AUA American University *of* Armenia

Social Media Style Guide

Last updated *on* **May 15, 2022**

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Purpose

The style guide outlines how AUA appears and acts across different social media (SM) channels. It includes the voice and tone, visual guidelines, regulations, and other aspects that will help provide a complementary experience to the diverse areas of our social presence.

AUA SM Platforms: Strengths & Main Features

Facebook (FB) — AUArmenia

Established in 2004 and boasting over 2.9 billion active users, FB is an all-encompassing platform that remains the most utilized social network in the world. After the AUA Newsroom, FB is our second largest platform, where we post our general updates and major events, as well as launch and promote specific campaigns. When visiting the AUA FB page, our audience gets insight into the diverse activities in which the University and its community are engaged. We aim to introduce AUA to first-time visitors to our FB page in such a way that they feel inclined to click "like" or "follow."

One of FB's strengths is advertising, as it allows speaking directly to reach our audience with an impactful message.
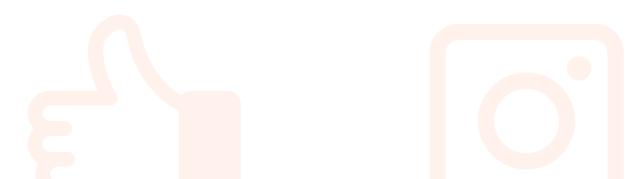
Among SM platforms, FB is the one with the widest audience. It targets prospective and current students, their parents, faculty, staff, alumni, and donors.

Instagram (IG) — aua_insta

IG was established in 2010 and has over 1.4 billion users. Its successful operation is mostly based on visuals, which provides creative and aesthetic ways to reach our audience. IG requires a tailor-made approach, so we need to make every effort to create visual content specifically for this platform. Unlike other SM platforms, such as Twitter and FB, which aim at informing the public about the latest University news and updates, AUA IG creates and conveys the right mood surrounding our campus. Major University updates or announcements can be shared through Insta stories.

IG is a useful platform for peaking directly to our audience. It provides a huge opportunity to engage our followers through visuals.

For AUA, the target audience on IG is potential students, and we aim to help them visualize the student experience at AUA.

LinkedIn — [American University of Armenia](#)

Established in 2002, LinkedIn now has 830 million users. This social platform targets people who are seeking jobs or want to build and increase their professional network. With content specific to professional development and networking, LinkedIn can be very useful in building partner relationships and recruiting employees. This platform is key in showcasing our institutional profile, sharing the professional achievements of our community, and attracting well-qualified prospective employees.

Someone visiting AUA's LinkedIn page should perceive that the environment at the University is both highly professional and friendly, and that working at AUA offers many benefits and provides opportunities for self-development. The content we share needs to be interesting and attractive to our future employees who visit our LinkedIn page to get major updates about the University.

Through AUA's LinkedIn page, we target potential AUA employees, our current students, faculty, and alumni.

Twitter — [AUAtweets](#)

Twitter was established in 2006 and currently has 217 million monetizable daily active users. Twitter provides fast-paced, time-sensitive messaging that can be a powerful tool to engage with the audience on trending topics and raise brand awareness.

The advantage of this platform is the use of hashtags, which makes Twitter an excellent real-time search engine to monitor conversations surrounding AUA and our competitors. It also provides a great opportunity for AUA to engage in global conversations and express its position on relevant topics.

For AUA Twitter, the target audience is our students, staff, and faculty.

1 Voice & Tone

Our voice is the purposeful and consistent tone of our communication and writing style. It illustrates the identity of our University, its values, and attitude. Therefore, we must be careful with our choice of words to communicate our messages clearly, concisely, and consistently to ensure the best possible experience for our audience.

AUA's voice on SM is:

Personal

Our texts and images are relatable to each and every person, giving them the feeling that they are or may become part of the AUA community.

Ambitious

We position AUA as a trusted thought leader shaping future change-makers.

Inspirational

With inspiring words and messages, we empower and encourage our audience to improve, excel, and achieve their goals.

Contemporary

AUA is a forward-thinking institution, where research, innovation, and creativity are embraced, and we reflect these values in our daily language and visuals.

