

AUA American University
of Armenia

Social Media Style Guide

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Purpose & Principles

This guide outlines how AUA communicates across social media platforms to reflect the University's identity, values, and professionalism while engaging our audiences authentically.

It is designed to:

- Ensure consistent voice, tone, and style.
- Adapt to evolving platform best practices.
- Promote accessibility, inclusivity, and creativity.

Platforms & Audiences

Platform	Audience Focus
<u>Facebook</u>	General: students, parents, alumni, donors
<u>Instagram</u>	Prospective & current students
<u>LinkedIn</u>	Professionals: alumni, partners, recruits
<u>X</u>	Faculty, staff, thought leaders



Voice & Tone

Our voice is purposeful and consistent, reflecting the University's identity, values, and attitude. It is clear, concise, and engaging, giving readers the best possible experience.

AUA's voice on SM is:

- *Personal*: Texts and visuals feel relatable, making everyone feel they are or could be part of the AUA community.
- *Ambitious*: We position AUA as a trusted thought leader shaping future change-makers.
- *Inspirational*: We encourage our audience to improve, excel, and achieve their goals.
- *Contemporary*: We embrace research, innovation, and creativity, reflected in our language and visuals.

While the voice stays consistent, tone varies depending on context:

- *Formal*: Institutional announcements.
- *Friendly*: Everyday updates and interactions.
- *Humorous/Trendy*: When appropriate on Instagram
- *inspirational*: Success stories, alumni highlights.

A well-balanced tone keeps AUA's content relevant, engaging, and reflective of our community.



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 the education I received at AUA prepared me very well for Ph.D. studies... I realized that AUA, with its high-quality 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 also 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” when 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. Bruce Boghosian 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.

The 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.



Formatting & Accessibility

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.

  **American University of Armenia** 31 mins ·  ...


The new Treatment Approach integrates several educational, technological, and social evidence-based components.



NEWSROOM.AUA.AM
SPH Publishes on Innovative TB Treatment Approach
 SPH implemented a randomized clinical trial and assessed the effectiveness...

  **American University of Armenia** 10 mins ·  ...

The new treatment approach integrates several educational, technological, and social evidence-based components.



NEWSROOM.AUA.AM
SPH Publishes on Innovative TB Treatment Approach
 SPH implemented a randomized clinical trial and assessed the...

- Include any relevant mentions of location, organizations, 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.

 **American University of Armenia - test page** Just now ·  ...

With support from the American Schools and Hospitals Abroad (ASHA), USAID Armenia, over 60 students from Armenia's regions and abroad will have a home away from home in the new student residence building under construction and planned for completion in 2020.



NEWSROOM.AUA.AM
Construction of USAID/ASHA-Funded Student Residence Underway

- 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 X (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.

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.

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.



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.

**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.*

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.



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.

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.

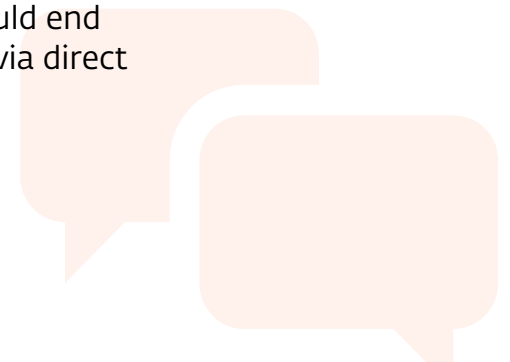
Keep in mind that deleting a post is equivalent to losing an SM contact. Therefore, comments should only be deleted when that SM contact is no longer valued.

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 Facebook (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 country-wide 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 one week.

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. It will invite the audience to engage and let strong visuals (link preview image, photos, video, etc.) speak for themselves. We may deviate from this rule 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

Profile picture

180px by 180px

Image post

1200px by 630px

1080px by 1080px

1080px by 1350px

Stories

1080px by 1920px

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

Ads

1080px by 1080px

800px by 418px

1080px by 1920px

Video ad

1080px by 1920px

Hashtags

We recommend using hashtags in the caption text, rather than listing them 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 or online.



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!**
- **If the event posted on FB is canceled, make sure to cancel it on the FB page as well, so that all those who were either interested in attending or intended to attend will receive the cancelation notification.**

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:

- **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.

Best practices for boosting posts and running ads

- Prioritize high-performing organic content with clear calls-to-action or strong visuals.
- Do not boost every post. Allocate budget to campaigns aligned with AUA's goals, such as admissions or event promotion.
- Consider running targeted ad campaigns (rather than simple boosts) through Ads Manager for better audience segmentation and performance tracking.

