PURDUE UNIVERSITY®

SOCIAL ENGAGEMENT GUIDE

Many of our audiences connect through social media. Engagement with our brand is driven by how users interact with these different platforms.

Use this guide to find advice, strategies and information on image sizes and ratios — tips to craft resonating content that unifies our messaging and increases engagement.

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. Less is more.

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

See if there's an emoji you can add.

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

Use bit.ly to shorten URLs. From there, you can build campaign-specific links that track performance.

Add hashtags to amplify your content when applicable.

Incorporate user-generated content (UGC).

Reuse and repurpose content.

Social Media Graphic Guidelines

When the audience has a general awareness of the university — such as in social media avatars — the Motion P graphic may be used. See page 54 of the <u>Brand Guidelines</u> for more information.

Lead with a strong in-brand photo.

Design for accessibility. Sprout Social offers <u>10 guidelines</u> to make social posts more accessible, including advice on alt text.

Do not use QR codes in graphics since a significant portion of your audience views posts on mobile devices.

Keep text to a minimum.

Avoid logos/co-brands in graphics since posts are always paired with profile icons and the name of the page.

Always use brand fonts if copy is included in graphics.

Don't forget to incorporate videos when possible.

Facebook Tips

Audiences

Parents
Alumni
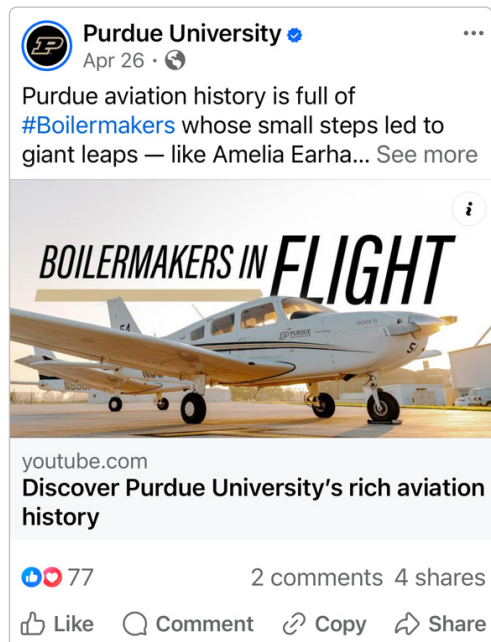General public

Post Frequency

Once per day

Content

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

Share both photos and videos.

Character Count

While 63,206 characters is the maximum count, the ideal length is 50 characters or fewer.

When a caption this short isn't possible, focus on getting the "hook" of the post within the opening part of the caption.

Purdue University ✓
Apr 26 · 🌐

Purdue aviation history is full of #Boilermakers whose small steps led to giant leaps — like Amelia Earha... See more

BOILERMAKERS IN FLIGHT

youtube.com
Discover Purdue University's rich aviation history

👍❤️ 77   2 comments 4 shares

👍 Like   💬 Comment   🔗 Copy   ↗ Share

Purdue University ✓
May 24 · 🌐

You probably know about Amelia Earhart's legacy as a groundbreaking aviator. But did you know she also blazed a trail... See more

OFFICIAL PACE CAR
23RD ANNUAL
500 MILE RACE

AMELIA EARHART REFEREE AT RACE

Flyer First Woman to Hold Track Position for Memorial Day Speed Event.

👍❤️ 1.4K   42 comments 610 shares

Visuals

Image size: 1200 x 630 px

Facebook, LinkedIn and X all support a 1200 x 630 px size, so to save time, we suggest designing one graphic for these three channels.

To vary posts, consider additional options such as utilizing one 1200 x 630 px image or graphic with two 1:1s or a post with multiple 1:1 photos.

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

Audiences

Parents
Alumni
General public

Post Frequency

One to two 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.

