



DELVAL SOCIAL MEDIA TOOLKIT GENERAL BEST PRACTICES

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. Prospective students and current students looking to get involved should get a peek into the service you're offering. 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.

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!
- ▶ Answer the users who comment under your posts. Suggest they check out another resource to learn more. For example, Pre-vet Club may say "If you're interested in joining, check out our page on Aggies Connect where you can sign up for our club." For any prospective student comments or messages, you can say "Check out delval.edu where you can see our broad range of programs and ways to get involved on campus!" Be as helpful as possible. If you are tagged, repost it. Comment something underneath your tagged photos like "Thank you for sharing!" Encourage posting by creating a hashtag. Increase engagement by creating polls, asking relevant questions in your captions.

DONT'S

- ▶ No Gofundme's
- ▶ No foul images or foul language
- ▶ Avoid photos of people using hand signs
- ▶ Don't post without a caption

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

WHEN DO I POST? DOES THIS AFFECT ENGAGEMENT?

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.

PROOFREAD YOUR CAPTIONS!

KEEP THESE SIMPLE SOCIAL MEDIA GRAMMAR TIPS IN MIND:

- ▶ Never use all caps.
- ▶ 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.

TIPS FOR GROWING YOUR AUDIENCE:

- ▶ Watch your Key Performance Indicators (KPIs)
- ▶ Turn your Instagram into a business account in order to see your progress. When you are a business account you can have a look at your insights. 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 KPIs. Your key-performance indicators will give you an idea of what posts your audience likes to see. See below an example of DelVal's KPIs.
- ▶ 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.

IMPORTANT NOTES:

- ▶ Please give the account username and password to the next person who will be managing the account. If this is not determined, give it to someone who can keep the information safe until this is determined.
- ▶ However, 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.

TIPS FOR CREATING POSTS IN CANVA:

- ▶ While creating a graphic, use DelVal colors, fonts, and logos (these will be in your brand kit). When people visit your page, they should immediately get the hint that it's a DelVal associated page. However, 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 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.

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

DeIVal - Sabon LT Std Bold
REPLACEMENT - Cormorant Garamond Bold

DeIVal - 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



00843D #FCD450 #BAD739 #53565A #144D29



EXISTING



EDITED