What do I post?

Do’s

- Post ideas: students doing their Experience360, class activities, club activities, students engaging in campus events, student interviews, faculty interviews, campus beauty scenics, highlight new club/organization members, conferences, student and faculty achievements (scholarship recipients, contest wins, graduation, presentations, new jobs/internships)
- What’s new and upcoming?
- Post photo/video of events in real-time.
- Be engaging!
delawarevalleyuniversity @delvalequine Give a warm welcome to Alyssa Stagliano’28, who will be joining our Equino Program this year! Are you officially an Aggie? Use yes2delval so we can get to know our new Aggies!

delawarevalleyuniversity @maddieosatchuck Madison Osatchuck’23, also known as Maddie, is a biology major specializing in zoology from Pennsylvania who fell in love with DelVal during her first campus tour while in high school. "It was everything I was looking for in a university!"

delawarevalleyuniversity 🦊 @alexa_bruggemann These photos of our campus were submitted by Alexa Bruggemann’25. Thanks for the wonderful campus photos!
Do not

- Post Gofundme's
- Post foul images or foul language
- Post photos of people using hand signs
- Post without a caption
How much do I post?
BE ACTIVE AT LEAST WEEKLY, IF NOT DAILY.

➢ Active = posting, commenting, liking, reposting relevant content to your page.
➢ Users are subscribed to your page to see content relevant to your club/organization/sport/program.
➢ Engage with other DelVal accounts including the main DelVal accounts and alumni accounts.
➢ You have a better chance of getting reposted by DelVal if you tag us.
➢ Answer the users who comment under your posts. Suggest they check out another resource to learn more.
When do I post?

- Between the hours of 9 a.m. and 7 p.m. are reasonable.
- Use your judgment about how your audience behaves to find the best hours for increased engagement. These are usually between the hours of 11 a.m. and 4 p.m.
Keep these simple caption tips in mind:

- Never use all caps (unless an abbreviation).
- Check for spelling errors before posting.
- Caption length only matters on Twitter. Be wordy if you need to. Be concise when it calls for it. Those who are interested will read it.
- Use Feb. 10 instead of February 10th. Use 6 p.m. instead of 6PM.
- Address professors respectfully. It’s Dr. Dohle, professor of plant science, not Sarah Dohle.
- Students and/or alumni always need their graduation year after their names. Kai Allen ’24, a biology major, scored a touchdown on Saturday.

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**AES HARVEST FESTIVAL**

Wednesday, October 13
4 - 7 p.m. - Outside of LSB
Food and Activities

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**View insights**

*Liked by dohiefrijole and 80 others*

delawarevalleyuniversity Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) is working with our School of Agricultural and Environmental Sciences to host a campus-wide Harvest Festival. Join us for the event on Wednesday, Oct. 13 from 4 to 7 p.m. outside of the Life Sciences Building. Come and enjoy free food, outdoor activities, club meet and greets, and educational booths! The event is open to students, faculty and staff.

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*Liked by delvaladmission and 260 others*

delawarevalleyuniversity Bridget Xiomara ’24, a small animal science major, is already gaining experience in her field as a sophomore at DelVal. She is a hospital assistant/vet tech at Westfield Veterinary Group. Here she works with domestics and exotics in the emergency room. “I was looking for an undergrad school that would set me up on a good path
Creative Tips:

- Only use filters where appropriate
- Use photography rather than graphics when possible on Instagram
- Photos of people and animals are better than static objects
- Utilize Instagram Reels (the video will play a sneak peek when people share it to their story)
- Use hashtags and tag all people/businesses in the photo/video
- Reach out to the people in your content and ask them to repost
- Always ask for consent before taking photos or posting students or faculty members
- Keep content diverse and inclusive of all people
Tips for growing your audience:

- Turn your Instagram into a business account in order to see your progress.
- Watch your Key Performance Indicators (KPIs)
- Your insights will allow you to see the number of accounts you’ve reached, your engagement rates, follower rates, and top-performing posts. Your top-performing posts should let you know what your KPI’s are. Your key-performance indicators will give you an idea of what posts your audience likes to see.
- Organic User Generated Content (UGC) is preferred on socials and a trending way to engage your audience. This means encouraging your audience to submit content you can repost or gather user-generated content by reaching out.
Key Performance Indicators (KPI’s) – 1/1/22-3/1/22

User Generated Content is a KPI

Student features is a KPI

Covering events is a KPI
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DelVal offers unique programs that you cannot find at many other schools. With 25+ undergraduate majors and three undergraduate schools, we offer something for everyone....

On Jan. 17, maintenance was shocked to find a hidden time capsule in Berkowitz Hall. The front of the folder read “Congratulations! You have discovered the time-capsule o...

Nostalgia (throwbacks) is a KPI

Pointing out distinctive aspects of DelVal is a KPI
Key Performance Indicators are generally the same across all platforms.
Tips for Creating Posts in Canva

- While creating a graphic, use DelVal colors, fonts, and logos. When people visit your page, they should immediately get the hint that it’s a DelVal associated page.

- Off brand colors are okay when it makes sense. For example, a Happy Valentines Day post would entail colors like red and pink.

- Avoid pulling graphics and photos from Google. It’s illegal to take photos off the internet that are not yours. You may put DelVal at risk of being sued for taking the photos of another content creator.

- Take your own photos, and create your own graphics when possible.
Brand Guidelines

**BRAND FONTS**
Fonts listed below are what should be used if available.

- Sabon LT Std Roman  AaBbCc
- Sabon LT Std Bold   AaBbCc
- Sabon LT Std Italic  AaBbCc
- Sabon LT Std Bold Italic  AaBbCc
-Trade Gothic LT Std Bold  AaBbCc
-Trade Gothic LT Std Cond  AaBbCc
-Trade Gothic LT Std Bold  AaBbCc
-Trade Gothic LT Std Bold  AaBbCc
-Trade Gothic LT Std Light  AaBbCc
-Trade Gothic LT Std Regular  AaBbCc
-Trade Gothic LT Std Oblique  AaBbCc

**REPLACEMENT FONTS**
If the fonts listed below are NOT available please use the replacement suggested.

- DelVal - Trade Gothic LT Std Bold
  REPLACEMENT - Barlow Condensed Bold

- DelVal - Sabon LT Std Bold
  REPLACEMENT - Cormorant Garamond Bold

- DelVal - Sabon LT Std Roman
  REPLACEMENT - Cormorant Garamond Medium

**BRAND COLORS**
Colors below are approved. Please work to not deviate. Edit clip art and templates to utilize these colors.

**DVU colors**

- #08433D
- #FCD450
- #BAD739
- #53565A
- #144D29

**EXISTING**

**EDITED**
Important Notes

- Please give the account username and password to the next person who will be managing the account.
- There should always be an account manager keeping the page active.
- We will attempt to have the account removed if it has been inactive for more than 6 months.