Character Count

0 characters

There is no place to include post copy, so ensure that your story graphic makes sense on its own.
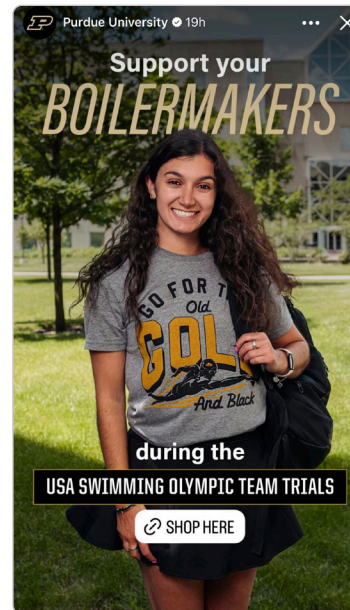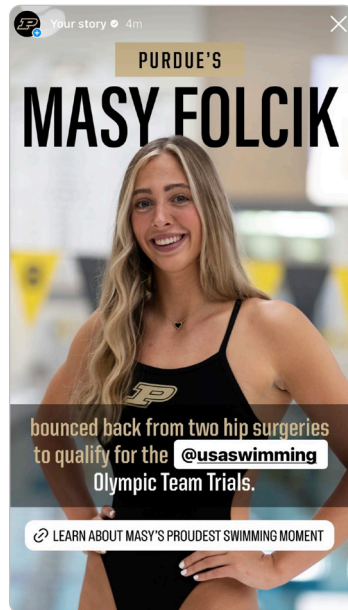
Visuals

Image size: 9:16 ratio | 1080 x 1920 px

Video size: 9:16 ratio | 1080 x 1920 px (Include captions if the video has dialogue/voice-over.)

Text is needed — graphics posted to your story will need more context than regular posts. Try to keep word count to a minimum, including the link sticker call to action if applicable. Think concise and catchy for this copy.

Leave space in the design for tags, stickers and auto-populating elements.

Stickers like polls, quizzes, etc., are great for engagement and audience interaction.

Instagram Tips

Audiences

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
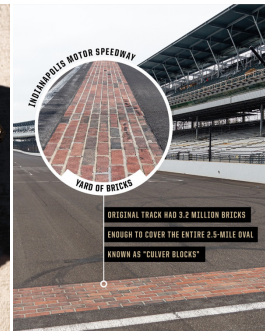
Instagram should serve as a high-quality photo gallery.

Links: Use linkinprofile.com (or another link service) so every photo can be linked from the profile URL.

Character Count

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

USE YOUR BEST PHOTOS TO HELP CURATE A CLEAN GRID.

Visuals

Image sizes: 1:1 ratio | 1080 x 1080 px

Ideal image size: 4:5 ratio | 1080 x 1350 px

If you're using a 1:1 image or another size, be aware that the image may be cut off in the grid preview, which has a 3:4 ratio.

Lead with strong photography.

Avoid text/logos on images. If text is needed, consider a carousel post (which has a maximum of 20 slides). Lead with a photo and follow with a graphic that includes text.

In carousel posts, quote graphics are a great way to highlight the strongest parts of interviews.

Instagram Reels Tips

Videos up to three minutes in length can be published using the Reel option in-app. If you're posting a video longer than three minutes, select the "post" option in-app.

TRENDS
Sharing your take on certain trends can be a great way to show your audience that you can be fun, current and responsive to the ebb and flow of social media culture. To avoid any copyright infringement, avoid using memes on your video (cut-out visuals from a show or movie).

TEMPLATES
Consider utilizing Instagram templates in-app. This algorithm-friendly method allows you to use a premade video where you can add and modify your own clips.

Visuals

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
Three minutes is the max length for Reels, but shorter videos are recommended.

SAFE ZONE
Make sure to utilize the "safe zone" when creating 9:16 video. This will ensure that any text or captions are not covered up with in-app elements.

COVER IMAGES
Cover images should be used for Instagram Reels.

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.

You can preview the cover image in the grid view to adjust as necessary and ensure nothing is cut off.

Audio

When possible, add trending audio that has under 10K uses with an original video that has 1M views. This is the sweet spot for virality and will help with boosting your own content.

