

125  
YEARS

DELAWARE  
VALLEY  
UNIVERSITY

# DELVAL SOCIAL MEDIA TOOLKIT

## GENERAL BEST PRACTICES

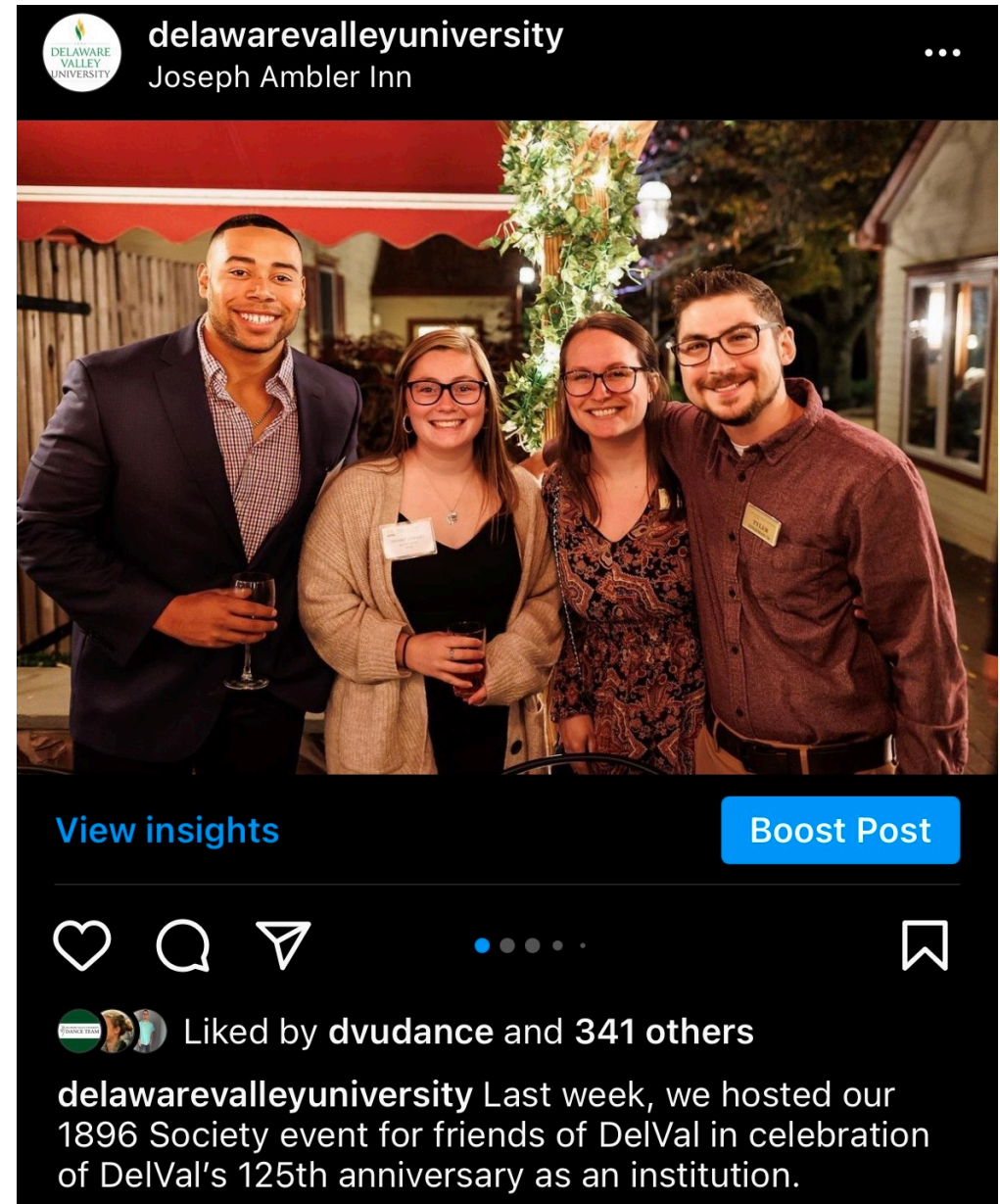




# What do I post?

## 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!







[View insights](#)

[Boost Post](#)



Liked by **delvalpsyched** and 417 others

**delawarevalleyuniversity** @delvalequine Give a warm welcome to Alys Stagliano'26, who will be joining our Equine Program this year! 🙌 Are you officially an Aggie? Use #yes2delval so we can get to know our new Aggies!



