

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

CAMPUSWIDE HASHTAGS

#MySmallStep = Student stories

#MyGiantLeap = Faculty/Alumni stories

#PurdueUniversity, #Purdue, #BoilerUp, #Boilermakers

#TheNextGiantLeap

#PicturePurdue

Use branded profile templates.

Post and moderate daily.

Include brand photos, videos or GIFs.

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

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

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

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

When possible, add hashtags to amplify your content.

Don't forget to incorporate user generated content (UGC).

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

Social Media Graphic Guidelines

Lead with a strong in-brand photo.

Keep text to a minimum.

Always use brand fonts if copy is included in graphics.

Design for accessibility.

Avoid logos/co-brands in graphics, since your post is always paired with your profile icon and name of page.

Don't forget to incorporate video when possible.



Facebook Tips

Audience(s)

Parents
Alumni
General public

Post Frequency

Once per day

Content

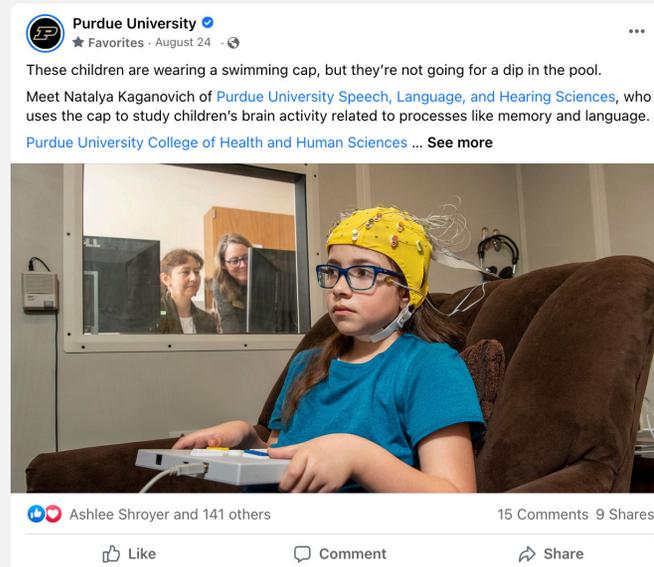
Stories about research initiatives, celebrations/ milestones, current student profiles and alumni profiles.

Share both photos and videos.

Word Count

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.



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

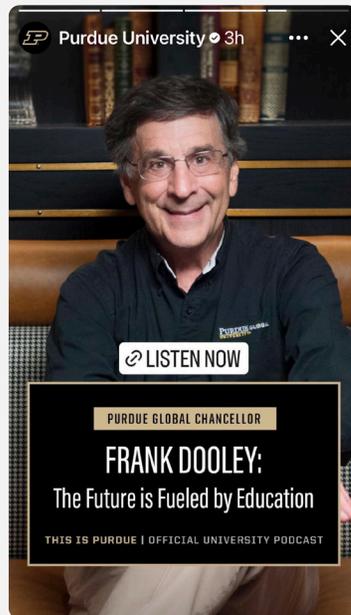
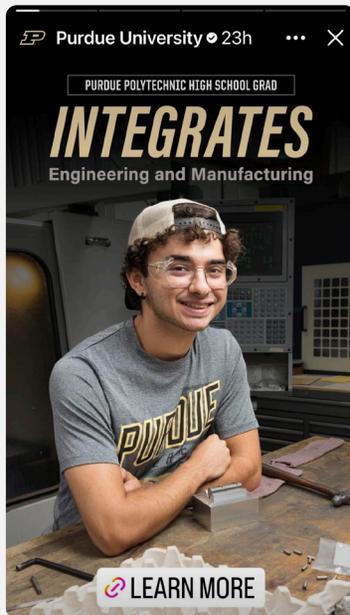
Use Facebook Stories to post in-the-moment and behind-the-scenes photos and videos to supplement feed posts and to promote upcoming or current events to increase engagement.

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.



Instagram Tips



Use your best photos to help curate a clean grid.

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.

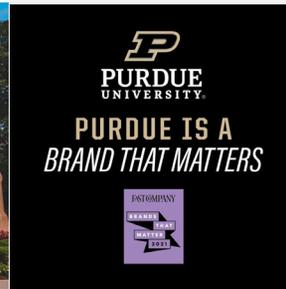
Instagram should serve as a high-quality photo gallery.

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.