Captions

Captions need to be "burned" into the video. If this is not done prior to uploading, Instagram has a feature where you can add and edit captions in-app.

IN-VIDEO CAPTIONS
The addition of captions and on-screen text to your Instagram Reel is important, not only for accessibility reasons but also because it allows your content to be enjoyed by those who would rather watch in silence.
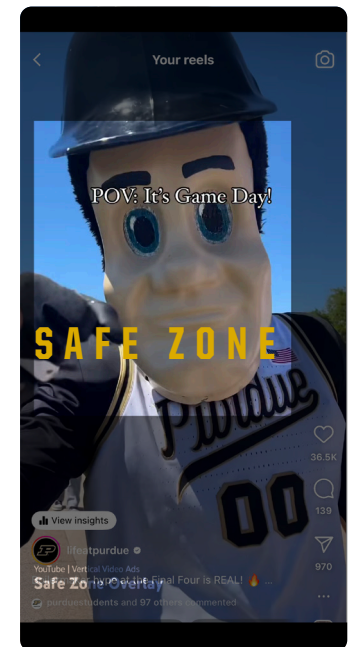
Instagram Stories Tips

Audiences

Current students
Prospective students
Alumni
General public

Post Frequency

At least three
stories per day

Note: Instagram stories
disappear after 24 hours.

Content

Events, student 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.

Character Count

0 characters

There is no place to include
post copy, so ensure that
your story graphic makes
sense on its own.
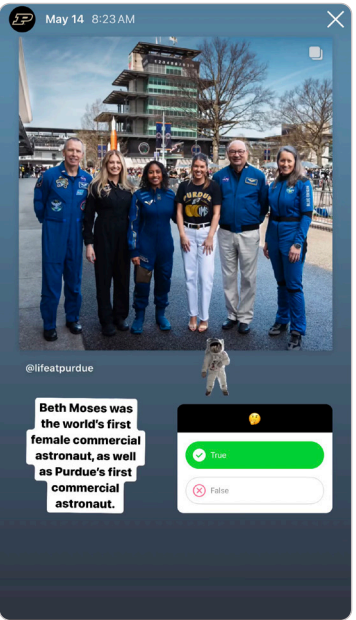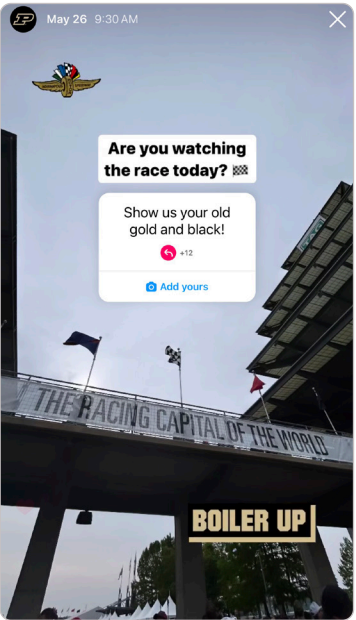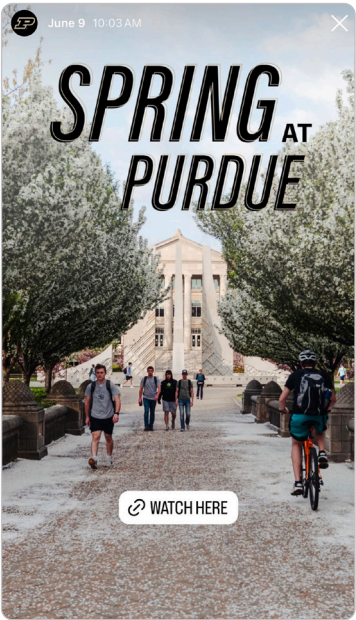
Visuals

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. Try to keep word count to
a minimum, including the link sticker call
to action if applicable. Think concise and
catchy for this copy.

Leave space in the design for tags, stickers
and auto-populating elements.

