

## CHOOSING YOUR PLATFORMS

**Establishing a strong social media presence is vital for showcasing and promoting your society as well as helping you to connect with UUSU, Ulster University and any potential external partners or sponsors.**

### INSTAGRAM

**Instagram is best for pictures, videos, and action as it happens:**

- A great Instagram caption will add context, show your personality, entertain students and compel your followers to take action.
- Use emojis and hashtags as appropriate and tag people in photos.
- Ask questions and encourage your members to share society content.

### FACEBOOK

**Facebook is great for events promotion, campaigns, news stories and big projects:**

- Shorter posts receive more likes, comments or shares. Use 40 words max as Facebook cuts longer posts short forcing users to click 'see more' to expand the text, driving down engagement. Ask questions and encourage your members to share society content.

### TWITTER

**Twitter is useful for connecting with Ulster staff, departments and external partners:**

- Shorter tweets work best., with tweets of 100 characters or less, receiving 17% more engagement than longer tweets
- Tweet reactive posts to current news.

### EMAIL

We recommend all our societies set up an email address specifically for their society as opposed to using a committee member's student email. We recommend Gmail as it can be used to login to a lot of different sites and social media sites.



**With so many social media platforms available out there it is important that you choose the right ones for your society! You have to keep them all up to date so don't set up too many!**

### USERNAMES AND HANDLES

Discoverability is important. When social media users are looking for a group, brand or person on social media, they will search different combinations of that entity's name.

So keep your social media handles simple and, obvious. You can incorporate UUSU into your social media handles e.g. @uusudnd so when a student searches "UUSU" they will come across your society's account.

The UUSU social media accounts on Facebook, Twitter and Instagram follow the same naming convention, making your digital properties and affiliated accounts easy to locate also

- Facebook [@UUSUOnline](#)
- Twitter @UUSU\_Online
- Instagram @uus\_uonline

### SOCIAL MEDIA OWNERSHIP

Ownership of any digital property such as a social media account is held by that of the society, however we ask that you give administrative access to your Societies Coordinator so they can pass them over to a new committee at the end of the academic year.

## SOCIAL MEDIA BEST PRACTICES

### ETIQUETTE

It is important that, as an affiliated UUSU society you respect other peoples opinions, avoid the use of profanity, offensive statements, illegal content, and anything else that might otherwise violate your members privacy, the wider Ulster University community or the terms of usage of that particular social media platform

### FOCUS

We ask that you stay focused on the impact, innovation and self-promotion of your society and its members, avoiding promoting any third party businesses, content or messages that do not align with the goals of your society or, the UUSU as a whole.

### HASHTAGS

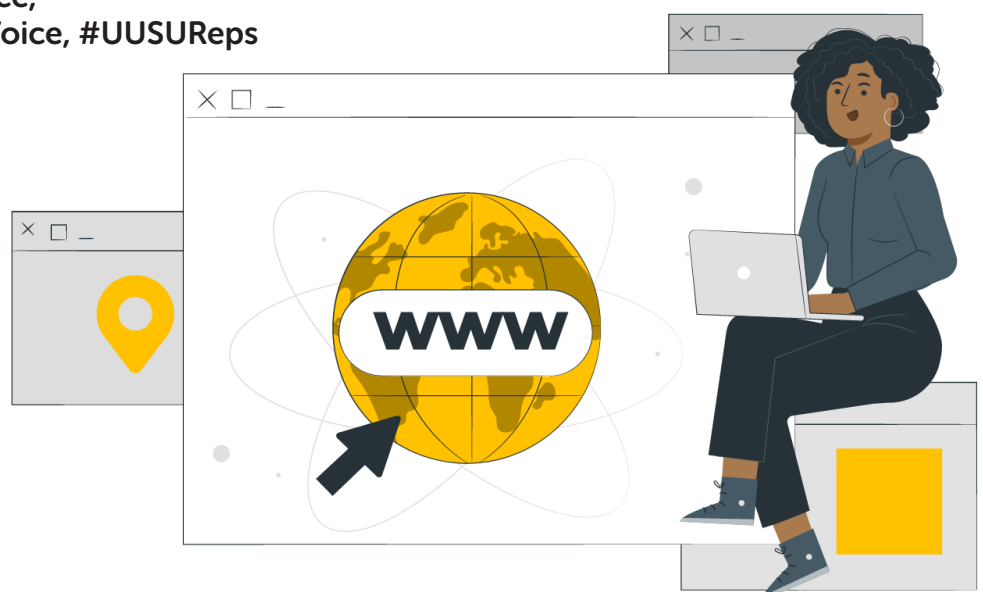
When using hashtags on your social media posts it is important to capitalise the first letter of each word as they are easier and more accessible to read this way.

Some of the hashtags you will see used on the UUSU social media accounts include **#TeamUUSU**, **#UUSUSocs**, **#UUSUSocieties**, **#UUSUAdvice**, **#LeadTheChange**, **#StudentVoice**, **#UUSUReps** and **#ProudOfUU**.

### IMAGE DESCRIPTIONS & USAGE GUIDELINES

When you use images from a third party in posts, it is crucial that you follow the below tips:

- Include image descriptions on your Facebook, Instagram and Twitter image posts detailing what is pictured to make visual content accessible to users with visual impairment who may use text-to-speech apps to engage with social media posts.
- Make sure you have the legal right to use your photographs. It is illegal to take images from Google image search. You must always ask/have permission.
- If using an image from a photographer you must credit them by including their social media handle (if available) or name and website.
- Images for print e.g posters, pop-ups, flyers etc should be high resolution (300dpi) to avoid pixelation. Images for online should also be of good quality so they don't appear pixelated, each platform has it's own image size guidelines.
- Where possible, try to reflect your values in the images you use and consider the diversity and inclusivity of your photographs.



## CREDIT

Please remember if you are posting content that you have not created you must credit and tag the original creator.

This applies to photos, graphics, illustrations and videos you may wish to share on your feeds.

This diagram by "[Mellow Doodles](#)" illustrates how to properly share content on your social media platforms.

The app 'Repost' makes it incredibly easy to reshare content on Instagram with full credit to the source.

