



IMMACULATA UNIVERSITY

Social Media Style Guide



IMMACULATA
UNIVERSITY

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Social media has become an indispensable tool for colleges and universities to engage with their students, faculty, alumni and the wider community. Managing an Immaculata-recognized social media account(s) allows your team to communicate important updates, share news and events and provide educational resources in a quick, accessible and informal way.

Social media platforms also provide an opportunity for universities to showcase their values, brand and campus culture, which can attract prospective students and donors. For this reason, it is important to adhere to the University's official brand guide.

The purpose of this **Social Media Style Guide** is to outline the style guidelines for the official social media accounts and social media accounts recognized by the University. By following this guide, Immaculata can continue to leverage the power of social media while maintaining the integrity and reputation of the institution.

Overview

Official Accounts

 **Facebook:** Immaculata University

 **Instagram:** @ImmaculataU

 **TikTok:** @ImmaculataU

 **Twitter:** @ImmaculataU

 **LinkedIn:** Immaculata University

For the full list of officially recognized University social media accounts, visit the Immaculata Social Media Directory at: immaculata.edu/contact-us/social-media-directory.

Registering an Account

All social media sites seeking official or recognized status must be registered with the University Communications and Marketing Office using the **Social Media Registration Form** located at forms.office.com/r/N70VDrjKr9.

Social media sites that do not hold official or recognized status may not affiliate themselves as

sanctioned or approved by the University or any University unit.

Official and recognized sites must comply with the law and the Immaculata University Social Media Guidelines and Social Media Policy.

Voice and Tone

Be Thoughtful

Be mindful of the content you are posting and the audience surrounding it. Anything being shared via social media instantaneously becomes public information.

Be Transparent

Be open and honest while representing Immaculata University and the information you share. If you are using a personal profile, be able to state your relationship with IU and note that these opinions are your own and not those of the University.

Be Empowering

Encourage engaging comments or discussion within your posts about Immaculata University and its current events while also being uplifting and avoiding criticizing others.

Audiences

Being a Mighty Mac means embracing the “small but mighty” mentality. While others may underestimate us, our size allows us to be nimble and adaptive, quickly responding to changes and trends in the education industry. It is a testament to our ability to achieve great things with limited resources. We are a small but close-knit community. Being a Mighty Mac is rooted in Immaculata’s belief in becoming agents of change intellectually, personally, professionally and spiritually.

Facebook:

- » Gender: 56% Male, 44% Female
- » Target Demographic Age: 25-34

Twitter:

- » Gender: 68% Male, 32% Female
- » Target Demographic Age: 25-34

LinkedIn:

- » Gender: 56% Male, 44% Female
- » Target Demographic Age: 25-34

Instagram:

- » Gender: 49% Male, 51% Female
- » Target Demographic Age: 18-29

TikTok:

- » Gender: 43% Male, 57% Female
- » Target Demographic Age: 16-24



Social Media Creative Requests

Immaculata's official social media accounts are important tools for reaching out to the broader community and engaging with prospective and current students, alumni and stakeholders. While social media can be an effective tool for internal communication, it is not the primary purpose of the official University social media accounts. Instead, these accounts are designed to showcase the University's accomplishments, highlight important events and share valuable information with a wider audience.

Internal communication, such as announcements, news updates and other messages intended solely for the University community, should be communicated through other channels, such as University units' social media sites, emails, flyers, etc.

Contact the Office of Communications and Marketing for any social media marketing mockups. These materials already have been approved by the office and therefore there is no need for further review.

Social Media Style

Best Practices

Immaculata's social media guidelines outline the best practices for social media, including tips for creating engaging content, building a following and managing your online presence.

Hashtags

Hashtags are a powerful tool for universities looking to expand their reach and engage with their audience on social media platforms. Both official and recognized accounts should use one to three relevant hashtags for posts. For accessibility purposes, PascalCase is the standard when using multiple-word hashtags.

