

WRITING FOR SOCIAL MEDIA



FACEBOOK

- ▶ Give clear calls to action
- ▶ Include links (specifically to ECU site)
- ▶ Ask questions
- ▶ Keep it short
- ▶ Be visual, timely and relevant
- ▶ Align with key holidays, promotions, events and other marketing tactics

EXAMPLE POST:

Looking for something to do on campus? Check out the latest campus events and ways to be involved! For more information, visit studentlife.eku.edu #EKU #CampusBeautiful



TWITTER

- ▶ Keep it short (280 characters or less)
- ▶ Include images when possible
- ▶ Interact with followers
- ▶ Post content at best times for audience
- ▶ Be positive in messaging
- ▶ Utilize common hashtags
- ▶ Include links (specifically to ECU site)

EXAMPLE POST:

Looking for something to do on campus? Visit studentlife.eku.edu for latest events and ways to be involved. #EKU #CampusBeautiful



INSTAGRAM

- ▶ Use captions and include hashtags
- ▶ Tag locations
- ▶ Think about audience-centric content
- ▶ Post quality and authentic photos
- ▶ Utilize Instagram Stories to highlight content differently than standard image

NOTES AND IDEAS:



Example Post:

Looking for something to do on campus? Check out @ekustudentlife for ways to be involved! For more information, visit studentlife.eku.edu #EKU #CampusBeautiful

brand.eku.edu/social-media



COMMUNICATIONS AND
BRAND MANAGEMENT