Stickers like polls, quizzes, etc., are great for
engagement and audience interaction.

X Tips

Audiences

Students
Alumni
General public

Post Frequency

Six to 10 times per day

Content

Post and repost about campus events, research initiatives and fun facts about Purdue.

Character Count

With a standard account, the max character count is 280 characters. Know that a link on X will always be 23 characters, so account for that.

Visuals

Image size: 1200 x 630 px

X, LinkedIn and Facebook all support a 1200 x 630 px size, so to save time, we suggest designing one graphic for these three channels.

Video size: 16:9 ratio | 1280 x 720 px

Link previews now include only the article title — keep in mind when writing copy that the user doesn't have additional context.

TIP
Graphics on X have rounded corners, so borders around graphics do not work well.

LinkedIn Tips

Audiences

Students

Recent graduates (job seekers)

Alumni (recruiters looking for recent graduates)

Business professionals

Post Frequency

One to two times per day

Content

Innovation — partnerships, research, student profiles, alumni profiles and professor profiles

Character Count

While 3,000 characters is the maximum count, posts truncate after 25 words.

If a longer post is needed, consider encouraging users to expand the post to read more.
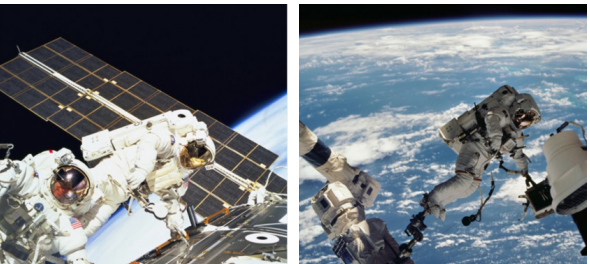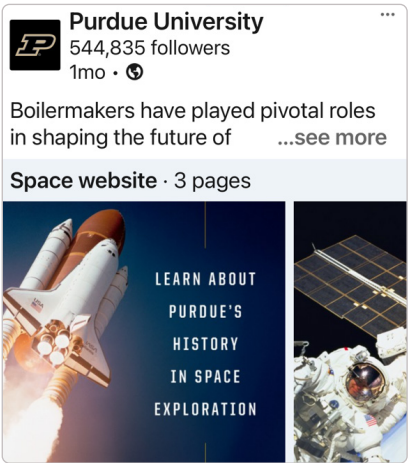
Visuals

Image size: 1200 x 630 px

X, LinkedIn and Facebook all support a 1200 x 630 px size, so to save time, we suggest designing one graphic for these three channels.

Video size: 16:9 ratio | 1280 x 720 px

While links do generate a link preview image, LinkedIn has moved toward making these previews smaller. To make your post stand out in feeds, include another visual instead, like a 1200 x 630 px image.

A great option for a LinkedIn post is the document PDF (carousel) feature. This is great for engagement and allows users to easily click through multiple images.

YouTube Tips

Audiences

Current students
Prospective students
Parents
Alumni

Post Frequency

Two to three times per week

YouTube Shorts can be published every day. Look in the Audience Analytics section to see the best publish time.

Content

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

PLAYLISTS: If the video is tied to one of our core themes (such as Boilermaker Experience) or topic categories (such as Purdue University in Indianapolis), add it to the corresponding playlist(s).

Character Count

TITLE: 100 characters or fewer; try to keep the title 20-70 characters and include Purdue in the title if relevant.