While the voice remains the foundation of our messaging, we can employ different tones within our voice. Thus, depending on various situations and contexts, our tone may be: *formal, friendly, humorous, young, and trendy.*

With the appropriate use of these varieties in our voice and tone, AUA's content across all SM channels is *relevant, engaging, and informative*.

2 Orthography & Grammar

Our writing style is largely based on the **Associated Press (AP) style**. The write-up should be concise and to the point, avoiding redundancy. We should not use the passive voice wherever the active one could be used. On all University platforms, including SM, we follow the American English (AmE) rules as opposed to the British English (BrE):

> ✅ *canceled (AmE)*
> ❌ *cancelled (BrE)*
> ✅ *The team is… (AmE)*
> ❌ *The team are… (BrE)*

The following are the most common orthography rules we follow on AUA SM platforms:

- Avoid using more than one exclamation or question mark for emphasis.

> ✅ *We are hiring!*
> ❌ *We are hiring!!!*

- Use an ellipsis (…) with no space before it to show where something has been omitted (as in a quote that has been shortened) or to signal suspense.

> *"I was pleased to learn that actually the education that I got at AUA prepared me very well for PhD studies… I realized that AUA with its high quality of education is comparable to top institutions in the U.S."*
>
> *Dr. Harutyunyan noted, "We should bring innovation to schools in order to raise students' interest. Unfortunately, the current educational system is still akin to the 20th century, while students are in the 21st century…"*

- Use em dashes (—) to signal abrupt change; as one option to set off a series within a phrase; before attribution to an author or composer in some formats; after datelines; and to start lists. The AP style calls for a space on both sides of an em dash. Do not use a hyphen (-) or an en dash (–) instead of an em dash.

> *Four AUA students — Armen, Gayane, Marine, and Vardan — went to the conference last week.*

- Do not use en dashes (–).

- Use a hyphen (-) in compound words and split words. There should be no spaces surrounding the hyphen.

> *mid-September*
> *a well-known professor*

- Do not use a hyphen (-) in compounds formed by an adverb ending in -ly plus an adjective or participle.

  highly sensitive

  internationally recognized

- Use commas or periods inside the quotation marks both for full direct quotes and partial quotes.

  "The initiative is of high importance not only for AUA but for Armenia as a whole," noted the president.

  He qualified the initiative as "unprecedented."

- When mentioning AUA alumni, place the abbreviated program name* and the last two digits of their graduation year preceded by an apostrophe (') in parentheses after the person's full name. Mind that an apostrophe is curved like a 9.

  Armen Armenian (MBA '01)

- Capitalize the word "University" if you refer to AUA.

  AUA has several job openings. The University accepts applications by April 30.

- Capitalize abbreviated academic degrees, as well as AUA program names with no periods after the initials. The only exception to this rule is the Master of Laws program which is shortened to LL.M. — a Latin abbreviation of Legum Magister.

  Ph.D., M.A., BS, BAB, MBA; but LL.M.

- Capitalize titles whether they appear in reference to a person's name or alone.

  President Dr. Karin Markides gave a speech on Sunday.

  Dr. Armen Armenyan, adjunct lecturer at the American University of Armenia, gave a speech on Sunday.

*Note: The list of AUA programs and their initials can be found in the Appendix.

Dates & Times

- Always use Arabic figures for dates, without -st, -nd, -rd, or -th. When a phrase refers to a month and day within the current year, do not include the year. If the reference is to a past or future year, include the year and set it off with commas. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas.

  > *Application deadline for regular admissions is March 31.*
  >
  > *The upcoming commencement ceremony will be held on June 9, 2021.*
  >
  > *The Fall semester will start on Aug. 17, 2021.*
  >
  > *September 2018 was notable for the University.*

- Use am and pm (lowercase, without periods) with no space between the digits and am/pm (10am; 3pm).
- Use a hyphen to connect starting and ending dates and times (April 5-7; 2-4pm).
- Write out full words for days of the week (Monday, Tuesday, Wednesday, etc.).
- Abbreviate time zones. The most commonly used ones are:
  - AMT — Armenia Time
  - PST — Pacific Standard Time
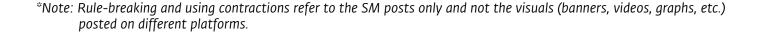 - EST — Eastern Standard Time

Contractions

Most people speak using contractions, such as *you're, don't, or it's*, except in formal situations. Using them in writing on AUA SM platforms can be a tool to make our tone informal, relaxed, and accessible and will give readers the sense of being in a conversation. Avoid using contractions in formal messages and announcements.