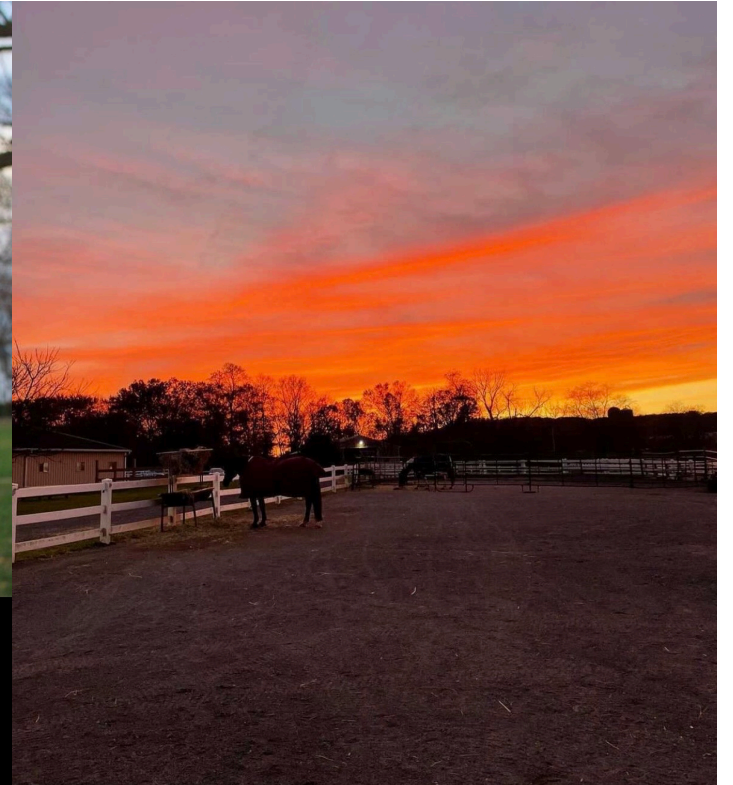
[View insights](#)

[Boost Post](#)



Liked by **delvaladmission** and 349 others

**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!"



[View insights](#)

[Boost Post](#)