*#MightyMacs, #ImmaculataUniversity,
#BeMighty*

Frequently Used Hashtags

University Standard

- » #ImmaculataUniversity
- » #ImmaculataU
- » #Immaculata
- » #BeMighty
- » #MightyMacs
- » #MightyMacsProud

Academic

- » #ImmaculataNursing
- » #ImmaculataEducation
- » #ImmaculataBusiness
- » #ImmaculataPsych
- » #ImmaculataCUS
- » #ImmaculataCGS

Student Life/Admissions

- » #IUAccepted
- » #IUClassOf2023
(etc. for all class years)
- » #MightyMacs23
(etc. for all class years)
- » #FutureMightyMac

Athletics

- » #MightyMacs
- » #GoMacs
- » #ImmaculataAthletics

Graduation/Alumni

- » #ImmaculataAlum
- » #ImmaculataAlumni
- » #ImmaculataGrad

Mentions and Reposts

It is important to conduct a thorough pre-screening of third-party social media accounts before mentioning them in any University official posts to ensure that the content and reputation of the tagged accounts align with the University's values and messaging. Only mention if it does not disrupt the flow of the feed or message. While mentioning a specific account, make sure to do so in the caption rather than in the photo itself.

Make sure that when tagging other recognized accounts we are building the tags INTO the captions and not just adding the tags to the end of the posts.

YES

Join the @OfficeOfDiversity for live musical performances, integrated videos and inspiring stories around the power of unity and perseverance!

NO






Join the Office of Diversity for live musical performances, integrated videos and inspiring stories around the power of unity and perseverance! @OfficeOfDiversity

Emojis

Emojis give universities the ability to connect with audiences in a more engaging and authentic way. Emojis can also help to convey the personality and tone of the university, whether it is serious, playful or welcoming. Emojis should be used sparingly, and always match the purpose of the post.

For consistency and inclusivity, use ONLY the standard yellow hand/face emojis when creating captions.

Frequently Used Emojis

- : used to show love for Immaculata
- : used to show love for Immaculata
- : used for throwback posts
- : used for a time of an event, deadline, etc.
- : used to give credit to a photographer

Dates

Write out the days of the week in full (Monday, Tuesday) only using virgules (4/8) when trying to save space.

Month abbreviation should follow the AP Style guidelines, only being abbreviated when a specific date follows.

E.g. *Feb. 19*

Times

- » For times, use a.m. and p.m. (lowercase with periods).
- » Never use :00 when referring to time.
- » For time ranges, you may use a dash (-) if both times are exclusively a.m. or p.m., but if the time crosses noon, use the word “to” for differentiation. E.g. *8-11 a.m. OR 8 a.m. to 1 p.m.*
- » Spell out the word “noon” when referring to 12 p.m. E.g. *Noon to 2 p.m.*

Punctuation & Capitalization

Use only a single exclamation point when signaling excitement in a social post.

If a link populates a social card, use the downward facing arrow emoji.

If a link does not populate a social card, use the right facing arrow emoji.

Em dashes (—) can be used in place of commas, parentheses or colons when needed. Do not mistake the hyphen (-) for the em dash. There should be no spaces before or after the em dash.

E.g. *Immaculata’s commitment to diversity—embracing students of all backgrounds and cultures—is reflected in its student body and academic programs.*

When beginning a tweet with an account handle, you must include a . before the handle or the tweet will not show on the main Twitter feed.

E.g. *@ImmaculataU was founded...*

Platform-Specific Strategy

In the context of higher education social media, it is crucial to recognize that if you try to target everyone with your content and efforts, you may end up appealing to no one, since the general public is not your specific target audience. It is essential that you identify your specific audience and focus your content and its efforts accordingly to achieve more effective results.

See pages 10-19 for details and examples for each platform.

Facebook

Role: Socializing

Characteristics: User-friendly, nostalgic, engaging

Use: Create intriguing and heartfelt content.