Mistakes & Rule-Breaking*

Mistakes can occur in our SM posts, including easily confused words (e.g. perspective students instead of prospective students), misspellings, and grammatical errors. Using the wrong word or incorrect spelling must be avoided in our SM posts, unless it is part of a deliberate creative strategy.

With grammar, the lines may blur. We believe that our SM posts can reflect the way people speak and should not always comply with academic rules. Thus, some grammar rules can be bent or broken. For example, starting a sentence with a conjunction such as *and* or *but*, or ending a sentence with a preposition such as *on* does not follow the official rules of grammar, yet it is frequently used in verbal communication. When our tone is casual or colloquial, we can convey our message accordingly, without strictly adhering to some of the grammar rules.
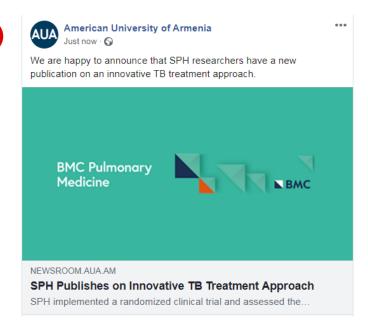
Note: Rule-breaking and using contractions refer to the SM posts only and not the visuals (banners, videos, graphs, etc.) posted on different platforms.

3 Formatting

The following are the formatting guidelines used in AUA SM posts:

- Avoid repeating the title of the article/video in the post description. The description should complement the title, rather than repeat it.

- Use line breaks to divide up the text to create a more pleasant and comprehensible reading experience for the user.

- Avoid using bold, italic, or cursive letters to highlight parts of the posts. To draw attention to a specific word or expression, use emojis or hashtags.

- Avoid unnecessary capitalization of words or expressions.

- Include any relevant mentions of location, organization, or personal pages as long as the account is active and the names of the mentioned accounts are of reasonable character length. However, avoid overusing mentions.

- If there is a URL of a video or an article to be shared, make sure to remove the URL text from the post when the preview is displayed.

- Use the final destination URL in the post, so that the users reach the page through a single click. For example, if you want to share news from a media outlet, use the URL of the outlet instead of its coverage on an AUA web page.

- If there is a need to include a URL in the post, be sure that it is short. If the URL is longer than one-third of a line in the post, shorten it using **bitly.com**.

- Use @tags when responding to posts/replies.

  > *Dear @Armen Armenian, thank you for your interest! Please contact the Office of Admissions for further information at* **admissions@aua.am**.

- Replace *and* with ampersand (&) to save characters when necessary. This mostly applies to Twitter posts where every character counts.

  > *Click below to find additional information regarding AUA admissions & financial aid opportunities!*

- Use a colon and a single space before a link. An exclamation point or question mark (followed by a single space) can also introduce a link.

- Use shorter words when possible to be clearly understood by people of all reading levels. When considering tone, short words are simple and direct, however longer words may be more appropriate when posts require sophistication and nuance.

- Include a visual (photo/video) with every single post, as it increases engagement. Even if the content to be shared is only textual, always add a visual or photo to it.

4 Content Style

We should customize every post for the platform on which it is being published. In other words, we cannot use an SM automation tool to publish exactly the same post to every platform, as we will not achieve our desired results. Our SM posts should follow these style guidelines:

- Avoid clickbait in our SM posts, for the University's authority to remain intact.
- The choice of pronouns can have a big impact on our tone. For example, when referring to AUA, we can use first-person plural or third-person singular pronouns. *We* is more immediate, personalizing the University and positioning our brand as a group of people. *It* is more detached and abstract, and presents AUA as an institution. When directly referencing our audience, we can use second person *you*, which is direct and engaging, while third-person pronouns are more distant.
- Avoid using jargon in the posts. As our audience is diverse, we need to ensure that people of all backgrounds understand our SM posts.
- Avoid using clichés, for they will likely make our tone sound stale and dull.