- Use custom and look-alike audiences to reach prospective students and alumni more effectively.
- Monitor and adjust campaigns based on real-time analytics in Ads Manager.
- Measure the success of campaigns through Meta Business Suite Insights and Ads Manager reporting tools to refine your strategy.

Engaging more followers

Invite people who like your posts to like your page.

Instagram

Content & Tone

Instagram is now a **video-first platform**, with Reels prioritized by the algorithm. Our content should showcase a dynamic, authentic view of AUA life, combining **high-resolution visuals and short, engaging videos**.

- Highlight students, faculty, alumni, staff, guest speakers, and vibrant campus scenes.
- Include behind-the-scenes moments, testimonials, quick tips, and lively event coverage.
- Feature student-generated content through Reels, challenges, and takeovers to foster community and relatability.
- Use a friendly, conversational tone with humor and trendiness where appropriate — especially in Reels and Stories.
- Captions should be natural and engaging, with clear hooks early on.

Visual Style & Grid

- Maintain a **bright, natural aesthetic**, avoiding heavy filters, dark designs, or overly artificial edits.
- Showcase authentic moments rather than staged or stock-like imagery.
- Use AUA brand colors subtly, ensuring overall consistency.

- Avoid blurry, pixelated, or low-quality visuals.
- Favor portrait-size over square size.
- Keep the grid cohesive in color, tone, and spacing while allowing flexibility for campaigns and trends.
- Experiment with layouts (rows, columns, puzzles) sparingly and only for special campaigns.

Formats & Frequency

- Prioritize **Reels** and carousels over single images for maximum engagement.
- Stories: Post daily with informal, branded updates using interactive features (polls, sliders, questions). Save key Stories in Highlights.
- Feed: Post 3–4 times per week, mixing Reels, carousels, and impactful single images.
- Reels: Feature at least once per week, using trending audio and relevant hashtags.

Hashtags

- Use **specific, targeted hashtags sparingly**:
 - No more than 2–3 in the caption.
 - Additional hashtags can go in the first comment to avoid clutter.
- Combine broad, niche, and mid-range hashtags for better reach.
- Monitor trends and competitors to refine hashtag strategy over time.

Emojis

Instagram allows for a more casual and friendly tone, so emojis are recommended to add personality and highlight key points.

- Use emojis sparingly — **no more than 3 per caption** to keep the post professional and easy to read.
- Stories can include more emojis, as they are more informal and ephemeral.
- Place emojis at the start or end of lines, not mid-sentence, to maintain clarity.

Instagram Photo & Video Sizes (2025)

Format	Aspect Ratio	Size	Notes
Square photo/video	1:1	1080 × 1080px	Standard for feed posts.
Horizontal/landscape photo	1.91:1	1080 × 566px	Best for wide scenic shots.
Vertical/portrait photo	4:5	1080 × 1350px	Takes up more screen space in the feed.
Stories & Reels	9:16	1080 × 1920px	Full-screen vertical format.
Reel cover	9:16 (but displays as portrait in grid)	1080 × 1920px	Keep key visuals away from the corners.

LinkedIn

Content

LinkedIn is a professional platform where users expect **industry insights, organizational updates, and thought leadership**, rather than casual content.

- Prioritize posts about **career opportunities, alumni success stories, industry insights, AUA's research impact, and event highlights**.
- Share **short reports, key figures, and achievements** as carousels (upload PDFs for multi-slide posts).
- Post career advice, professional development tips, and community highlights to engage business-minded audiences.
- Incorporate visuals, statistics, and questions to spark engagement.
- Encourage discussion in the comments and reply to comments promptly to increase visibility.
- Avoid overly promotional or irrelevant content — keep posts tied to AUA's mission and audience interests.

Hashtags

- Use up to **5 relevant hashtags per post** to avoid being flagged as spam by LinkedIn's algorithm.
- Use a mix of broad, industry-specific, and branded hashtags.

Emojis

- Use sparingly.
- When listing items, tick/checkmark emojis can be used (max 5 per list).
- Avoid cluttering posts with excessive symbols.

Posting frequency

- Aim for **3–5 posts per week**, with a maximum of 1 per day to maintain consistency without overwhelming followers.