Cadence: 2-5 times a week

Platform Voice: The most feel-good platform. Used for connecting friends and family, sharing updates and joining interest-based communities.

Image Sizing

Profile Picture

400 x 400 px

Cover Photo

1125 x 633 px

Image Post

1200 x 633 px

Shared Link Images

1200 x 630 px

Tab Images

113 x 74 px

Event Images

1920 x 1005 px

Facebook Ad (Carousel)

1080 x 1080

Facebook Ad (Single Image)

1200 x 628 px

FACEBOOK POST EXAMPLES





Instagram

Role: Visual-storytelling

Characteristics: Visual, aesthetic, exploratory

Use: Create visually appealing content.

Cadence: 2-3 times a week

Platform Voice: The most aesthetically motivated platform. Used for sharing photos and videos, highlighting personal moments and showcasing visual creativity.

Image Sizing

Profile Picture

110 x 100 px

Portrait Images

1,080 x 1,350 px

Square Images

1,080 x 1,080 px

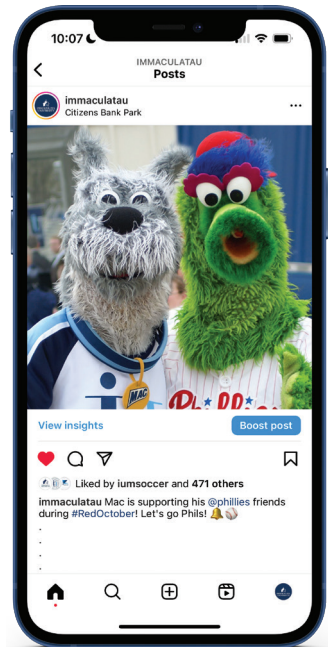
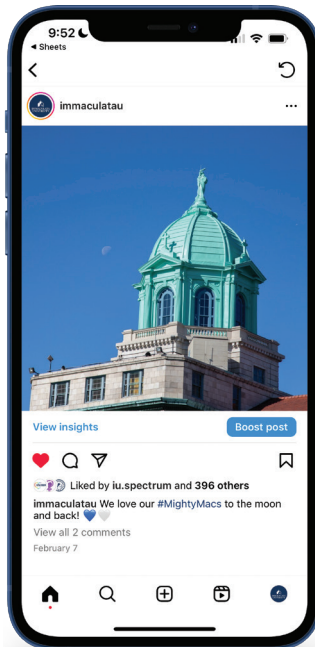
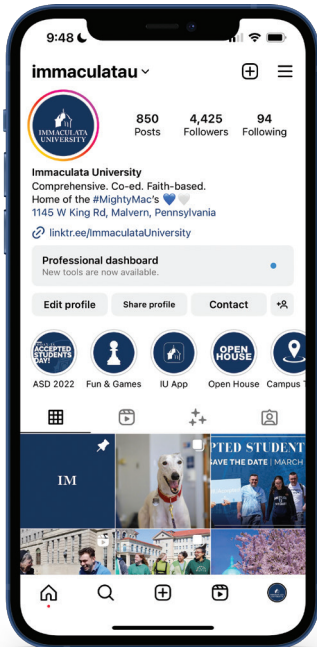
Stories

1,080 x 1,920 px

Landscape Images

1,080 x 566 px

INSTAGRAM POST EXAMPLES



LinkedIn

Role: Networking

Characteristics: professional, industry-focused, insightful

Use: To express accomplishments and strengthen professional relationships.

Cadence: 1-3 times per week

Platform Voice: The most professional platform. Used for job searching, building connections and sharing industry insights.