5 Emojis*

We love using emojis to convey AUA's friendly and positive tone.

- Use emojis to emphasize a word, not to replace it.
- Place emojis at the beginning or at the end of a line (just before a hard return), and not in the middle.
- Use a single space between the emoji and the text.

Note: See the recommendation on the number of emojis in each section of the specific SM platform.

6 Hashtags*

Hashtags are clickable links that provide a huge opportunity for brands and marketers to participate in conversations in a meaningful, relevant, and timely way.

When posts are related to the AUA campus, students, faculty, or staff, we should use the specific hashtags below:

- #auacampus
- #auastudents, #studentvoices (for stories contributed by students)
- #auaalumni, #auaalumnihighlights (for success stories)
- #auafaculty
- #auastaff

#aua is the general hashtag which should be used whenever we mention AUA in the posts.

Besides the general hashtags, there may be campaign- or trend-specific ones used throughout our official SM channels.

7 Multimedia**

Visuals are as important as the tone of voice when maintaining a consistent and strong brand image. This will help increase the number of followers and engagement.

Here are our general multimedia guidelines:

- Try to use diverse photos.
- Ensure that images are at least 72 dpi.
- For visuals, follow **brand guidelines** for colors and fonts.

8 Responding *to* Comments/Reviews

Whenever we receive comments on our posts or private messages, we should respond as soon as possible. Replying to our followers or people interested in our services in a timely manner is a quick, easy, and highly effective way to gain trust and show that we care. It makes them feel heard and appreciated and, in turn, promotes positive connotations toward our University. Ignoring comments and messages can harm our credibility. We should try to reply to all comments and messages using our tone of voice and directly referring to the person by their name.

*Note: See the recommendation on the number of hashtags in each section of the specific SM platform.

**Note: See detailed guidelines in each section of the specific SM platform.

We do not discriminate against any views, but we do reserve the right to delete the following type of content, or block users who post such content:

- Inflammatory, offensive, or hurtful comments;
- Obscenity, nudity, defamation, or hate speech, targeting people or groups based on race, ethnicity, religion, gender, or any other protected status;
- Comments/posts that threaten to harm individuals, groups, or organizations;
- Commercial advertisements or solicitations of funds;
- Endorsement or encouragement of illegal activities;
- Multiple off-topic posts or repetitive posts that are copied and pasted;
- Personal information, including but not limited to email addresses, phone numbers, mailing addresses, or identification numbers.

Keep in mind that deleting a post is equivalent to losing an SM contact. Therefore, comments should only be deleted when that SM contact is no longer valued.

If a comment on SM expresses a legitimate negative experience, we should use it as an opportunity to redeem ourselves. The purpose of the response is not to be defensive, but to assure our followers that the corresponding issue will not arise again. With critique and negative feedback, ready-made answers do not help our cause. We should craft an authentic response for every post.

Dear (Contact),

We're so sorry to hear that your admissions experience was not what you had hoped for. We appreciate your interest in AUA, and we want to encourage you to apply again! If you have questions about how you can make your admissions package more competitive, please feel free to contact one of our helpful admissions representatives at…

If we have posted a response, and the user responds again, still unsatisfied, it is time to take the conversation off of the SM platform. We should never become involved in a back-and-forth argument or discussion in comments or replies. We should end the conversation, or reach out to the user via direct message, phone, or email.

Platform-Specific Guidelines

Facebook

Content

As AUA's FB page has the widest audience among all of the SM channels, our content on FB should be diverse. It is mostly generated through University news, achievements, and milestones. While we publish articles related to different colleges and departments on AUA Newsroom, we are selective when deciding which articles can be published on FB. We make the decision based on the priorities of the University at the time. The news items that are posted on FB need to be timely, widescale, and cover University-wide updates or stories.

The majority of our FB posts are self-generated. We should make every effort to create "FB-native" content. For example, when sharing a video made by the University, we should directly upload it to FB, rather than share it from YouTube. Uploading videos directly to FB has proven to yield up to 52 times as many views as videos shared from YouTube.