Liked by **delvaladmission** and 389 others

**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

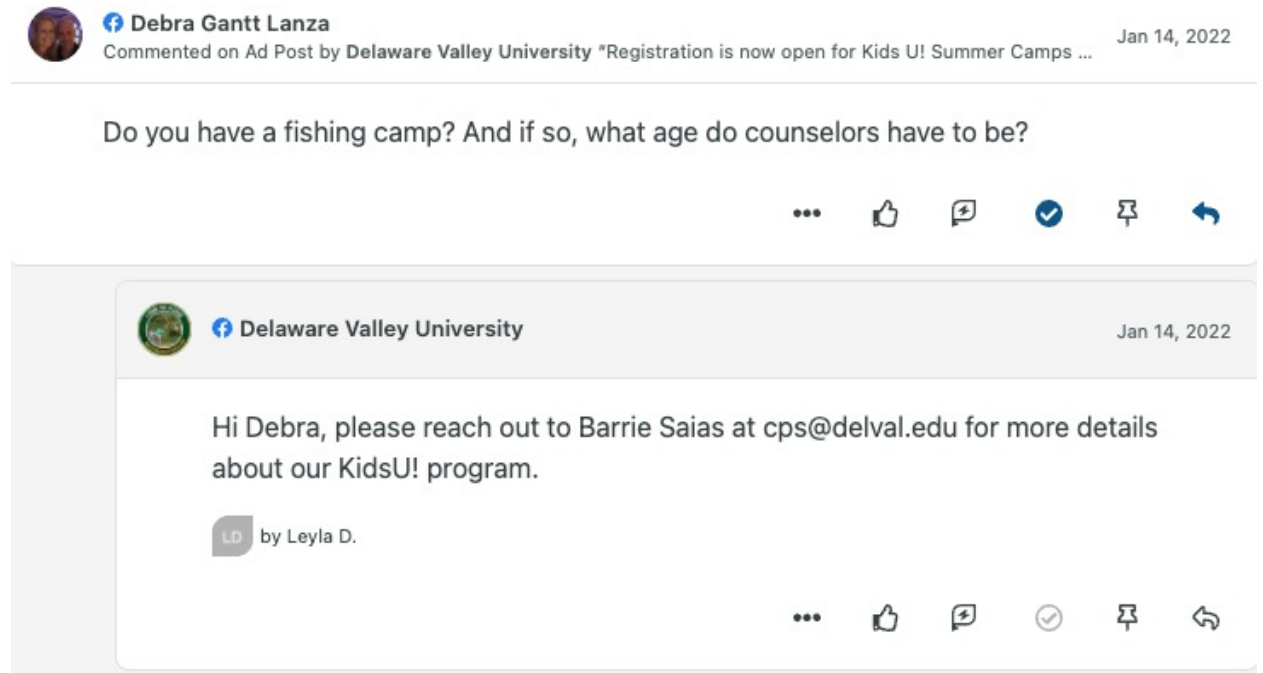
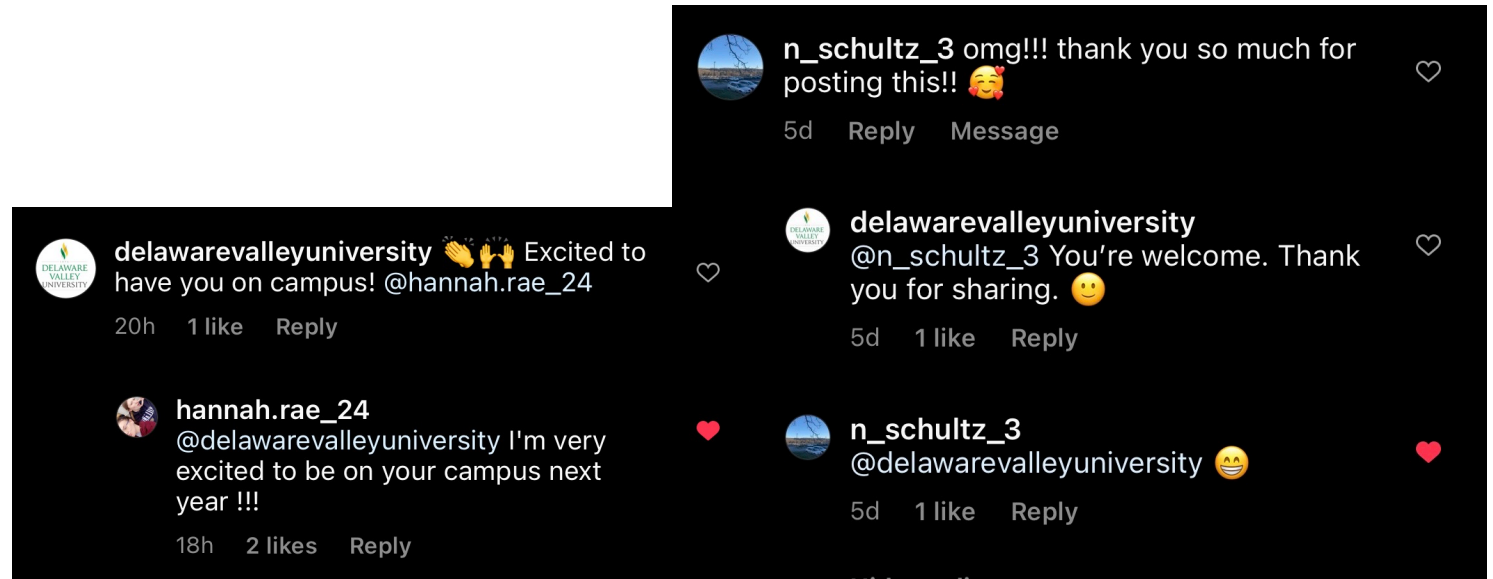




# How much do I post?

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?