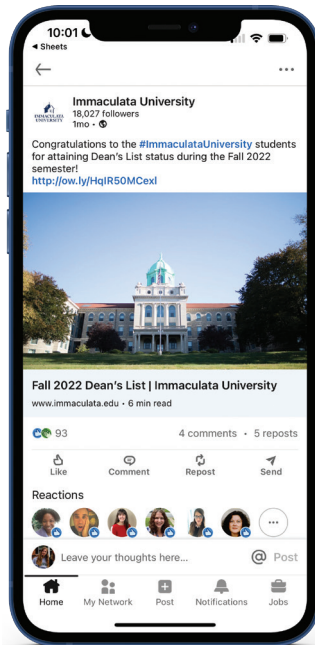
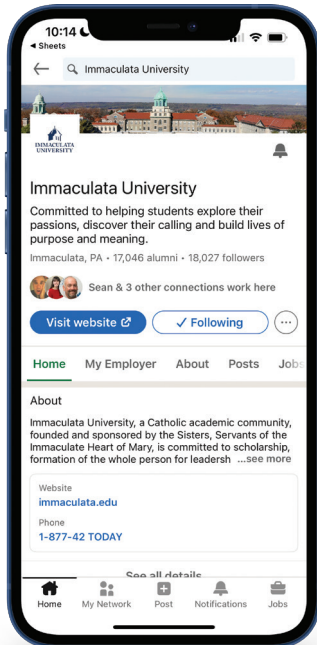
Image Sizing

Profile Picture: 400 x 400 px

Cover Photo: 1,584 x 396 px

Shared Image: 180 x 110 px

LINKEDIN POST EXAMPLES





Twitter

Role: Brevity

Characteristics: fast-paced, conversational, opinionated

Use: To stay connected in a laissez-faire environment.

Cadence: Light-Medium; 3-7 times per week

Platform Voice: The most laid-back and fast-paced platform. Used to share thoughts, opinions, news and memes in short, simple and to-the-point posts.

Image Sizing

Profile Photo: 400 x 400 px

Header Photo: 1,500 x 500 px

Image Post: 1,024 x 512 px

Cards Image: 800 x 320 px

Summary Card Image: 280 x 150 px

TWITTER POST EXAMPLES





Tik Tok

Role: Entertainment

Characteristics: viral, youthful, addictive

Use: Deliver content in a creative and re-inventive way.

Cadence: Medium-Heavy; 1-3 times per day

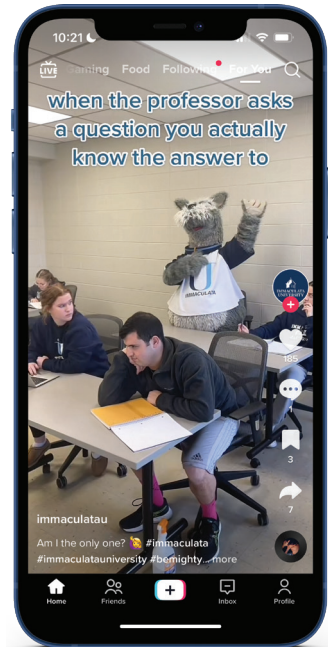
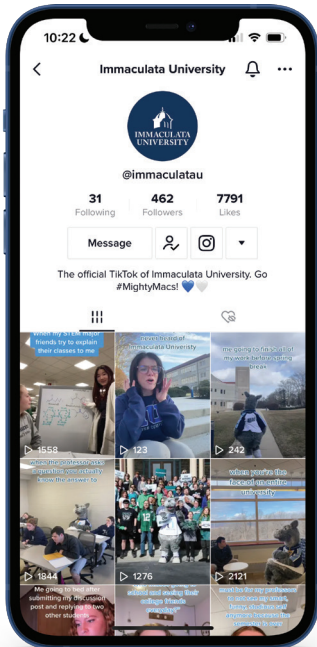
Platform Voice: The newest and most video-driven platform. Used to create short-form videos centered around creative expression, entertainment and trends.

Image and Video Sizing

Profile Picture: 200 x 200 px

Standard Ads: 1080 x 1920 px

TIK TOK POST EXAMPLES





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