# Welcome!

## Social Media Startup Guidelines
### Updated March 25, 2025

PIEDMONT UNIVERSITY

# Contents

- **General social media strategy**
- **Strategy by platform**
- **Social media dos and don'ts**
- **Best times for posting**
- **Contacts**

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# General Strategy

Here are some questions to consider BEFORE starting a social media account:

- Will your account support the mission and goals of your area and of the university?
- Is there an existing social media account with an established following that can help you meet your goals and share your messages without having to create a new account?
- Have you evaluated what your peers are doing on social media?
- Who are you trying to reach? Your target demographic should help you choose which platforms to use. (See later slides for advice by platform)
- Do you have enough quality content to post on each of your accounts?
- Who will manage the account? Does that person have enough time/resources to create and publish content, monitor your pages, and engage with followers?

# General Strategy

- Have you reviewed the Piedmont University brand guidelines?
- Have you reviewed the Piedmont University social media policy?
- Do you have a social media continuity plan? (If your account manager wins the lottery and moves to Hawaii, who will take over and how will they do so?)
- Do you have the technical skills/abilities to produce quality content?
- Do you have a technical understanding of the platforms you want to use?
- Have you set measurable and realistic goals for your social media usage?

This is not an exhaustive list! Use your best judgment, seek outside resources, and contact Marketing with questions.

# Strategies for each platform

**Each social media platform has a unique audience, so each has their own set of best practices to inform our strategy.**

- **Instagram**
  - **Teen to Gen X age range.**
  - **Should be used primarily for external marketing to prospective students and their families**
  - **Internal communications for current students should be rare (and preferably posted to stories)**
  - **Frequent, regular posts (4-5 times a week)**
- **Facebook**
  - **Millennial to Baby Boomer age range**
  - **Can have a page (public) or a group (private)**
  - **Pages should be used primarily for external marketing**
  - **Internal communications in groups for families and alumni only, not students**
  - **Frequent, regular posts (4-5 times a week)**

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# Strategies for each platform

Each social media platform has a unique audience, so each has their own set of best practices to inform our strategy.

- Twitter/X
  - Due to the deteriorating political and AI circumstances on the platform, we suggest discontinuing the use of this platform, except for athletics.
- LinkedIn
  - Professionals in the Gen Z to Baby Boomer age range
  - Should be used only for external marketing for prospective graduate students or employees
  - Post when relevant
- TikTok
  - All ages, but primarily Gen Alpha to Millennial age range
  - Base your strategy on your team's goals; we have seen success on TikTok both as a recruitment tool and as a fun/morale tool with current students

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# Social media best practices

- **Your #1 guideline should ALWAYS be: <mark>HOW WILL MY AUDIENCE PERCEIVE THIS?</mark>**
  - Could someone with NO knowledge of my department or organization understand what my account/post represents?
  - Is this easy to understand?
  - If there is a call to action, is it easy to follow?
  - If there are photos, are they relevant and appropriate?
  - Will this be received well given any outside contexts (ex. world events)?

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# Social media DOS

- DO post frequently to increase engagement
- DO try new and creative forms of content – you never know what may stick!
- DO encourage students to generate content for or manage pages (prospective students love to see current students' lives)
- DO carefully review all content before posting
- DO tag the main Piedmont accounts so we can repost you
- DO exercise careful judgment on how your post portrays your students, your department, the university, and YOU!
- DO ask questions if you are unsure about anything related to your social media accounts

This is not an exhaustive list! Use your best judgment, seek outside resources, and contact Marketing with questions.

# Social media DON'TS

- DON'T make multiple accounts for the same organization. This makes it harder for users to find you.
- DON'T put QR codes or links in posts or post captions. Users cannot follow them. (The only exception to this is a link *in the text* of a Facebook post.)
- DON'T post without proofreading. Correct grammar and spelling are critical to making a good impression.
- DON'T modify our branding/logos in any way. Please use them without distorting the colors, dimensions, covering text, etc. Please make sure you are using the current (bridge) logo as well!