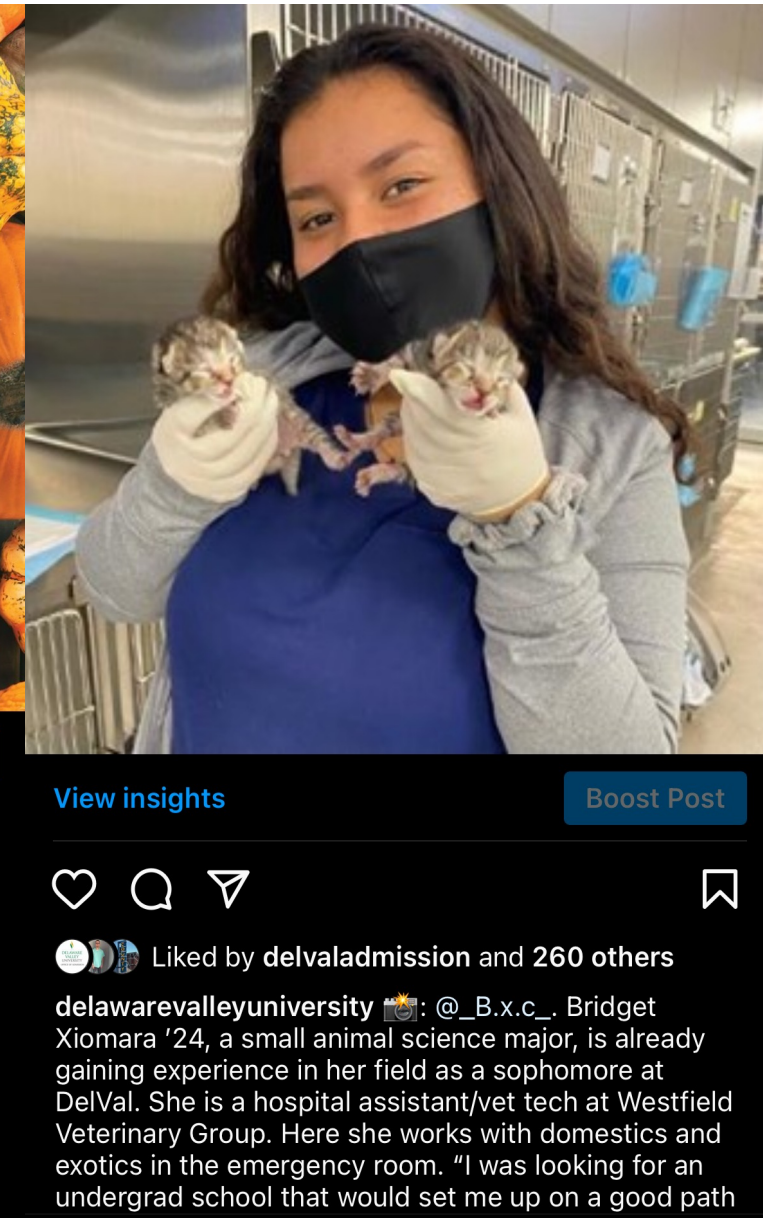
- Between the hours of 9 a.m. and 7 p.m. are reasonable.
- Use your judgment about how your audience behaves to find the best hours for increased engagement. These are usually between the hours of 11 a.m. and 4 p.m.



