

VIRGINIA TECH SOCIAL MEDIA

BEST PRACTICES: AT A GLANCE

For a detailed look at all Virginia Tech social media best practices, see our full training [here](#). Also review the Virginia Tech Social Media Policy, which ensures compliance with VT policies and supports social media with the preservation and protection of Virginia Tech's brand identity, integrity, and reputation.

CONTENT CREATION: PHOTO AND VIDEO

- Almost all posts should have a visual asset and most (but not all) should have a call-to-action.
- Have a different strategy for each platform and don't just post the same content everywhere. (Develop different creative for each platform). Keep in mind that video is the most popular asset right now.
- Know preferred specs for each platform: (For example: 1:1 or 4:5 video that is under :60 performs best).
- Post intentionally and think quality over quantity. (Most social media algorithms now devalue accounts that are posting too much or seemingly "spamming" the audience. In short: put out the best content.)
- Know that it is a visual-first, sound-off, mobile world. Make content accordingly.
- Balance evergreen, spontaneous, and planned content. Content should be emotive and relatable.
- Utilize user-generated content but always ask for sharing permissions.
- Consider popular posting hours, accessibility and audience for each platform before posting.

CONTENT CREATION: COPYWRITING AND EDITING

- Strong copywriting is the key to a successful post. Copy should be unique to each platform and post.
- Follow AP Style and double-check everything. Utilize the "editing" feature in-platform if you make a mistake. (You can fix posts on any platform, except for Twitter.)
- Tag appropriate VT units in posts, but don't over-tag. The same goes for hashtags. Don't abuse them.
- Use VT brand hashtags when possible and if creating a new hashtag, research previous use of that tag first.
- Establish your voice, tone, and persona, while still sticking to the VT brand.
- Use humor where it is appropriate, ask questions, and avoid click-bait words such as "like us" or "follow us."

MODERATION AND RESPONDING

- Follow commenting guidelines: Comments may be removed/hidden if they are off-topic, defamatory, an unauthorized commercial solicitation, or if they contain illegal suggestions or use foul language.
- Not every comment/message warrants a response. Only respond if you can add value/educate a user. Seek a member of New Media if you need assistance.

MAKE DATA-DRIVEN DECISIONS

- Track post success and don't focus solely on followers gained. (Measure engagement rate, impressions, reach, and views.)
- View full New Media Analytics training [here](#).
- Pay attention: Social is everchanging.

