 x 32 pixels on the rest of Pinterest.
- Maximum 10 MB.
- Supports JPG and PNG for profile pictures.

Pin Sizes

When adding a pin to your board it’s important to remember that Pinterest puts a limit on the width of the image but not the length.
- Pins on main page appear as 236 pixels (height is scaled).
- It’s recommended to use an image aspect ratio of 2:3 to 1:3.5.
- Pins on a board appear as 236 pixels (height is scaled).
- Expanded pins have a minimum width 600 pixels (height is scaled).

Board Display: 222 x 150

The header image associated with each board we publish.
- 222 x 150 pixels (large thumbnail).
- 55 x 55 (smaller thumbnail).
Profile Picture: 110 x 110

Instagram is a platform based on photographs, so it is important to select a quality image here.

- Appears on our home page at 110 x 110 pixels.
- Square photo – make sure to maintain an aspect ratio of 1:1.

Photo Size: 640 x 640

These are the pictures that appear in the feeds of everyone who follows Michigan Tech.

- The size of Instagram images has been increased to 640 x 640 pixels.
- Instagram still scales these photos down to 612 x 612 pixels.
- Appear in feed at 510 x 510 pixels.
- Smaller featured header images appear as 204 x 204 pixels, and larger featured header images appear as 409 x 409 pixels.
THERE ARE TWO PRIMARY REASONS TO INCLUDE HASHTAGS IN SOCIAL MEDIA POSTS

1. TO BE DISCOVERED
This is where more general, non-branded hashtags come into play. For example, if a prospective student is searching on Twitter for information on colleges, the hashtags #collegesearch, #admissionshelp connected with relevant tweets can help them find our profile and start a series of social engagements, site visits, etc.

2. TO CURATE AND DEVELOP BRANDED STREAMS OF CONTENT
We want to tell the real story of Michigan Tech, so choose a few key branded hashtags to use repeatedly on relevant content. This will help brand social campaigns and give users the ability to check these hashtags and see the collection of content that surrounds that particular hashtag.

# DOs

• Leverage hashtags consistently. All Michigan Tech social media managers should collaborate.
• Regularly look for and interact with social content that uses Michigan Tech adopted hashtags.
• Test your hashtags. Do a search for it to see if it is already in use and relevant to your subject matter.
• Be consistent. Consistency is key when it comes to encouraging others to engage with and use MTU hashtags.

# DON’Ts

• Overuse hashtags. Three per Tweet is appropriate and up to 11 on Instagram.
• Go too long or too clever. Keep it short and sweet and understandable.
• Use punctuation of any kind. Adding punctuation marks will render your hashtag ineffective.
• Use spaces. Unacceptable: #MTU Alumni Acceptable: #MTUalumni
Other hashtags Michigan Tech frequently uses:

#CRAZYSMART
Use our Admissions hashtag to describe our students or target prospective students.

#MTUCAREERFAIR
Event-based hashtags like this can serve the dual purpose of promoting an event and being able to see sentiment and event content posted by users during and after the event itself. We will also have the opportunity to find and interact with these key brand touch points.

#MICHIGANTECH
Use this hashtag as a general branded element.

#MTUALUMNI
Use this hashtag when referencing content associated with our alumni relations programs.

#HUSKYPRIDE

#MTUWC

#MTUGRAD

#MTURESEARCH

#OWK16

#FOLLOWTHEHUSKIES
As our social media community managers, you will likely have to deal with little problems every day. These could include negative comments, unhappy students or alumni, or communication mishaps. All of these examples deserve reasonable and empathetic responses. But there are times when you will have to deal with a real crisis, whether it be tragic campus events, or world events affecting the campus. In these instances, involve UMC as soon as possible.

Crises are no longer an issue handled exclusively by public relations and communication departments. Social media is often where people first hear news and voice their opinions quickly.
KEY ELEMENTS

• Create and maintain an updated list of contact information for leadership, social media managers, PR team and local media, as well as current logins for quick access to all profiles.

• Have in place a list of search and listening tools ready to enable a quick turnaround for monitoring social media conversations.

• Develop a list of people who will proactively monitor social conversations and be available to respond to a higher volume of social media inquiries in the time of a crisis.

• Create a list of generalized social media posts and key messaging points as well as user responses that can be catered to specific issues.

• One staff member should be responsible for keeping all these tools and documentation up-to-date.

• Evaluate pre-scheduled posts and either re-schedule them for a different date or change messaging according to their relation to the crisis. This will avoid possibly offending the social community.

• Have a communication response and stick to it. Educate any personnel interacting with the community with key talking points, tone, and any links/contact info that will provide further details.

• Always be transparent, but on message. Sometimes less is more.
Adweek .................................................. www.adweek.com/
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Social Media for Colleges ......................... socialmediaforcolleges.com/
Student Affairs Collective ....................... studentaffairscollective.org/
GET STARTED TODAY

Ready to launch a new account? Want to overhaul and improve an existing account? The UMC social media team is here to help—just ask:

- Scott Balyo, editorial director, sabalyo@mtu.edu
- Shannon Rinkinen, marketing writer/Facebook manager, smrinkin@mtu.edu
- Allison Mills, science writer/@mturesearch manager, awmills@mtu.edu

CAMPUS COMMUNICATORS

Want to up your social media game? Faculty, staff, and graduate students are invited to join Campus Communicators. Campus Comm meets the third Thursday of each month to discuss obstacles, strategies, and best practices for sharing University information and stories to our many unique audiences. Contact Scott Balyo to get involved.
Sources

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