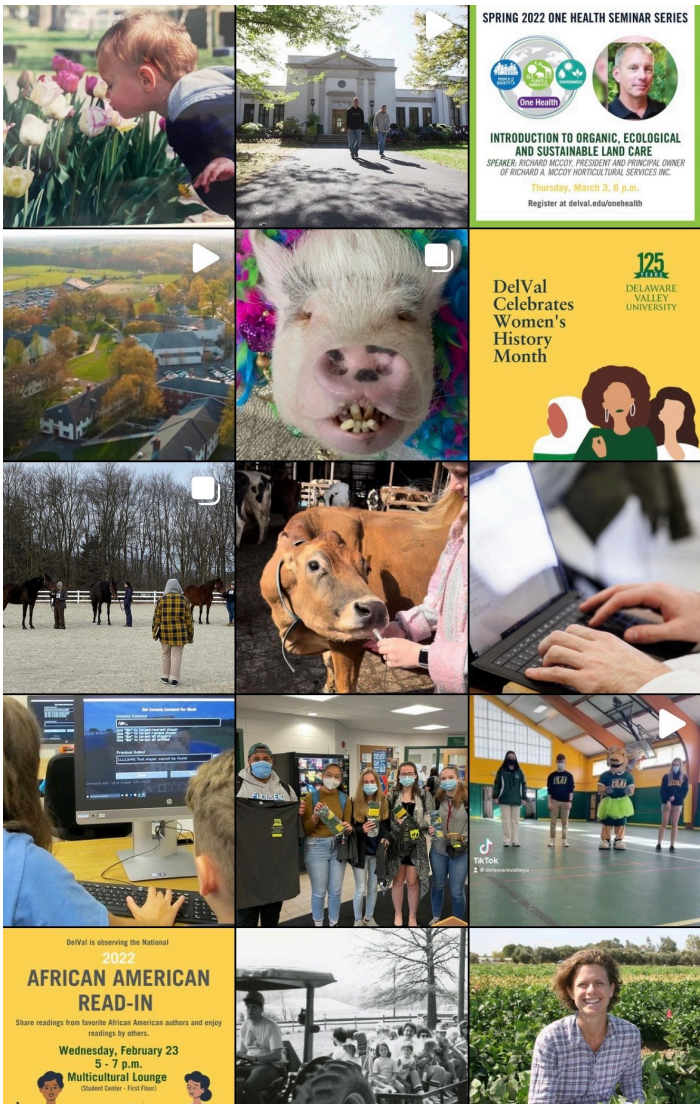


# Keep these simple caption tips in mind:

- 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.







# 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

**delawarevalleyuniversity** Our campus is located just a few blocks away from the heart of Doylestown. Nestled in beautiful Bucks County, Pennsylvania, under 30 miles north of Philadelphia, Doylestown combines classic architecture, history, recreation and picturesque landscapes. Parker Kilkenny'24, talks about her experience as a Doylestown native. To watch Parker's full segment on "The College Tour" and learn more about Doylestown, visit [delval.edu/about/about-doylestown](http://delval.edu/about/about-doylestown).

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-  
-  
#doylestown  
#pennsylvania  
#buckscounty  
#delawarevalleyuniversity  
@thecollegegetourtv  
@doylestownborobuzz  
@wearedoylestown

