DIGITAL ENGAGEMENT GUIDE
Many of our audiences communicate through social media and other digital channels. It’s important to keep in mind how various users interact with these different channels and how this behavior translates to engagement with our brand. Consider the following practices so that the appropriate content, crafted in the right manner, reaches the right people.

Within this guide, you will find information on image sizes and ratios, strategies, tips and tricks to unify our messaging and increase engagement on digital channels.
Social Media General Guidelines

Use branded profile templates.

Keep posts short and direct. Whatever content you have—cut it in half and then cut it in half again! Less is more.

Use bit.ly or rebrand.ly to shorten URLs.

Don’t be afraid to re-use and re-purpose content.

Post and moderate daily.

Consider starting your post by asking a question to draw in your audience.

When possible, add hashtags to amplify your content.

Include brand photos, videos or GIFs.

Always tag as many elements as possible, including related Purdue departments, clubs and organizations.

Don’t forget to incorporate user generated content (UGC).
## Social Media Graphic Guidelines

<table>
<thead>
<tr>
<th>Lead with a strong in-brand photo.</th>
<th>Keep text to a minimum.</th>
<th>Always use brand fonts if copy is included in graphics.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design for accessibility.</td>
<td>Avoid logos/co-brands in graphics, since your post is always paired with your profile icon and name of page.</td>
<td>Don't forget to incorporate video when possible.</td>
</tr>
</tbody>
</table>
### Facebook Tips

<table>
<thead>
<tr>
<th>Audience(s)</th>
<th>Post Frequency</th>
<th>Content</th>
<th>Word Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
<td>Once per day</td>
<td>Stories about research initiatives, celebrations/milestones, current student profiles and alumni profiles. Share both photos and videos.</td>
<td>50 characters or fewer However, when a caption this short is not possible, focus on getting the “hook” of the post within the opening part of the caption.</td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General public</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Visuals**

- **Image size:** 2:1 ratio | 1200 x 600 px
  - *Twitter, LinkedIn and Facebook all support a 2:1 size, so to save time, we suggest designing one graphic for these three channels.*

- **Video size:** 16:9 ratio | 1280 x 720 px
  - Lead with an authentic Purdue photo.
  - Keep text minimal. Always use brand fonts.
  - Avoid logo/co-brands in graphic.
Facebook Stories Tips

**Audience(s)**
Parents
Alumni
General public

**Post Frequency**
1-2 times per day
Note: Facebook Stories disappear after 24 hours.

**Content**
Use Facebook Stories to post in-the-moment and behind-the-scenes photos and videos to supplement feed posts and to promote upcoming or current events to increase engagement.

Use links to provide more information and to drive traffic to the Purdue website.

**Word Count**
0 characters
There is no place to include post copy, so ensure that your story graphic makes sense on its own.

**Visuals**
Image size: 9:16 ratio | 1080 x 1920 px
Video size: 9:16 ratio | 1080 x 1920 px

Text is needed! Graphics posted to your story will need more context than regular posts.

Leave space in the design for tags, stickers and auto-populating elements.
Audience(s)
Current students
Prospective students
Alumni
General public

Post Frequency
Once per day and
at least three Instagram
story elements per day.

Content
Events, student profiles,
faculty profiles, student life,
celebrations, milestones.

Instagram should serve as a
high-quality photo gallery.

Links: Use linkinprofile.com
so every photo can be linked
from the profile URL.

See the following
page for guidance on
Instagram videos and
Instagram stories.

Word Count
While 2,200 characters is
the maximum word count,
the ideal length is 50
characters or fewer.

Visuals
Image size: 1:1 ratio | 1080 x 1080 px
4:5 ratio | 1080x1350 px

Lead with strong photography.

Avoid text/logos on images.

If imagery with text is needed, consider incorporating a
carousel post, leading with a photo and following with a
graphic that includes text.

In the example to the left, a photo carousel had
an 8.1% ENGAGEMENT RATE vs. only a 3.9%
engagement rate for a single graphic.

Use your best
photos to help
curate a clean grid.
VIDEO SIZE
9:16 ratio (preferred) or 1:1 ratio

16:9 ratio videos are no longer recommended on Instagram, due to the black bars that appear above and below the video.

LENGTH
Under 60 seconds

CAPTIONS
Captions need to be “burned into” the video.

COVER IMAGES
Cover images should be used for Instagram videos.

Cover images can be selected from a video frame, or you can upload your image in Creator Studio. When publishing natively, you can add this from your camera gallery on your phone.

The cover image’s content will need to be kept in the center to avoid being cut off in the Instagram grid view.
# Digital Engagement Guide

## Audience(s)
- Current students
- Prospective students
- Alumni
- General public

## Post Frequency
- At least three story elements per day
- Note: Instagram Stories disappear after 24 hours.

## Content
- Events, students profiles, student life, celebrations, milestones.
- Instagram Stories are a great way to promote articles and drive traffic to a website.
- Use links to provide more information.

## Word Count
- 0 characters
- There is no place to include post copy, so ensure that your story graphic makes sense on its own.

