Salve Regina 2026-27 Social Media Best Practices *(Faculty/Staff)*

Below is the Marketing and Communications guide to running a Salve-branded social media account. Here, you'll find resources, content capture suggestions, and advice for posting to various platforms. Do not hesitate to reach out to Salve's social media manager, Clara Maurer, with any questions or if you're seeking advice.

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REMEMBER: The most important part of having a Salve social media account is always to highlight the various ways our students learn, grow, make friends and have fun at Salve. Always prioritize content that highlights these themes!

GETTING STARTED

- ***Looking to set up a new account for your department, office, or organization?***
  Email socialmedia@salve.edu to see what's best for you and figure out the next steps! **You must register all new accounts** with our team!
- Make sure you are in touch with Salve social media team (socialmedia@salve.edu) to learn the latest on social media updates and marketing alerts
- For platforms like Instagram, TikTok, Twitter/X, Threads, and YouTube, we recommend:
  - If your office/department has a generic email address, you can make that the login username
  - Set up a strong password (utilize capitalization, numbers *and* special characters)
  - Change your password *at least* once every academic year (possibly more often if you have students logging in)
  - *(If applicable)* Setting up 2-factor authentication with the email or phone number of a full-time faculty or staff person
  - Write down the username, password, and 2-factor designee in a safe place and **SHARE with one other faculty/staff member**, even if they are not planning to log into the social accounts
- For platforms like Facebook and LinkedIn, we recommend:
  - Sharing full admin access to the page with *at least* two full-time faculty/staff members, even if one faculty/staff member is not planning to engage with the account
  - *(If applicable)* Sharing partial admin access to any students so they may post
  - At the end of every school year, remove admin access to anyone that no longer needs it and make sure *at least* two full-time faculty/staff members have full admin access
- **ALWAYS** have *at least* one full-time faculty or staff person logged into all accounts
  - Students can be designated as social media support, but they **CANNOT** be the sole owner of a department or office of Salve social media account.

VOCABULARY

- Reach: how many accounts that view your content
- Views: how many times people have viewed your content
- Interactions/Engagements: like, comment, share, repost, etc.
- Engagement rate: A way to gauge content performance based on the percentage of how many people interact with your content that viewed it. (Across the board, 1-5% is seen as a good engagement rate.)

- Community management: Responding to DMs, liking and replying to comments, sharing content. All the things you do besides posting!
- SEO keywords: Search Engine Optimization. What are people searching to find you?

CREATING CONTENT

Many engaging creators exclusively use smartphone photos and videos. When capturing content:

- Prioritize taking all video and photos vertically, when possible
- Prioritize natural lighting when possible, to make the most of your phone's camera quality
- If your subject is speaking on camera, make sure your they are close enough to the camera that you can hear them clearly and that you are not in a noisy area

When using Salve's photos from Photoshelter:

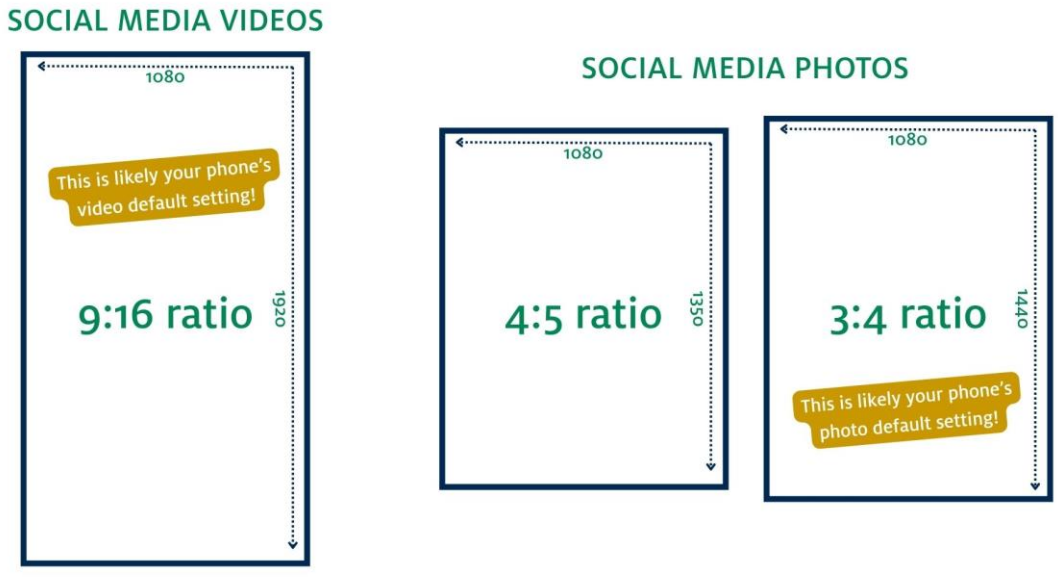
- View the Photoshelter User Guide
- Use photos from 2023 to now, unless posting "throwbacks," then refer to library archive
- Aim to use photos and videos that show the diversity of our campus life and community.