50 minutes ago



**wearedoylestown** Doylestown is so proud to be the home of DelVal! ❤️

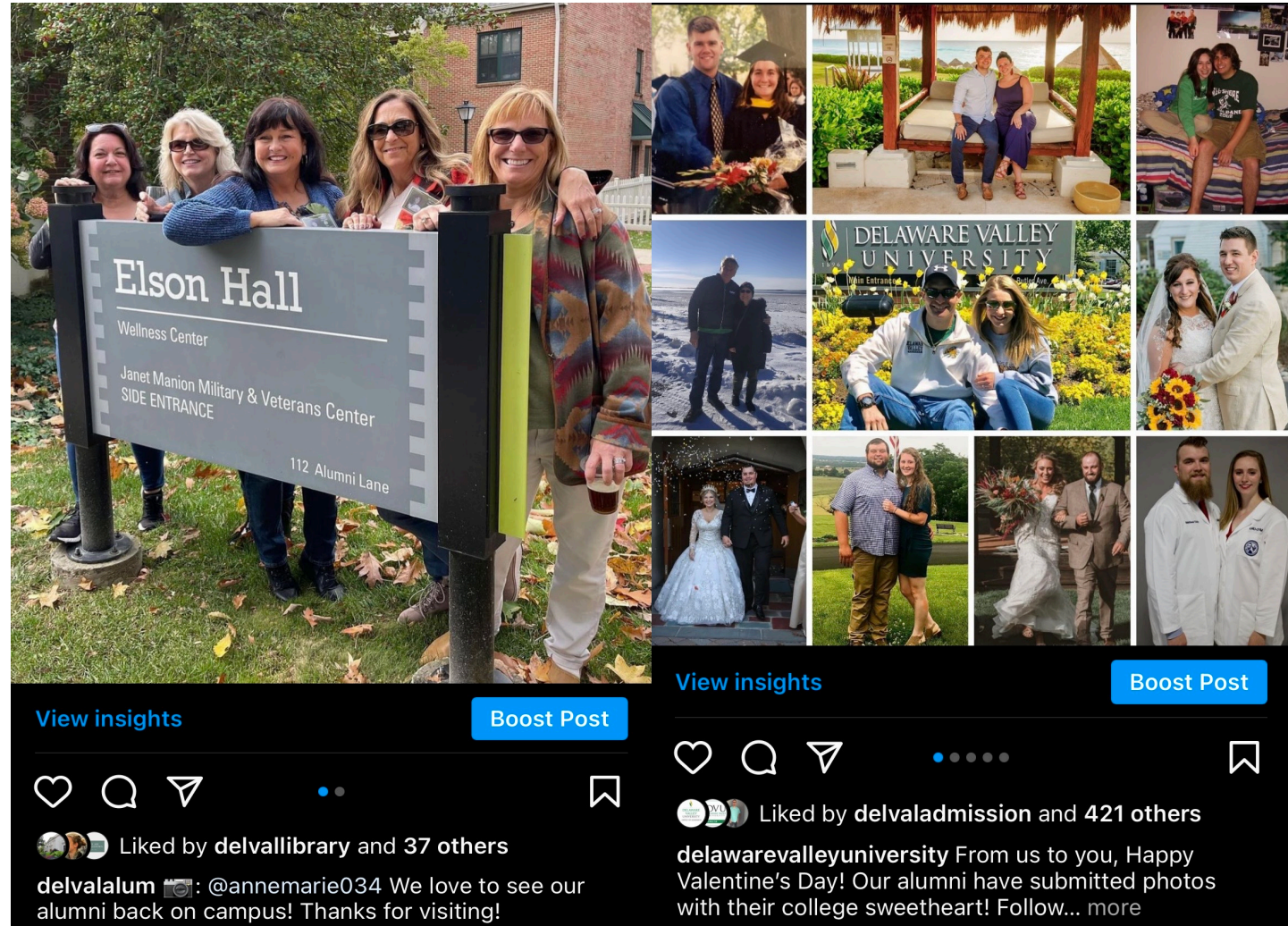
12m 1 like Reply Message




## User Generated Content

### 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

 **delawarevalleyuniversity**  
Mon 2/14/2022 7:09 am PST

From us to you, Happy Valentine's Day!  
Our alumni have submitted photos with  
their college sweetheart! Follow...




<b>Total Engagements</b>	<b>426</b>
Likes	422
Comments	1
Saves	3

User Generated Content is a KPI


 **delawarevalleyuniversity**  
Fri 1/14/2022 8:07 am PST

@delvalequine Give a warm welcome to  
Alysa Stagliano'26, who will be joining our  
Equine Program this year! 🐾Are you...