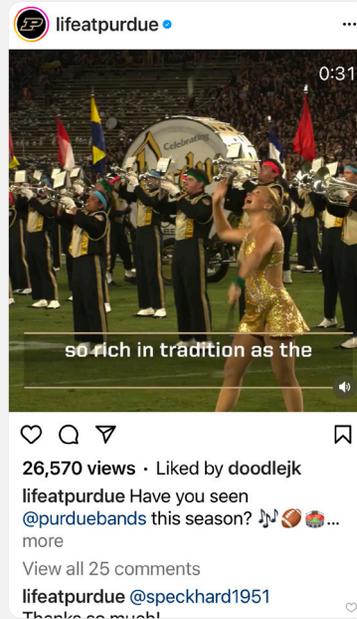
Avoid text/logos on images.

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 at left, a photo carousel had an **8.1% ENGAGEMENT RATE** vs. only a **3.9%** engagement rate for a single graphic.



Instagram Video Tips



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.



Instagram Stories Tips

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.

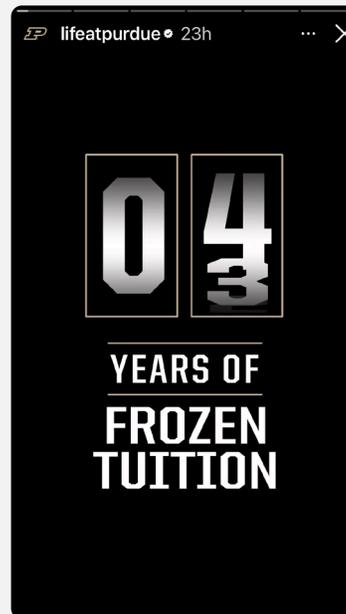
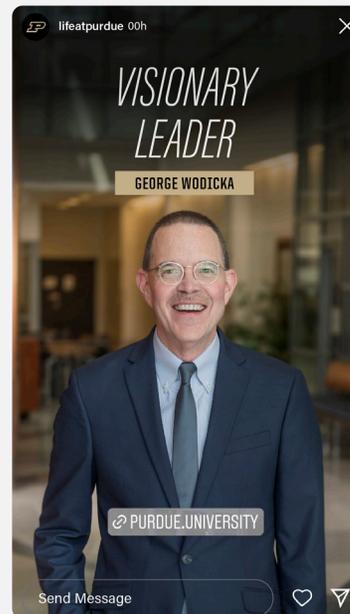
Instagram Stories are a great way to promote articles and drive traffic to a website.

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.



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.



Twitter Tips

Audience(s)

Students
Alumni
General public

Post Frequency

6-10 times per day

Content

Tweet and retweet about campus events, research initiatives and fun facts about Purdue.

Word Count

The sweet spot is between 240 and 259 characters.



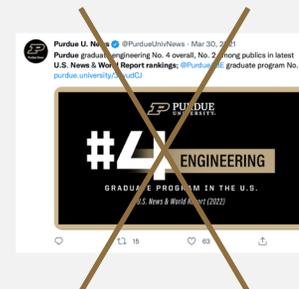
Visuals

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

Images on Twitter have rounded corners, so borders around graphics do not work well.





LinkedIn Tips

Audience(s)

Students
Young alumni (job seekers)
Alumni (recruiters looking for young alumni)
Business professionals

Post Frequency

1-2 times per day

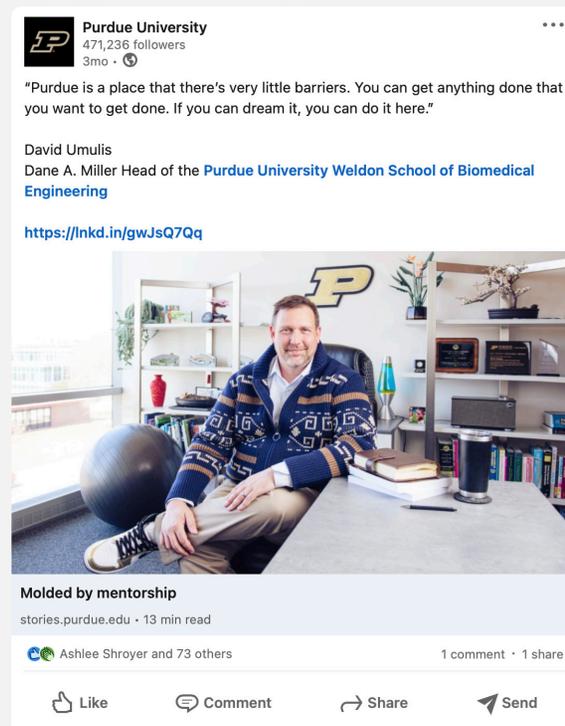
Content

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



YouTube Tips

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



Why mentorship matters to Purdue biomedical engineering head
35,261 views · Apr 20, 2022

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



STEP INSIDE: Purdue Grand Prix Foundation
46K views • 4 months ago
CC



STEP INSIDE: Paint Crew
33K views • 6 months ago
CC

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.