When editing photos or creating graphics:

- Refer to the University as "Salve" or "Salve Regina University"
    - Avoid using "SRU" - this acronym is highly associated with Slippery Rock University
- Use photos of students and of campus, when possible, instead of using template graphics
- Use free, affordable software, like Canva or the Photos app on your phone
- Avoid using too much text that crowds a nice image. Graphics should only have titles/subtitles with important info. The rest of the text can go in the caption.
- Do NOT use QR codes or type out links on graphics

When creating video edits:

- Refer to the University as "Salve" or "Salve Regina University"
    - Avoid using "SRU" - this acronym is highly associated with Slippery Rock University
- Use free/affordable software, like CapCut or Edits
- On Instagram, Facebook, and TikTok, use exclusively vertical videos
- Be succinct: "hook" your audience in the first 3 seconds!
- Unless you're posting to YouTube, most videos should be shorter than 30 seconds. No video should be longer than 90 seconds.
- Sync video clips to the beat of a song for a seamless-looking edit
- Adding closed captions to your video will not only make your content more accessible, but it can help boost SEO, so it's good to add if there is any dialogue



POSTING

- As a rule of thumb, aim to post between 10 a.m. - 6 p.m.
- Ensure that you're uploading the highest quality content as possible
- Tag all applicable accounts in every post, *including @salveregina!*
- On Instagram and Facebook, try out collab posts, but be sure to coordinate and agree upon them in advance instead of sending out collab requests randomly
- On Instagram and Facebook, tag Salve Regina University as the location on every post unless you're doing a purposeful activation elsewhere (i.e.: a field trip downtown)
- On Instagram and TikTok, tag a song if no audio is in use. If posting from a business account, use a royalty-free song, an "Original" audio, or a trending version of a song

COPY/CAPTION

- Use AP style when writing social media captions and reference the editorial writing guidelines
- Refer to the University as "Salve" or "Salve Regina University"
    - Avoid using "SRU" - this acronym is highly associated with Slippery Rock University
- Incorporate the mission and brand themes when possible. Stay consistent to the brand's tone of voice but don't shy away from adding personality.
- In most instances, your captions should be relatively short. Avoid run-on sentences and excessive punctuation.
- Do NOT add links to your Instagram or TikTok captions.
- Do NOT add emails or Zoom links to a caption as these can be susceptible to spam.

LINKS

- On Instagram and TikTok, refer people to the link in your bio. Do NOT add a link to the caption.
- On Instagram, you can also use the link sticker via Instagram Stories.
- On Facebook, Twitter, and most other social platforms, you can add a link to the caption.
- Do NOT use QR codes on graphics
- Refrain from typing out a link on a graphic, unless it's short and easy to recall (i.e.: salve.edu)
- If you find you frequently are using social media to direct people to a variety of web pages, consider a "Link In Bio" option like LinkTree.

HASHTAGS

The importance of hashtags has diminished as they do not impact your reach on Instagram or Facebook, but they can provide key context to posts and be useful for promoting reach on TikTok and Twitter/X.