This is not an exhaustive list! Use your best judgment, seek outside resources, and contact Marketing with questions.
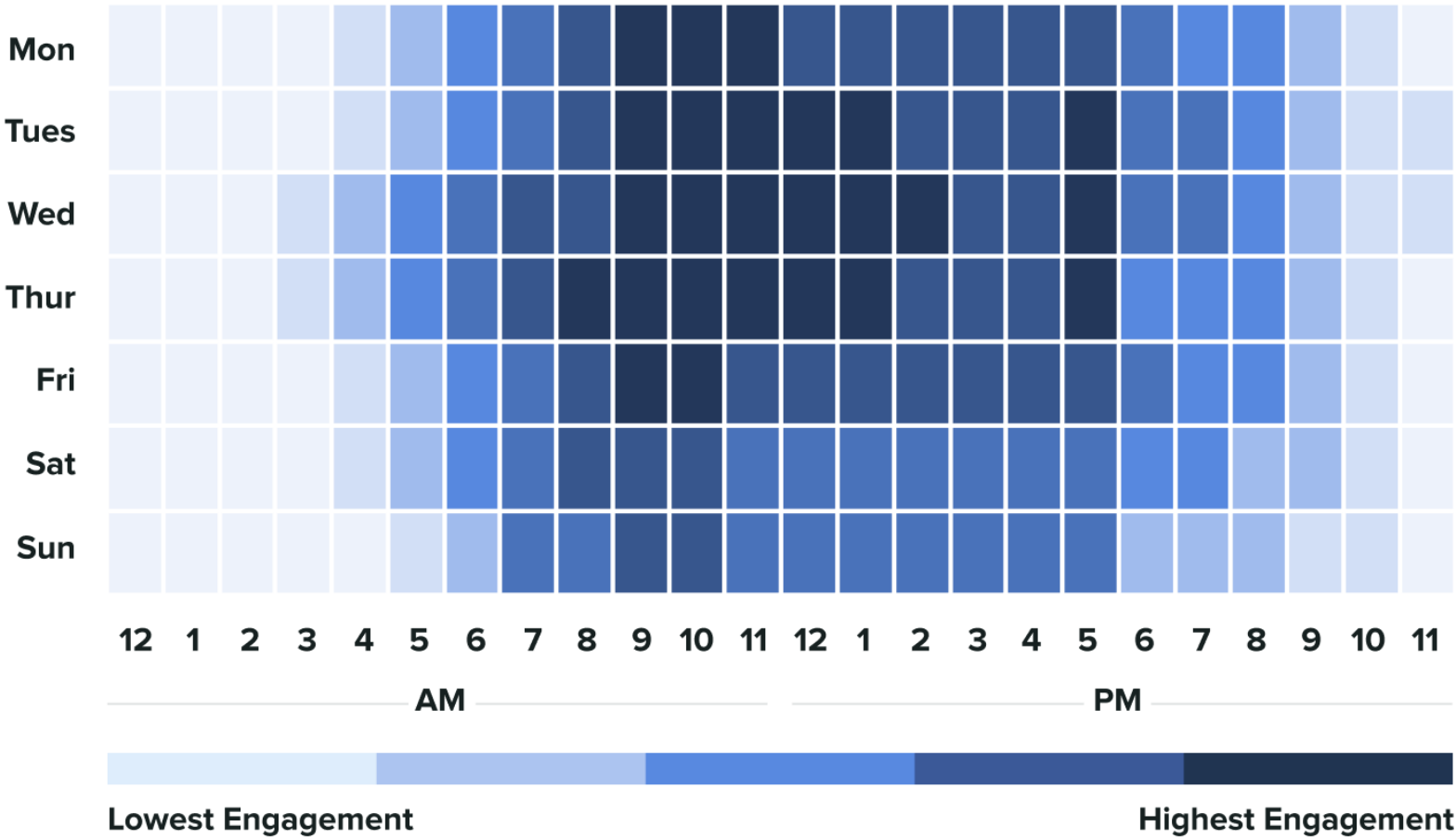
# Best times for posting