TIP

Watch [Creating a YouTube Thumbnail video](#) to learn more about thumbnails.

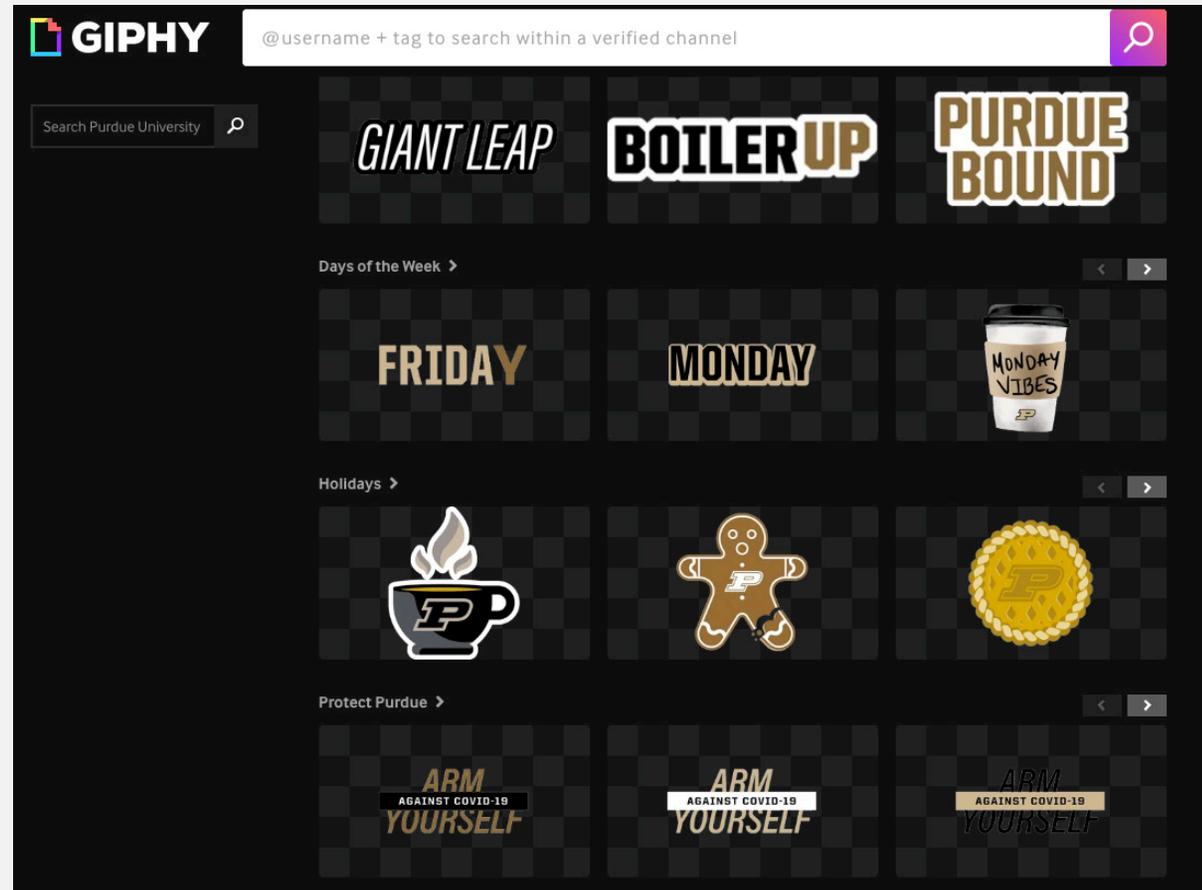
Additionally, consider the elements of a YouTube video outside of the video itself, including the title, description and thumbnail. Watch these videos for more information: [Components of a YouTube Video](#) and [Titles, Descriptions, and Tags](#) video.

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."



