

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 *RECOMMENDED*

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

- Stories are a great way to update followers on events as they happen.
- Reels are gaining popularity - try them out!
- Interacting with followers will help boost your posts and gain followers eg. story stickers/polls.
- Use emojis and hashtags as appropriate and tag people in posts (@uusu_presents for shares).

FACEBOOK

Facebook is great for events promotion, groups and sharing links:

- Creating a Facebook group is a way for your society members to interact.
- When posting, image galleries are the best way to increase your post reach.
- Facebook is useful for posting direct links.

TIKTOK

TikTok is a great support for your main social platform. Especially if you have skills to show:

- This isn't a main information provision platforms. You could consider it a fun side hustle for your socials.
- Following trends is a great way to get your posts seen. It's also a fun way to get members involved in an activity.

TWITTER

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

With so many social media platforms available out there it is important that you choose the right ones for your society! We recommend using **Instagram** as your main account. Focus on posting consistently for success.

- 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 Society Rep's student email. We recommend Gmail as it can be used to log in to a lot of different sites accounts.

When setting up an account, please use **societies@uusu.org** as the recovery email so we can help you regain access should you get locked out, and can hand over the account easily to future society reps.

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 @uusu_online

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 the account to the incoming Society Reps 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.

FUN

Whilst upholding the focus and etiquette that is expected, we also want you to have fun on your social media accounts. Show your societies personality and how much fun you all have.

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.

This is particularly crucial when using graphics that include text. You must ensure you include alt-text with the text in image. We recommend avoiding the use of graphics. Instead, use a relevant image and include the supporting text in your caption.

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. You can find royalty free images on Canva. However, we recommend using your own photography and videography as much as possible.

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.



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.