COMMUNITY MANAGEMENT: COMMENTS AND DIRECT MESSAGES

- Monitor and respond to comments and direct messages in a timely manner – usually within 24 hours
- Not all comments or DMs need a reply, sometimes a 'like' or 'heart' reaction will suffice
- Share relevant content from other accounts or previous posts you've shared
- Hide or delete any spam or unnecessary negative comments

In the event of a campus-wide emergency, **please hold all scheduled posts** and refer to Salve's main channels as an idea for when regular content can resume.

Specific Platform Guidelines

INSTAGRAM

Creating a bio

- An Instagram bio should include a short description of what the page is about, location, and links to a website, linktree or linkinbio page
- Do not have a blank bio
- Good to include "The official Instagram account of _" if there are duplicate accounts
- Avoid run-on sentences or capitalization errors
- Appropriate use of emojis is encouraged but not required

Posting

- Prioritize "carousels," or multiple photos in one post, and "reels," or vertical videos.
    - Content that prominently features students tends to perform well – students are more likely to share content that they or their friends are featured in!
    - Campus scenery and the city of Newport
    - Trending topics (when applicable) and holidays
    - Recaps of Salve events
- Do not over-edit images and videos
    - Avoid over-saturation and use of filters. A good-quality photo should only need slight adjustments of contrast, highlights or shadows, and brightness.
- Tag Salve as a location on every post if the content takes place on campus
- Occasionally, Salve's main Instagram may request to do a "collab" on a post with your account. The social media team will try to reach out ahead of time to discuss.
    - A collaboration post shows up on the newsfeeds of both accounts. All engagement is shared. This is a great way to increase the reach of some relevant content.
- Add text in videos or captions to Instagram reels when applicable to enhance reach. Instagram's search functionality allows users to find content based on specific keywords or phrases.
- Captions provide additional textual content that can be indexed by the algorithm, increasing the chances of your Reels appearing in relevant search results.
- Be cautious of using trending songs/sounds or templates. Anything posted should be appropriate and clean.
- Use Instagram stories to highlight your own grid posts, highlight relevant posts from other accounts, and post announcements. Use interactive stickers, like the poll and question stickers, to boost engagement and get feedback from your audience. Feel free to use the link sticker to direct people to other pages. Remember to tag @salveregina so we can share your post!

TIKTOK
Creating a bio

- An TikTok bio should include a short description of what the page is about, location, and links to a website, linktree or linkinbio page – do NOT have a blank bio
- Avoid run-on sentences or capitalization errors
- Appropriate use of emojis is encouraged but not required

Posting

- TikTok allows both videos **and** "carousel" photo posts, just like Instagram!
- Add text in videos or captions to TikTok videos when applicable to enhance reach. TikTok is much more recommendation-based versus following-based, so include keywords and hashtags
- Use hashtags when applicable – avoid overusing hashtags. You should only use hashtags that make sense. We'd recommend less than 3 per post.
    - Suggestions: #salve #salvereginauniversity #newportri
- Tag Salve as a location for any photos or videos taken on campus.
- Be cautious of using trending songs/sounds or templates. Anything posted should be appropriate and clean.
- Post your TikToks on your TikTok story to increase visibility

TWITTER/X
Creating a bio

- X/Twitter bios should be short and include the name of the office/department the page represents, any applicable hashtags, appropriate emojis and link to a webpage, if applicable

Posting

- Keep copy short and succinct – Twitter has a character limit of 280 characters per post
- Unlike Instagram and TikTok, you can include a link in the caption
- Always try to use an accompanying link or image
    - Twitter posts that use images or links generally generate more engagement
- Tag accounts when applicable, including @salveregina, and use appropriate hashtags
- Retweet posts from other relevant accounts

FACEBOOK
Creating a bio

- The Facebook "about" section should include a short description of the department/office that the page represents. Include any contact information such as email or relevant phone number Include a link to a webpage, if applicable

Posting

- Tag relevant pages, including @salveregina, when applicable
- You can sync your Instagram and Facebook pages to easily cross post in-feed posts and stories
- The same content you would post on Instagram, including carousels and Reels, will likely perform well on Facebook, but you can also post news stories and text-based posts
- If you cross-post from Instagram, make sure your caption doesn't refer to your "link in bio"
- Unlike Instagram and TikTok, you can include a link in the caption
- Caption lengths can be longer than other social platforms but aim for 2 paragraphs or less