These are the times where engagement on social platforms is the highest. Posting shortly before these high-traffic times can help engagement.
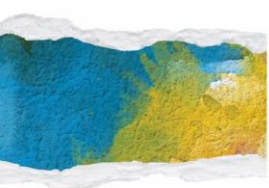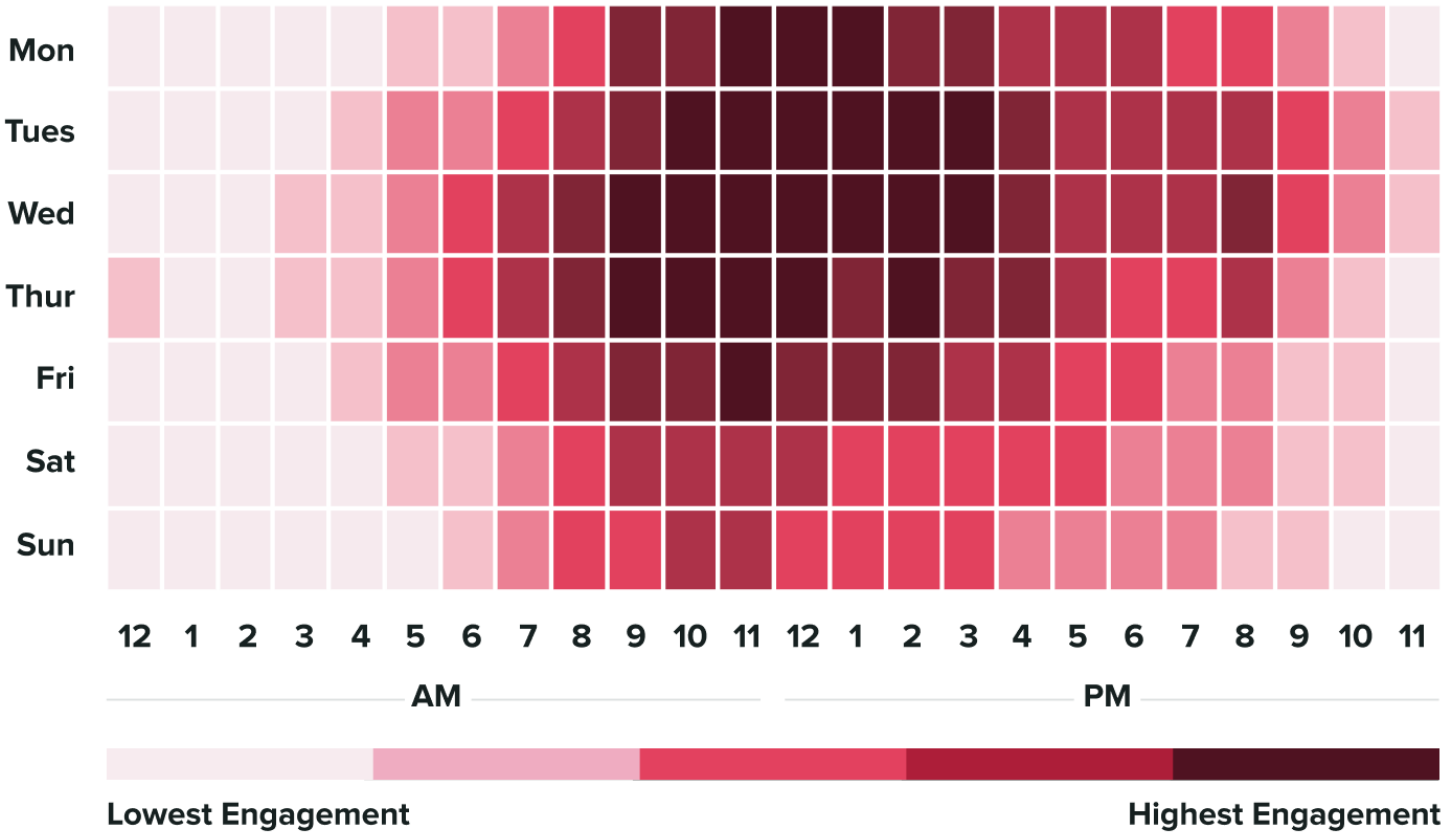
Facebook Global Engagement