DESCRIPTION: 5,000 characters; at the end of the description, create a separate line with three hashtags that will appear below the title once posted.
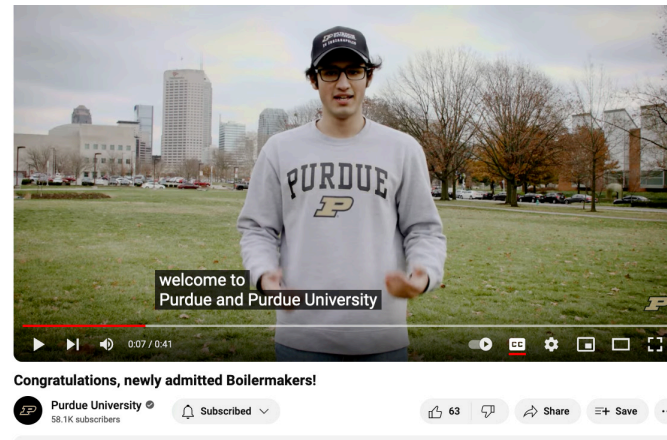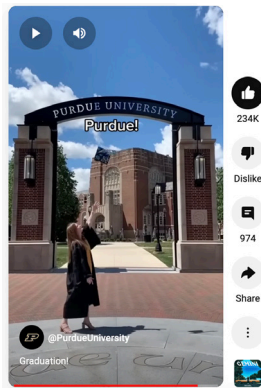
Visuals

Video: 16:9 (1280 x 720 px) for normal videos

YouTube shorts are three minutes or less and have a ratio of 9:16 (1080 x 1920px).

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.

Keep titles concise so copy is clear in the YouTube Shorts feed.

YouTube Shorts do not have thumbnails. A frame from the video will automatically be selected.

TIP
Set the video as "not for kids" so content doesn't appear next to kids' content.

Add chapters, end screens and info cards when possible.
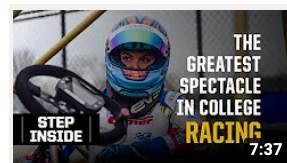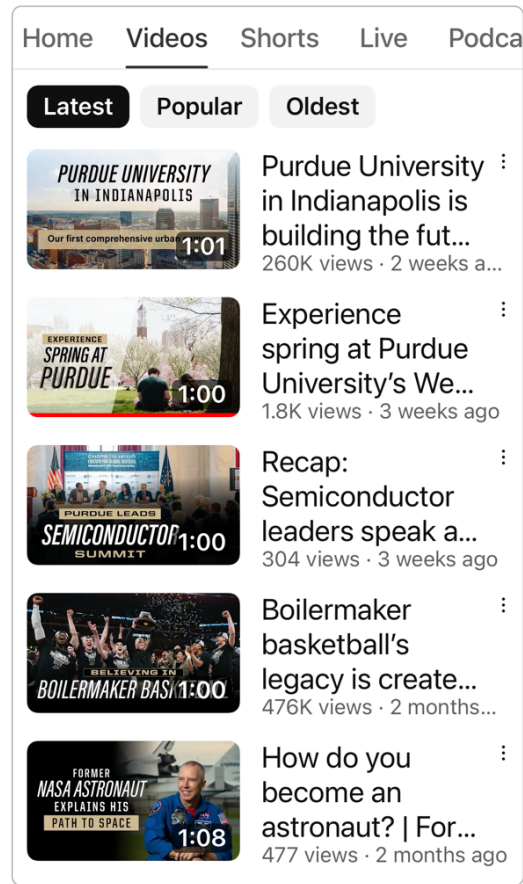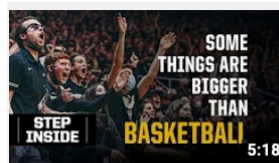
YouTube Thumbnail Tips

Visuals

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.

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

Ensure the thumbnail is both high resolution and eye-catching.

If your video is 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
Consider the elements of a YouTube video outside of the video itself, including the title, description and thumbnail.

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 to posts.