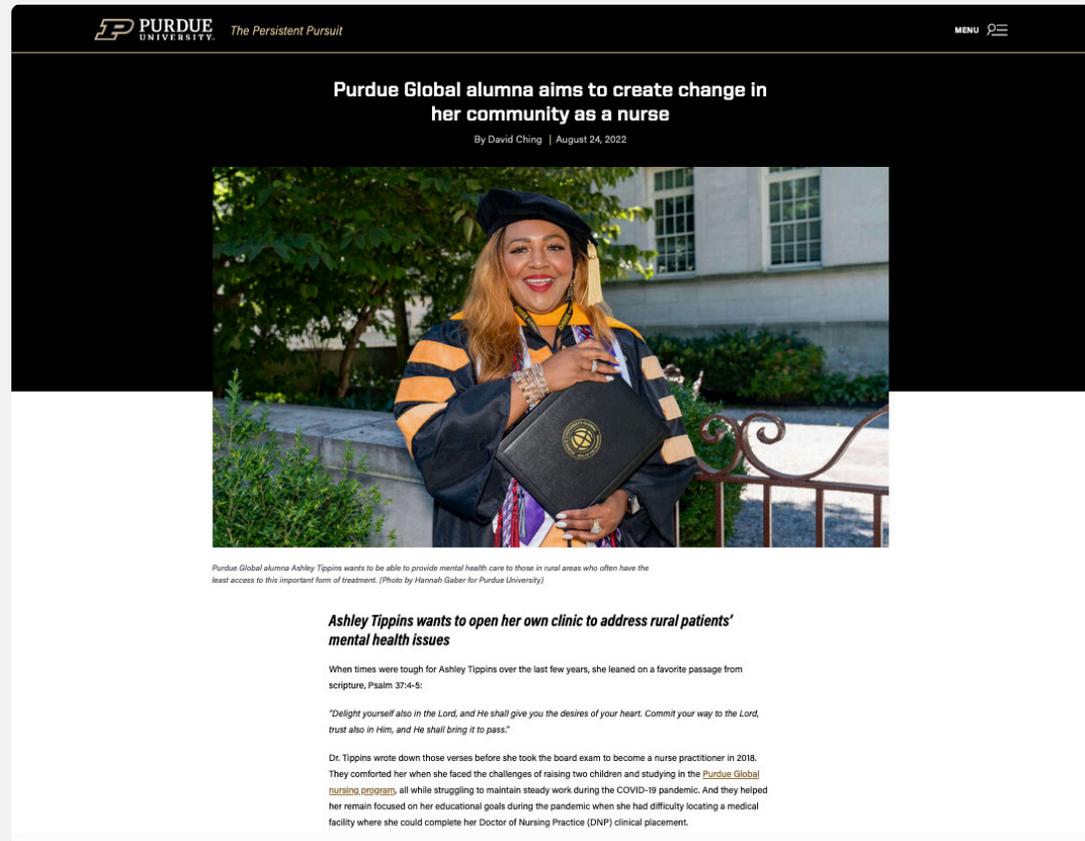
CONTACT

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.



STORIES.PURDUE.EDU
Purdue Global nursing alumna aims to meet patients' needs

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.

PURDUE TODAY May 19, 2022 Current web edition

1 **PURDUE AT THE INDY 500**
 READ THE STORIES

Faculty and Staff News

Purdue recognizes faculty for awards, honors, teaching excellence

Purdue recognized faculty members for a range of honors as part of its 2022 Faculty Awards Convocation. After two years of virtual awards, the convocation returned to an in-person format this year as faculty gathered on May 10.

THINGS TO KNOW

- Efforts by business operations, research and partnerships work to streamline research administration
- New travel reimbursement guidelines established for remote staff
- Reminder: Access to behavioral health resources available, information continues to be shared

IN THE SPOTLIGHT

2

Expert: Roads need to be 'smart.' Here's why.

Constant construction on your vacation route, jarring potholes during the winter and bridge collapses will continue until roads are "smart enough" to better prevent their own damage, says Luna Lu, a professor in Purdue's Lyles School of Civil Engineering.

Thumbs Up **Purdue Athletics** **Submit Ideas**

Additional News

3

Plan for construction impacts this summer on West Lafayette campus

'This Is Purdue': Celebrating 50+ years of Purdue friendship

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.

September 21, 2022

Purdue welcomes 11 faculty through cluster hire effort in public health and health equity; advances goal to further diversify campus

Carlos Mahaffey joins the Purdue faculty as an assistant professor of public health in the College of Health and Human Sciences, arriving this semester from Oklahoma State University. Mahaffey, who has degrees from Florida A & M University and the Morehouse School of Medicine, says his academic focus on public health "found me" after initially aspiring to pursue a law degree. (Purdue University photo/John Underwood)

[Download Image](#)

Research News

- [What's in a word? Identifying language disorders earlier can set children up for success](#)
- [Monon Bioreactors receives nearly \\$400,000 to develop Purdue-discovered glioblastoma treatment](#)
- [Purdue to boost climate-smart forestry practices among private landowners](#)
- [Assessing global biodiversity with ears to the ground, NASA eyes in the sky](#)
- [Tech startup WaveLogic receives federal SBIR grant to develop its IoT sensors for concrete strength monitoring](#)

[More Research News](#)

University significantly expands learning and research expertise in key health sectors' initiative through strategic hiring, investments

WEST LAFAYETTE, Ind. - A strategic hiring effort to expand [Purdue University's](#) focus in public health and health equity while diversifying the racial makeup of its faculty has reached a major milestone, with 11 new faculty starting their Boilermaker academic careers this fall.