## Instagram Stories Tips

### Visuals
- **Image size:** 9:16 ratio | 1080 x 1920 px
- **Video size:** 9:16 ratio | 1080 x 1920 px
- **Text is needed!** Graphics posted to your story will need more context than regular posts.
- **Leave space in the design for tags, stickers and auto-populating elements.**
- **Stickers like polls, quizzes, etc., are great for engagement and audience interaction.**
<table>
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<th>Audience(s)</th>
<th>Post Frequency</th>
<th>Content</th>
<th>Word Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>6-10 times per day</td>
<td>Tweet and retweet about campus events, research initiatives and fun facts about Purdue.</td>
<td>The sweet spot is between 240 and 259 characters.</td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General public</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Twitter Tips**

**Visuals**

- **Image size**: 2:1 ratio | 1200 x 600 px
- **Video size**: 16:9 ratio | 1280 x 720 px

*Twitter, LinkedIn and Facebook all support a 2:1 size, so to save time, we suggest designing one graphic for these three channels.*

*Images on Twitter have rounded corners, so borders around graphics do not work well.*
### Audience(s)
- Students
- Young alumni (job seekers)
- Alumni (recruiters looking for young alumni)
- Business professionals

### Post Frequency
1-2 times per day

### Content
Innovation—partnerships, research, student profiles, alumni profiles and professor profiles.

### Word Count
- 25 words or fewer will not get cut off.
- If a longer post is needed, consider encouraging users to expand the post to read more.

### Visuals
- Image size: 2:1 ratio | 1200 x 600 px
  - Twitter, LinkedIn and Facebook all support a 2:1 size, so to save time, we suggest designing one graphic for these three channels.
- Video size: 16:9 ratio | 1280 x 720 px
Audience(s)
Current students
Prospective students
Parents
Alumni

Post Frequency
2-3 times per week

Content
Share stories about Boilermakers. Videos should align with one or more of the content pillars: research, education, experience and culture.

Playlists: If the video is tied to one of our core themes (such as Boilermaker Experience) or topic categories (such as Purdue Polytechnic High Schools), add it to the corresponding playlists.

Word Count
Title: 100 characters or fewer
Description: 5,000 characters

Visuals
Video: 16:9 (1280x720px) for normal videos

YouTube Shorts are 59 seconds or fewer and have a ratio of 9:16 (1080x1920px).

By default, videos can be up to 15 minutes long. However, verified accounts like the Purdue University official channel can upload videos longer than 15 minutes.

YouTube allows you to provide your own closed captioning for accessibility in your videos. Add a transcription for each video.

TIP
Watch this video for more information:
How to Determine if Your Video Is Right for YouTube
YouTube Thumbnail Tips

TIP
Watch Creating a YouTube Thumbnail video to learn more about thumbnails.

Additionally, consider the elements of a YouTube video outside of the video itself, including the title, description and thumbnail. Watch these videos for more information: Components of a YouTube Video and Titles, Descriptions, and Tags video.

Visuals

Image size: 1280 x 720 px

Design your thumbnail to be legible in small formats. Use large, readable fonts. Don’t forget about proper color contrast for accessibility compliance.

Your thumbnail should provide insight for viewers into what your video is about.

Text can be included on the thumbnail, but avoid repeating your title. Consider asking a question or incorporating another short phrase.

Leave room in the thumbnail design for populated elements like the time stamp, play button, etc.

If your video is a part of a series of videos or a campaign, consider using a thumbnail template.

For example, the “Step Inside” series on the Purdue YouTube channel uses a similar thumbnail layout for each of the episodes in the series.
Giphy

Giphy can be used to add GIFs and looping animations to Instagram and Facebook stories. GIFs and stickers can accompany any campaign, especially when you are looking for audience engagement and excitement. We have added a database of Purdue-themed GIFs that can be used to bring motion and excitement to posts.

Visit giphy.com/PurdueUniversity to see the options, or use the GIF search tool on your platform to search “Purdue.”

CONTACT

Purdue Marketing and Communications has a verified Giphy account. Julie Sadler (jsadler@purdue.edu) can assist you in creating the GIF and uploading to the account.
Sharing Links From “The Persistent Pursuit” on Social Media

When you are sharing content from “The Persistent Pursuit” website (stories.purdue.edu) to Facebook, Twitter and LinkedIn, the following items will automatically populate from the webpage: hero image, title of page and short description of page.

This feature reduces the need to build graphics and adds copy that will be populating on your post. Be aware of this feature when planning post copy and graphics.

This feature should be utilized as often as possible. These preview elements give viewers a sample of what they can expect to find on your site. Clicking the preview leads to the linked page.
Purdue Today

Purdue Today is the University’s official communication for faculty and staff. The e-newsletter provides coverage of important and relevant items from around Purdue’s campuses.

Visit the Purdue Today website to learn more about submission guidelines.

Visuals

1. Banner size: 599 x 181 px

For the top banner graphic, a call to action should be included on the graphic, as no text will accompany it and the graphic doubles as a button.

2. Spotlight size: 800 x 533 px

3. Additional News size: 800 x 450 px

Use Purdue-authentic photography.

Avoid logos or co-brands in graphic.

Since a headline will always accompany your graphic, avoid text unless:

- Content is inherently text-based, for example, Rankings or Reasons to Believe
- More than one person is featured, for example, Awards.
- Content is a part of established campaigns, for example, Presidential Lecture Series, This Is Purdue podcast, etc.
The Purdue Newsroom
(purdue.edu/newsroom)

The Purdue Newsroom features all important recent University happenings, including daily campus events, Purdue in the News and more.

Open Graphic

Image size: 800 x 400 px

Use Purdue-authentic photography.

Avoid logos or co-brands in graphic.

Since a headline will always accompany your graphic, avoid words unless:

- Content is inherently text-based, for example, Rankings or Reasons to Believe
- More than one person is featured, for example, Awards.
- Content is a part of established campaigns, for example, Presidential Lecture Series, This Is Purdue podcast, etc.

Sharing on Social

When you are sharing Purdue Newsroom articles to Facebook, Twitter and LinkedIn, the following items will automatically populate from the webpage:

- Open graphic / Hero image
- Title of page
- Short description of page
Exposure Galleries

When you are sharing an exposure gallery on Facebook, Twitter and LinkedIn, the first image in the gallery is what will populate on the platform.

Visit the Purdue Exposure Galleries website to see more and to subscribe to get notified when new galleries are added. https://purduenews.exposure.co/