Visit giphy.com/PurdueUniversity to see the options or use the GIF search tool on your platform to search "Purdue."
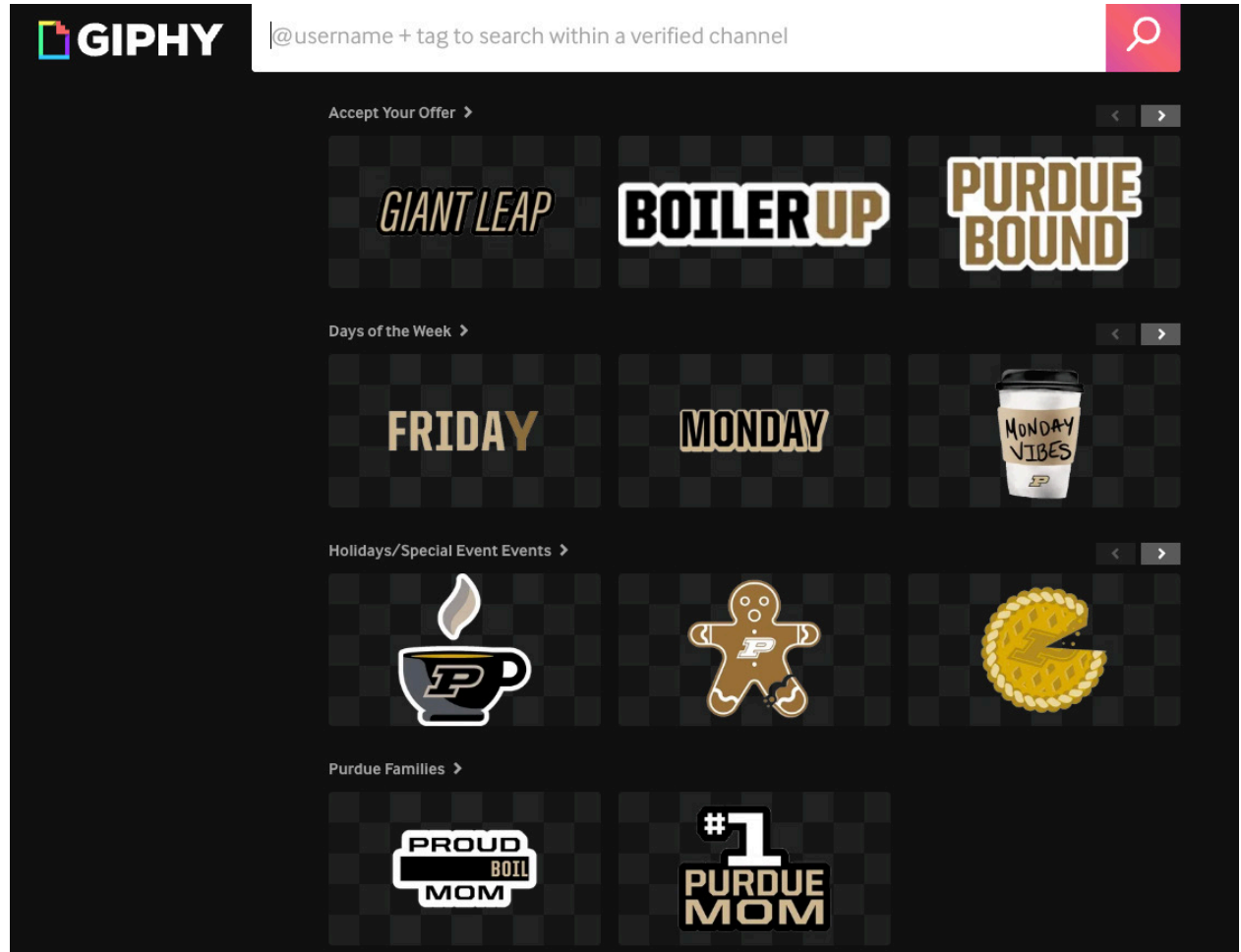
CONTACT
Purdue Brand Studio has a verified Giphy account. Contact marketing@purdue.edu for assistance with creating and uploading GIFs.
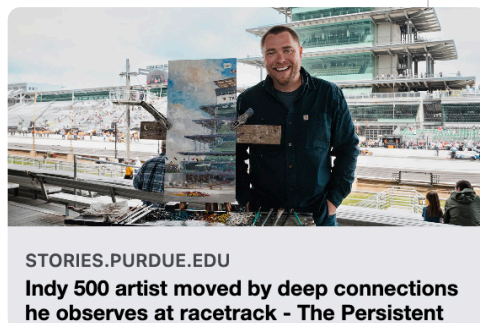
# Sharing Links From The Persistent Pursuit and Purdue Newsroom on Social Media

When you share content from The Persistent Pursuit, the following will automatically populate from the webpage: hero image, page title and a short description of page.

