DISCOVER YOUR PATH
STUDENT INVOLVEMENT
TODAY’S WORKSHOP AGENDA

1. SOCIAL MEDIA
2. BEST PRACTICES
3. CAMPUS RESOURCES
SOCIAL MEDIA

• Uniform handles
• Profile pictures & cover photos
• Profile bios
• LINKTR.EE for links
• Captions
HANDLES

• All usernames should be uniform

• Include “AU” or “AUBURN”

• Logo for profile image
PROFILE

- Consistency matters
- Lets the user know they found the correct account
- Professional
CANVA

ADOBE EXPRESS
ALL ABOUT BIOS

Instagram
- One sentence bio
- Searchable hashtags & location
- LINKTR.EE

Facebook
- Story & About Section
- Not hashtag friendly

TikTok
- One sentence bio
- LINKTR.EE

Twitter
- One sentence bio
- Hashtag friendly
- LINKTR.EE
CAPTIONS

- Caption Length: 2200 characters
- Hashtags: Up to 30 per post

CLICKABLE LINKS

- Caption Length: 2200 characters
- Hashtags: Up to 30 per post

LINK IN BIO

- Caption Length: 280 characters
- Hashtags: One hashtag
BEST PRACTICES:
WHEN TO POST
PLAN AHEAD

• WORK BACKWARDS
  • 1 month
  • 1 week
  • 1 day

• APPS & ORGANIZATION
  • Google Sheet
  • Scheduling Apps

STUDENT INVOLVEMENT
### CONTENT CALENDAR

- Google Sheets
- AirTable
- HootSuite
- Planoly
- Excel
WHAT TO POST

SWITCH IT UP

- People
- Graphics
- Upcoming Events
- Videos/Reels
- Event Recaps
- Giveaways
STORIES

• Creating Content
  • Pictures
  • Videos
• IN-APP ADD ONS
  • Question box
  • Polls
  • Quiz
  • Sliders
  • Stickers
  • Etc.

SUMMARY TEXT

ADDED ELEMENTS

MAKE IT PERSONAL

STUDENT INVOLVEMENT
HIGHLIGHT CATEGORIES

- Easy to Reference
- Important Information
- Line up with an event or website
GAINING FOLLOWERS

• **Members**
  • Reminders at Meetings
  • Attendance at a meeting

• **Potential Members**
  • O-Days
  • Events

• **Organizations**
  • Follow Auburn organization accounts and engage with their accounts/ask them to follow back
CAMPUS RESOURCES
HOW TO PROMOTE AT AUBURN FOR FREE
AUINVOLVE

- Events
- Organization Information
- 2.5 Million pageviews
- 80% view Events
SUBMIT TO @AUINVOLVE

- DM @AUINVOLVE
- TAG @AUINVOLVE
- MONDAY – FRIDAY 8:00 A.M. – 5:00 P.M.
NEWS ARTICLES

UNDERRATED HERO

• Prime Location
• Detailed Information
DIGITAL SCREENS & FLYERS

- MELTON STUDENT CENTER FORM ON AUINVOLVE
- RESIDENCE HALL SCREENS EMAIL HOUSING@AUBURN.EDU

SIZING:
MSC: 1920 X 1090 PX
RES: 940 X 940 PX
SIGNAGE
PROFESSIONALLY PRINTED

• A-FRAMES
• YARD SIGNS
• CONCOURSE BANNERS
TRADEMARK
AND LICENSING

• Website:
  • Aub.ie/tm

• Email:
  • licensing@auburn.edu

• Social
  • @auloveitshowit
Each category of student organization has a specific set of logo use guidelines:

- RSO
- SSO
- Club Sports
If you want to use trademarked logos or images, you must get approval.

Once approved, TM will help with next steps.
FOLLOW @AUINVOLVE FOR IDEAS, INSIGHT + MORE!
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