However, we can also cross-post or share posts from other pages if the content relates to AUA or if it is a general countrywide update that refers to our activities. Other pages refer to both AUA sub-pages and those that are outside the AUA domain.

Post formats need to be diverse as well. We can share articles, photos, photo albums, videos, live videos, graphics, illustrations, etc. Posts with article links usually prevail in our feed. However, we also diversify the content based on our priorities and SM strategy at the time. All our posts must be accompanied by visuals.

We should always keep our FB timeline up to date. From time to time, when we have important content to feature and want to make it more visible to our FB page followers, we can pin a single post to the top of the page timeline, where it will remain for up to a week.

Tone

In different situations, AUA's tone on FB may be *formal, friendly, humorous, young, and trendy.*

Post length

Based on best practices worldwide, we should always keep our posts short. The optimal length for posts on AUA's FB page is a maximum of 80 words or 250 characters. Using up to 250 characters will help avoid the "See more" button. It will invite the audience to engage and let strong visual (link preview image, photos, video, etc.) speak for itself. This rule may deviate from time to time, when we share institutional messages or announcements, for example.

Posting frequency

Posting once or twice a day works best for FB. It is not recommended to post more than three times a day. However, we need to make sure that we have content to share on our FB page every day.

Photo/video sizes

Cover photo
820px by 462px

Cover video
20-90 seconds long
820px by 462px

Profile picture
180px by 180px

Image post
1200px by 630px
1080px by 1080px
1080px by 1350px

Video post
1280px by 720px
Max length: 240 minutes
Max file size: 4GB
Recommended video formats: MP4 and MOV
Video max frames: 30fps

Event cover photo
1920px by 1080px

Ad
1200px by 628px

Video ad
1280px by 720px

Stories
1080px by 1920px

Hashtags

Hashtags on FB do not work as effectively as on Twitter. However, they can make a difference if used wisely. Using hashtags in the caption text is recommended, rather than listing the hashtags at the end. You should use up to three hashtags when they are relevant. Followers can filter them to find more pertinent conversations.

Emojis

Emojis can be powerful tools that help our messages be more memorable and appealing to our audience. Emojis can also help portray our University as a friendly institution. In our FB posts, emojis are used to attract followers' attention to the topic presented and render posts more engaging. However, we should remember that using too many emojis can make our page seem unprofessional, so we should use no more than three emojis in a post. This rule may not apply to the use of tick emojis (bullet points).

Events

FB is a unique SM platform to organize and promote University events. Publicizing an event on FB is a popular method for generating buzz and discussion about our University, as well as engaging new followers — whether the event is offline (such as a seminar or a guest lecture) or online (such as a webinar or a live-streamed event).

Tips:

- *Keep the event name clear and short (within 64 characters), as long names can get cut off on certain displays.*

- *Add a location for the event, and FB will generate a map to show people where to go.*

- *The event cover image acts as a marketing banner for the event, so work with the AUA designer for it to catch people's attention with a bold image and color pallet. Banners with busy texts are visually overwhelming, so avoid them!*

- *Using square photos (1080px by 1080px) is also encouraged. They take up more space in the timeline and let the visual stand out. In this sense, it is also advised to use vertical images (1080px by 1350px) as well.*

- *If the event posted on FB is canceled, make sure to cancel it on the FB page as well, so that cancelation notification goes to all those who either were interested or intended to go. Never delete the event.*

Responding to comments/reviews

Any kind of comment or message that we receive on FB needs to be addressed. This is a great way to keep in touch with our audience, engage with them, and make them feel heard.

Negative comments require a special approach. If we receive an especially negative or abusive comment on FB, we should first "hide" it until we decide whether or not to delete it. There are different approaches depending on the type of post.

Ads

In 2018, FB changed its News Feed algorithm in favor of updates posted or shared by friends and family over those of business pages. This makes expanding the reach of organic posts increasingly difficult. Thus FB advertising has become an extremely important tool for the implementation of our marketing strategy.

Tips to get the most out of boosted posts:

- *Wait at least 5-6 hours before boosting a post — let its organic reach take hold and settle first.*
- *Don't boost every post. Spend money on increasing exposure to content that will drive meaningful engagement.*

Measure the success of the boosted post through FB Insights and other analytics tools.