Photo/video sizes

Cover image

1536px by 768px

Logo

300px by 300px

Post image*

1200px by 1200px

1080px by 1350px

(square or vertical encouraged for engagement)

Post video

minimum 256px by 144px

maximum 4096px by 2304px



Tips for LinkedIn posts:

- **Write a strong first sentence to grab attention and prompt readers to click "See more."**
- **If including a link, consider placing it in the first comment rather than in the post text to avoid reduced reach.**
- **Engage with comments and conversations — replying increases reach to broader networks.**
- **Comment on and engage with others' posts to boost AUA's visibility.**
- **Use carousels (PDF uploads) for storytelling, data, infographics, and activity reports.**
- **Incorporate vertical images when appropriate for infographics and timelines — they tend to perform better visually.**

X (formerly Twitter)

Why X Matters

X (formerly known as Twitter) remains one of the fastest platforms for real-time conversations, trending topics, and live engagement. It's an excellent tool for fostering connections with students, alumni, other universities, and the broader community. On AUA's X account, we should prioritize **timely, relevant, and engaging content** aligned with our audience's interests.

What to Post

On X, people look for a mix of **information, personality, and entertainment**. Our posts should reflect AUA's unique voice while contributing to broader conversations. Balance official updates with more casual, creative posts. Content themes should include:

- University events and milestones
- Student, alumni, and faculty accomplishments
- Relevant industry news, facts, and tips
- Lighter, relatable, or humorous content when appropriate

Best Practices

- Use a variety of formats: text-only posts, photos, videos, polls, retweets, and quote tweets.
- Engage actively: reply to mentions and comments promptly and personally.
- Pin key posts (e.g., major announcements, mission statements) to keep them visible.
- Repost important content at different times/ days to reach more followers.

Hashtags

Hashtags improve discoverability and help us join larger conversations. Use **1–3 relevant hashtags** per post. Tips:

- No spaces or punctuation in hashtags (#LikeThis).
- Search hashtags beforehand to ensure relevance.
- Explore trending hashtags if they align with our content.

Emojis

- Use emojis sparingly to add personality or structure.
- Aim for **2–3 per post at most**, and consider using them as bullet points in lists.

Posting Frequency

Consistency is key. Aim to post **3–4 times per day**, spaced throughout the day. Avoid spamming followers' feeds.

Visuals: Recommended Sizes

Profile picture

400px by 400px

Header image

1500px by 1500px

Post image

1200px by 675px (16:9)

Video

Maximum file size: 512 MB

Maximum length: 140 seconds

Aspect ratio: between 1:3 and 3:1

Mentions

Tag accounts in posts to increase reach and foster connections — for example, thought leaders, partner organizations, or engaged alumni. Avoid tagging random or unrelated accounts.

Engagement Tips

- Respond to mentions quickly and personally — it shows followers we care.
- Don't rely on long threads; keep each tweet clear and concise.
- If an important post isn't getting traction, repost it later with a fresh angle or caption.
- Monitor conversations around AUA and join where appropriate to expand our reach and visibility.

What to Avoid

- Overposting or dumping too many tweets at once
- Confusing followers with overly fragmented threads
- Ignoring mentions or direct engagement opportunities

Appendix

Abbreviations

College of Humanities & Social Sciences	CHSS
<i>Bachelor of Arts in English and Communications</i>	BAEC
<i>Bachelor of Arts in Politics and Governance</i>	BAPG
<i>Master of Arts in Teaching English as a Foreign Language</i>	MATEFL
<i>Master of Laws</i>	LL.M.
<i>Master of Arts in Human Rights and Social Justice</i>	MAHRSJ
<i>Master of Arts in International Relations and Diplomacy</i>	MAIRD
<i>Master of Public Affairs</i>	MPA
<i>Master of Arts in Multiplatform Journalism</i>	MAMJ
Manoogian Simone College of Business & Economics	MSCBE
<i>Bachelor of Arts in Business</i>	BAB
<i>Bachelor of Science in Economics</i>	BSE
<i>Master of Business Administration</i>	MBA
<i>Master of Science in Economics</i>	MSE
<i>Master of Science in Management and Analytics</i>	MSMA
Zaven P. & Sonia Akian College of Science & Engineering	ACSE
<i>Bachelor of Science in Computer Science</i>	BSCS
<i>Bachelor of Science in Data Science</i>	BSDS
<i>Bachelor of Science in Engineering Sciences</i>	BSES
<i>Bachelor of Science in Environmental and Sustainability Sciences</i>	BSESS
<i>Master of Engineering in Industrial Engineering and Systems Management</i>	MEIESM
<i>Master of Science in Computer and Information Science</i>	MSCIS
Gerald & Patricia Turpanjian College of Health Sciences	TCHS
<i>Bachelor of Science in Nursing</i>	BSN
<i>Master of Public Health</i>	MPH