These new faculty members, appointed as part of an inaugural cluster hire search in conjunction with Purdue's centrally supported Equity Task Force, span six departments in the colleges of Health and Human Sciences and Pharmacy, and Libraries and School of Information Studies.

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:

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- 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.



PURDUE.EDU
Purdue welcomes 11 faculty through cluster hire effort in public health and health equity; advances goal to further diversify...

Sharing on Social

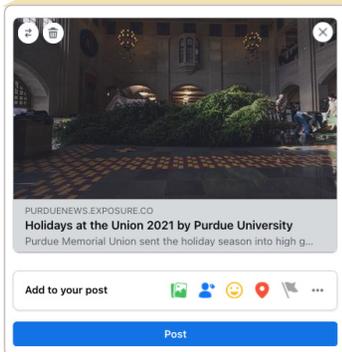
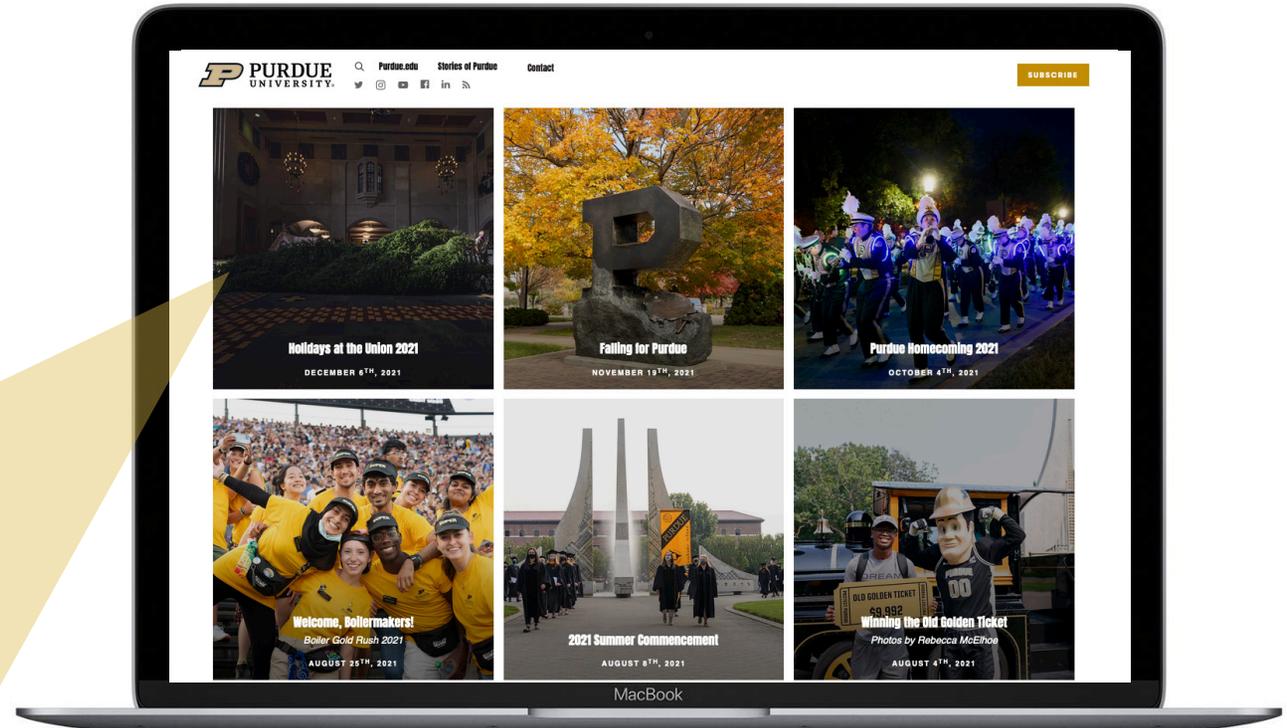
When you are sharing Purdue Newsroom articles to Facebook, Twitter and LinkedIn, the following items will automatically populate from the webpage:

- 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/>





Purdue Marketing and Communications

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