Engaging more followers

Invite people who like your posts to like your page.

When people share your post, make sure you like the shared post from AUA's official page, or the subpages belonging to AUA, if the post has originally been done with those pages.

Instagram

Content

Our IG should be a dynamic mix of breathtaking, high-definition campus shots, as well as photos of students, faculty, alumni, staff, guest speakers, etc. Campus shots include buildings from unique angles, sunsets, panoramic views, pets, and promotional products displayed on campus. Shots of people should be interspersed with shots of buildings and scenery to give the account a balanced feel and a strong identity. Posting portraits as well as beautiful, professionally taken photos of the campus personalizes our University and makes our current and prospective students feel connected to AUA.

IG is the platform where we can use extensive student-generated content. This can be done in the form of contests, challenges, or student takeovers.

Tone

In different situations, AUA's tone on IG may be *simple, friendly, humorous, young, and trendy.*

Theme style

The AUA IG feed* should be bright and colorful, while remaining natural. If we use filters, they should be applied subtly to avoid making the photos look artificial. Images should be light in the background. Dark blue banners should be avoided.

Color palette

Our color scheme is the visual identity of our feed. The main color palette in our IG photos should contain light blue, green, orange, and yellow. AUA's primary colors, which are deep navy and warm yellow, as well as the secondary color palette, should be used in the images as design elements, not background colors. So, the IG feed should contain mostly light colors with no dark posts standing out, unless such a post is used intentionally as part of a campaign or overall design.

Grid layout

We should use the square grid layout, which means posting photos one square at a time, while utilizing a cohesive filter and color combination. However, for special campaigns, when we want photos to clearly stand out, we may consider using a mixture of other layouts, such as row-by-row, line in the middle, or puzzle.

*Note: Our IG feed usually deviates from the main theme on special holidays, when we post holiday greetings or announcements. If the banners are not within the IG color theme, we should consider posting them as stories. Remember that IG is a photo gallery, and temporary posts should be avoided. However, if there is a big push to post something on IG on holidays, we should consider posting images with a message, rather than a specially designed banner.

Types of photos

Posting the right photos is critical. On IG, photos are the primary means to tell AUA's story. Thus, we need to be careful and selective with the images we post. We should make AUA's identity shine through its IG photos. The photos that we post should be high-resolution, engaging, and professional. No blurry, amateur photos.

When it comes to posting photos of people, we should avoid posting generic group photos that are irrelevant to our followers. Instead, we should post photos of one, two, or three people that appeal to our followers, regardless of them knowing the person or people in the photo. These types of photos ignite school spirit in any student or alum. In short, large group photos are not recommended.

Photos and videos in each campaign should be edited and posted using the same style, colors, and effects.

Posting frequency

In terms of ensuring engagement on IG, the quality of the shared photo/video content is more important than posting frequency. Thus, posting three to five times a week may be sufficient. However, we should aim to generate content for IG Stories on a daily basis.

Tips for hashtags:

- **Use no more than three hashtags in the body of the post.**
- **Use no more than five hashtags after the description.**
- **Be specific and use targeted hashtags.**
- **If you need to use more than five hashtags, put them in the comments — do not put them in the caption section to keep it from becoming too busy.**
- **Use a balanced mixture of broad hashtags: those that return over 1m results, as well as some more "niche" options — between 1,000 and 10,000 search results returned — and several hashtags between 20,000 and 100,000 search results.**
- **Constantly search hashtags to find out the ones that successful competitors are using. You can search for hashtags on *SocialRank.com*, *hashtagify.me*.**
- **Geotag the photos — people search for places using "near this location" more frequently now.**

Emojis

As IG is the platform where we can be more friendly and humorous, using emojis is recommended. However, using more than three emojis in a post may seem too emotional and unprofessional. So, do not exceed three emojis in a single post. This does not refer to IG Stories, where we can use more emojis.

