Salve Regina 2025-26 Social Media Best Practices

Looking to set up a new account for your club or department?

Email socialmedia@salve.edu to see what's best for you and figure out the next steps!

Vocabulary

➢ Reach: how many accounts that view your content
➢ Views: how many times people have viewed your content
➢ Interactions: the various ways people can engage with your content: 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 good engagement.)
➢ SEO: Search Engine Optimization. What keywords are people searching to find your content?

Copy/Captions/Alt Text

➢ Use AP style when writing social media captions and reference the editorial writing guidelines.
➢ Aim to include language that relates to the University's mission and messaging that will enhance the University's reputation.
➢ Most social channels will automatically populate the Alt Text of each photo, but feel free to populate your own as it can provide context to improve reach.
➢ Captions should be relatively short – one paragraph max. If you want audiences to have more info, direct them to a webpage link via a call to action.
➢ Avoid run-on sentences and excessive punctuation.

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. Feel free to use the below hashtags if applicable.

➢ **#thisissalve** on every post.
➢ **#lovewhereyoulearn** on posts that embody academics / academic buildings / studying / classes campus or Newport photos.
➢ **#salvesuccess** and/or **#studentsuccess** on any success stories.
➢ **#rugglesatsalve** for any posts involving our community resource dog, Ruggles.

Photos

➢ View the Photoshelter User Guide.
➢ Use photos from 2023 or newer, unless posting "throwback" content, then refer to library archive photos.
➢ Aim to use high-quality photos
    ○ Avoid using photos that are blurry, low resolution, or that are pixelated.

- Photos taken on a smartphone can be good enough for most platforms, but they are more susceptible to being grainy, blurry, and pixelated.
- Aim to use photos and videos that show the diversity of campus life

Videos

- Unless you are sharing to a platform made for long-form content, like YouTube, videos should typically be less than 60 seconds.
  - Try to make the first 3 seconds of your video engaging and 'hook' your audience.
- Many engaging videos are shot on a smart phone. Getting high quality video on a smart phone is really reliant on good lighting, so try to film during the day in natural light.
- If there is any dialogue, make sure your subject is close enough to the camera that you can hear them.
- On Instagram and TikTok, you should film videos vertically or try to crop videos to be a 9:16 vertical ratio (1080x1920 pixels).
- You can crop a video or trim the length usually within the Photos App on your phone.
- To stitch a few videos together, add music and text, or add any effects, you can use the in-app editing software on Instagram or TikTok or try using free video editing software, like CapCut, Canva, or Edits.
  - Adding captions to your video not only make your content more accessible but it can help boost SEO, so it's good to add if there is any dialogue.

General guidelines

- Monitor and respond to engagements in a timely manner – usually within 24 hours.
- Not all comments will need a reply but most should at least get a reaction.
- Refer to the University as "Salve Regina" or "Salve Regina University"
  - Avoid using "SRU" - this acronym is highly associated with Slippery Rock University.
- Share and highlight relevant content.
- Tag applicable Salve offices/clubs/organizations
- Tag Salve Regina University main accounts to get content reshared on official University accounts. This includes Instagram stories. Salve Regina cannot share these unless tagged.
- **Posting times**
  - Best times to post for each social media platforms can vary. As a rule of thumb, aim to post between 9 a.m. – 12 p.m. or 3- 6p.m. on weekdays.
  - For a more detailed posting guide, visit: https://sproutsocial.com/insights/best-times-to-post-on-social-media/
  - When posting similar content on different platforms, avoid posting at the same time across all platforms. This can appear as spam to users. Space out content by a few hours or even separate days.
- Hide or delete any spam or unnecessary negative comments.
- When creating graphics, avoid using too much text/copy. Graphics should only have titles/subtitles with important information and the rest of the copy should go in the caption of the post.

Specific Platform Guidelines

Instagram

➤ **Creating a bio**
   o An Instagram bio should include a short description of what the page is about, location, and links to a website, linktree or linkinbio page
   o Do not have a blank bio.
   o Avoid run-on sentences or capitalization.
   o Appropriate use of emojis is OK.

Example of Salve's official bio:

> *The official Instagram account of Salve Regina University.*
> *Share your photos using #thisissalve. Go Seahawks!* 💙
> 📍*Newport, RI*

➤ Use appealing images and videos in your posts that relate to the content message.
➤ Do not over-edit images and videos
   o 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 in any photos or videos taken on campus
➤ Feel free to use hashtags when applicable – avoid overusing hashtags. You should only be using hashtags that make sense.

➤ Occasionally, Salve Regina may request to do a "collaboration" with another Salve account. The social media team will 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.
➤ Type of content for Instagram could be static images, carousels, or videos
   o Content that prominently features students tends to perform well – students are more likely to share content that they or their friends are featured in!
   o Campus scenery and other visually appealing posts
   o Trending topics (when applicable) and holidays
   o Recaps of Salve events
➤ 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.
   o *Text needs to be added in app for this boost
➤ 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. Remember to tag @salveregina so it can be shared!

Twitter/ 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.
- ➢ Keep copy short and succinct – Twitter has a character limit of 280 characters per post.
- ➢ Always try to use an accompanying link or image.
    - o Twitter posts that use images or links generally generate more engagement among users.
- ➢ Tag accounts when applicable and use appropriate hashtags.
- ➢ Type of content you should share here: Salve news, alumni successes, campus photos, event promotion, retweet relevant content from other sources.

Facebook

- ➢ A 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.
- ➢ Tag relevant pages and groups when applicable.
- ➢ Type of content to post here: news, success stories, current campus photos, throwback photos that appeal to alumni, event information, event photos.
    - o Caption lengths can be longer for Facebook if needed but aim to keep copy to 2 paragraphs or less.

TikTok

- ➢ A TikTok bio should include a short description of the department/office that the page represents.
- ➢ TikTok allows both videos **and** photos, just like Instagram!
- ➢ Add text* to your videos and captions to videos when applicable to enhance reach. TikTok'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, improving your video's SEO.
    - o *In-video text needs to be added in app for this boost.
- ➢ Use hashtags when applicable – avoid overusing hashtags. You should only be using hashtags that make sense. We'd recommend less than 3 per post.
- ➢ Tag Salve as a location in any photos or videos taken on campus.
- ➢ Be cautious of using trending songs/sounds or templates. Anything posted should be appropriate and clean.