Instagram Global Engagement — sproutsocial

TikTok Global Engagement

sproutsocial

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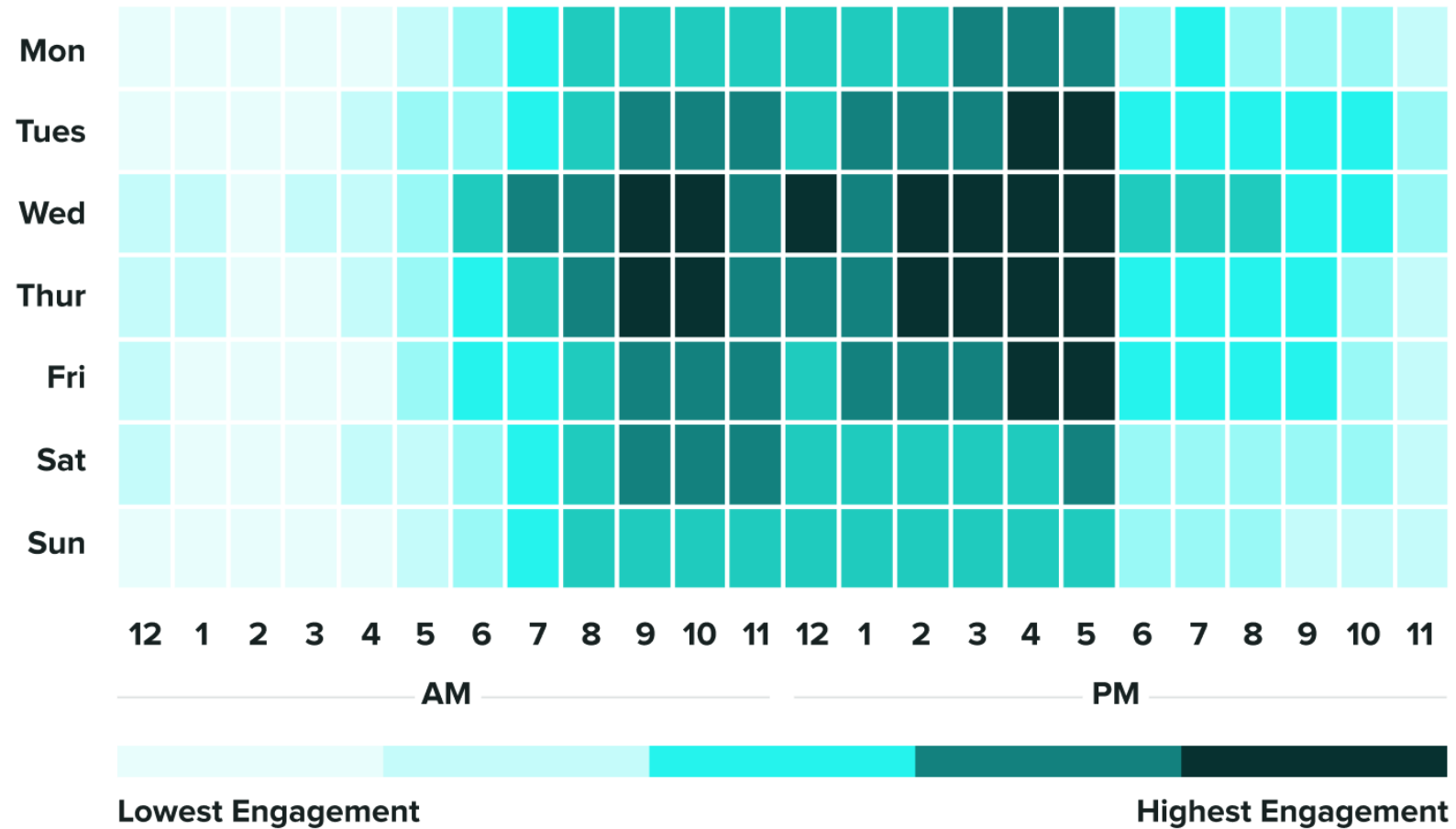
Lowest Engagement                    Highest Engagement

*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

# Contacts

If any questions come up, please feel free to contact the Marketing Department for information!

Grace (best for social media/website questions)– gwills@piedmont.edu
Zack (best for advertising/new website questions)– zhoopaugh@piedmont.edu
Reneé (best for public affairs/communications questions) – rfargason@piedmont.edu

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