Photo/video sizes

Square photos
Aspect ratio of 1:1
1080px by 1080px

Horizontal/landscape photos
Aspect ratio of 1.91:1
1080px by 566px

Vertical/portrait photos
Aspect ratio of 4:5
1080px by 1350px

Square videos
Aspect ratio of 1:1
1080px by 1080px
Duration between 2 and 60 seconds

Horizontal/landscape videos
Aspect ratio between 1.91:1 and 16:9
1080px by 607px

Stories
Aspect ratio of 9:16
1080px by 1920px

Reels & Reel Cover size*
Aspect ratio of 9:16
1080px by 1920px

Vertical IGTV
Aspect ratio between 4:5 and 9:16
1080px by 1920px

Horizontal IGTV
Aspect ratio between 5:4 and 16:9
1920px by 1080px

IGTV cover photo
Aspect ratio of 1:1.55
420px by 654 px

Square ad
1080px by 1080px

Landscape ad
1080px by 566px

Useful Software

Adobe Lightroom — for editing the photo colors
Instapreview — for choosing the right order
Instasize — for resizing photos
InShot — for editing videos for reels, stories and other IG videos

*Note: The bottom fifth of a reel is where the video caption is displayed. Avoid having important visual elements in this section if possible.
    If shared to the main grid, the reel cover will convert to square size. Your cover photo should fit accordingly.

LinkedIn

Content

LinkedIn users are not looking for the same kind of content that they will find on FB or IG. Status updates on this platform should have a professional slant. Perhaps unsurprisingly, one of the most in-demand types of content on LinkedIn is industry insights. Research from social networks shows that 60% of users are interested in industry insights, over half are interested in company news, and more than 25% are interested in hearing about new products and services. As with other social networks, asking questions, including visual elements, sparking discussions, etc. are all good tactics.

Our content on LinkedIn should focus on job announcements, success stories, community highlights, and announcements of big events. Because LinkedIn is a useful database for finding business professionals, AUA's LinkedIn page should offer career advice and support.

Tone

In different situations, AUA's tone on LinkedIn may be *formal, friendly, inspirational, and trendy.*

Hashtags

There is no limit to the number of hashtags one can use in a post on LinkedIn. However, we recommend using a maximum of five hashtags in each post, for using too many hashtags on LinkedIn could result in the LinkedIn Algorithm marking our post as spam.

Emojis

LinkedIn is a professional platform. Thus we should avoid extensive use of emojis in posts. One emoji per post is enough to make the post more memorable and attractive. This, however, does not refer to the emojis we use as bullet points to list items. In this case, a maximum of five tick emojis should be used.

Posting frequency

Posting once a day is the optimal frequency for LinkedIn. We should consider posting at least three to five times a week.

Photo/video sizes

Cover image
1536px by 768px

Logo
300px by 300px

Post image*
1200px by 1200px
1080px by 1350px

Post video
256px by 144px
4096px by 2304px

Tips for LinkedIn posts:

- *Try putting a link in the first comment instead of in the status update itself. If you find that LinkedIn's algorithm is throttling your status updates when they include links, try putting them in the first comment below the status update instead to see if that helps.*

- *Reply to every comment to increase reach. When you start multiple conversations in the comments section below your status update, your post will be seen in more LinkedIn news feeds. Your replies should be succinct to ensure reach in the feeds of first-, second-, and third-degree networks.*

- *Engage with others' posts, as this increases our profile's visibility, especially as our comments on other people's posts show up in the news feeds of our first-degree connections.*

- *Always make sure that the first sentence of the status update is catchy. If the first sentence does not grab someone's attention and entice them to click "See more," then your update will be ignored.*

- *Updates incorporating statistical data or engaging stories can convey the message better through a carousel post format. LinkedIn supports PDF files for that option. With this category of posts AUA can also share short reports on its activities, achievements and key figures.*

*Note: Posting square images along with vertical ones is now encouraged on LinkedIn in order to capture more attention of the audience and therefore provide higher engagement. Vertical images can also be a better option for sharing infographics and timelines.

Twitter

Content

Twitter is unique in its ability to spark real-time discussions and debate. It is a powerful engagement tool for igniting interactions between friends, strangers, brands, and followers. Twitter can foster meaningful interactions and nurture long-lasting relationships with other universities and students. On AUA's Twitter, we should post content that is time-sensitive and relevant to our followers' interests.