<b>Total Engagements</b>	<b>421</b>
Likes	418
Comments	1
Saves	2


Student features is a KPI

 **delawarevalleyuniversity**  
Wed 2/2/2022 6:09 am PST


@creaturecal Calvin Campos'25, a zoo  
science major, has collected quite a  
following on YouTube with his channel...



<b>Total Engagements</b>	<b>413</b>
Likes	394
Comments	5
Saves	14

 **delawarevalleyuniversity**  
Tue 1/11/2022 9:41 am PST

We won best commercial vendor display at  
the Pennsylvania Farm Show!  
Congratulations Aggies! - - - #pafarmsho...



<b>Total Engagements</b>	<b>408</b>
Likes	401
Comments	3
Saves	4

Covering events is a KPI





@DelVal

Wed 2/16/2022 6:17 pm UTC

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...



Total Engagements	72
Likes	3
Comments	0
Shares	2
Post Link Clicks	12
Other Post Clicks	55
Other Engagements	0



@DelVal

Wed 1/12/2022 10:04 pm UTC

Our E360 program is much more than an "internship" program. In addition to classes and labs that take place on our 1,000 acres of living laboratories, you will have the...



Total Engagements	69
Likes	9
Comments	0
Shares	7
Post Link Clicks	8
Other Post Clicks	45
Other Engagements	0



@DelVal

Wed 1/19/2022 7:00 pm UTC

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....



Total Engagements	60
Likes	7
Comments	0
Shares	4
Post Link Clicks	—
Other Post Clicks	49
Other Engagements	0

Nostalgia (throwbacks) is a KPI

Pointing out distinctive aspects of DelVal is a KPI



**Delaware Valley University**

Fri 2/11/2022 6:46 pm UTC

We're super excited for A-Day at DelVal! A-Day is April 22, 23, and 24 this year. In celebration of DelVal's 125th anniversary,...



<b>Total Engagements</b>	<b>731</b>
Reactions	129
Comments	2
Shares	4
Post Link Clicks	596



**Delaware Valley University**

Tue 2/15/2022 5:40 pm UTC

Retired Dean of Agriculture and Environmental Science for DelVal, Dr. Jim Diamond, has received Pennsylvania Far...



<b>Total Engagements</b>	<b>332</b>
Reactions	194
Comments	19
Shares	0
Post Link Clicks	119



**Delaware Valley University**

Wed 2/2/2022 3:56 pm UTC

Calvin Campos'25, a zoo science major, has collected quite a following on YouTube with his channel "CreatureCal". Calvin do...



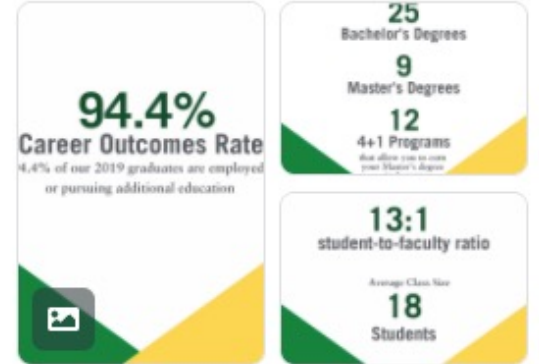
<b>Total Engagements</b>	<b>208</b>
Reactions	37
Comments	0
Shares	1
Post Link Clicks	170



**Delaware Valley University**

Wed 2/9/2022 6:56 pm UTC

Want to learn more about DelVal? We've made it easy. Swipe through the fast facts below and visit <https://lnkd.in/eSi4RAB> fo...



<b>Total Engagements</b>	<b>186</b>
Reactions	45
Comments	3
Shares	4
Post Link Clicks	134



**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.

## STAY ON BRAND AS MUCH AS 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 Regul* AaBbCc

*Trade Gothic LT Std Obliq* 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



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.
- If you encounter foul activity, such as harassment or bullying on any DelVal-associated accounts, please report it to MarCom.

