

Social Media Toolkit

CREATING QUALITY CONTENT

- Consistent content and design (Follow brand guidelines)
- Quality photos (Avoid blurry, grainy, or distorted photos)
- Editing photos (Double check photo after cropping and edit lighting if needed. Check preview before posting)
- Reels on Instagram are trending higher in the algorithm- post these for potentially more engagement
- Keep captions and text on graphics to a minimum
- When making graphics, keep a professional look to the design (See brand guidelines)
- Have fun, be engaging and experiment with new forms of content. Social media is always changing- which allows you the flexibility to test out different ways to connect with your audience.
- NO QR CODES on social

TIPS FOR ENGAGEMENT

- Figure out your target audience for your page. Reach out to Hope if you need help.
- Combine pages (if possible) to attract more followers
- Engage with your followers who comment on posts (like or comment back)
- Link back to our website as much as possible for more traffic
- Please reach out if you need a branded profile template
- Post frequently to keep followers engaged (if you aren't posting, there is no need for a page)
- Your social media efforts should focus on connecting with your intended audiences, starting conversations, and building community. It is not just a tool to broadcast the latest updates from your department.

OPTIMAL POSTING

- Morning
- Late Evening
- Schedule posts in advance to make it easier for you
- 1 post per week to keep engagement up

NAME USAGE

- Use a comma between university and Nebraska.
- Concordia or Concordia Nebraska are acceptable on the second reference.
- CUNE is acceptable only in on-campus, informal correspondence.

HASHTAGS

- Hashtags are a great way to track conversations online and engage with your community.
- Research before you promote. Do a quick search on things that are trending with that hashtag. If there are too many posts with that hashtag, your post might get lost.
- Keep the hashtag short and simple.
- Don't just create hashtag after hashtag and over-complicate it. Pay attention to the hashtags others are using on campus and join in the conversation when it makes sense.
- #concordianebraska #beknown (for undergrad) and #bulldogs are popular ones to share on social.

ADDITIONAL RESOURCES

- Marketing: Hope Rickords is happy to help direct you and give ideas!
- Canva: We can create Canva templates for you so please ask! If there is something you post about frequently, let's make your job easier by creating a template.
- Branded Profile Picture: Please reach out if your department/club needs a branded profile picture. We have created a template and are able to quickly make a profile image.
- Guidelines: All our guidelines are listed at cune.edu/marketing