The key is to let our individuality shine by tweeting funny and interesting content along with more official content, as people using Twitter are looking for both information and entertainment. Our posts on Twitter should cover a variety of topics — everything from the University's history and events to the accomplishments of our students, alumni, and faculty. Our Twitter activity should consist of a balance of text-only tweets, photo tweets, retweets, and retweets with comments.

Twitter is not only about posting content, for it can also serve as a search engine tool to connect with people who are talking about and may be interested in what we do. In the same vein, Twitter can also help us search for competitors, join conversations, find relevant events and conferences, and follow like-minded users.

In general, our activities on Twitter should be divided into the four areas below:

- **Quick questions,** asked both on-brand and off-brand, are a great way to engage new followers and keep the attention of current ones.
- **Website links** that we share in the tweets take the followers to another page, where they can engage with us for a longer period of time.
- **Industry buzz** can be created around our University by telling the story of AUA, sharing statistics, facts, tips, as well as success stories.
- **Networking effort** can be realized on Twitter very effectively through getting involved in discussions, meeting new people, and initiating conversations.

Tone

In different situations, AUA's tone on Twitter may be *formal, friendly, humorous, and trendy.*

Hashtags

Hashtags are used to categorize tweets and ensure visibility in Twitter search results. If you are using the right hashtags, your chances of being discovered are quite high.

To most effectively utilize hashtags on Twitter, use a minimum of one and a maximum of three hashtags per post.

Tips:

- *Do not add spaces or punctuation in a hashtag, otherwise it will not work as intended.*

- *If we tweet with a hashtag on a public account, anyone searching for that hashtag may see our tweet.*

- *Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.*

Emojis

Emojis are a powerful tool to use in tweets and replies. Emojis can be especially great when used in place of bullets within lists. It is recommended to use no more than two to three emojis in a single tweet.

Posting frequency

Twitter requires daily activity. It is recommended to post three to four times a day.

Photo/video sizes

Profile image
400px by 400px

Header image
1500px by 500px

Tweet image
Aspect ratio of 16:9
1200px by 675px

Video
File size: 512 MB
Length: 140 seconds
Aspect ratio of 1:3-3.3:1
1280px by 1024px

Mentioning people or pages

Twitter allows us to mention up to 10 accounts. We should tag thought leaders, like-minded people, and institutions that do what we do, rather than random ones.

Tips for tweets:

- *Do not post tweets constantly, spamming the followers' feed and annoying them enough to unfollow you. Posting three to four times a day at reasonable intervals is optimal.*

- *Do not allow Twitter statuses to spill over into multiple tweets (a thread), as this makes it confusing for the followers to keep track of the message, especially if they have an active Twitter feed.*

- *Given the relatively high number of people an average Twitter user follows and the amount of tweets that people post, the home feed of a user can become extremely busy. To give our tweets the best chance of being seen, consider posting the same content several times, under different guises.*

- *If there is an important announcement, an upcoming event, or a tweet that summarizes our brand and mission, consider spotlighting that tweet by pinning it to the top of your feed for extra visibility.*

- *Whenever you receive a notification of a @mention of AUA, make sure to respond as soon as possible and with personalization. Replying to a follower with a mention is a quick, easy, and powerful way to make someone feel that we are paying attention.*

Appendix

Abbreviations for AUA Colleges and Programs

College of Humanities and Social Sciences — CHSS

Bachelor of Arts in English and Communications — BAEC

Bachelor of Arts in Politics and Governance — BAPG

Master of Arts in Teaching English as a Foreign Language — MATEFL

Master of Political Science and International Affairs — MPSIA

Master of Laws — LL.M.

Master of Arts in Human Rights and Social Justice — MAHRSJ

Zaven and Sonia Akian College of Science and Engineering — CSE

Bachelor of Science in Computer Science — BSCS

Bachelor of Science in Data Science — BSDS

Bachelor of Science in Engineering Sciences — BSES

Master of Engineering in Industrial Engineering and Systems Management — MEIESM

Master of Science in Computer and Information Science — MSCIS

Manoogian Simone College of Business and Economics — CBE

Bachelor of Arts in Business — BAB

Master of Business Administration — MBA

Master of Science in Economics — MSE

Master of Science in Management — MSM

Gerald and Patricia Turpanjian College of Health Sciences — CHS

Master of Public Health — MPH