This feature reduces the need to build graphics and adds copy on your post. Be aware of this when planning post copy and graphics.
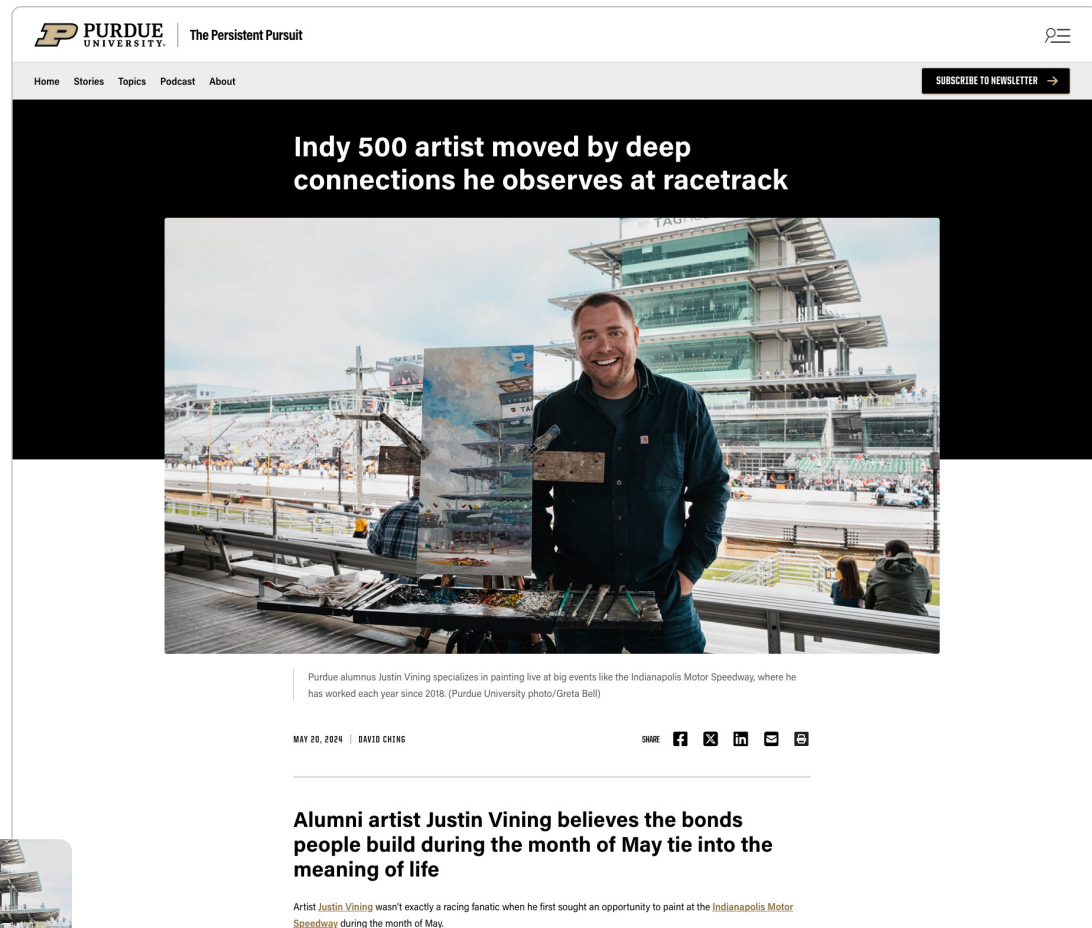
The **open graph (OG) image/social image** is the thumbnail automatically created from the story's hero image. The social image can be used by search engines and social networks. For universal support, the preferred size is 1200x630.
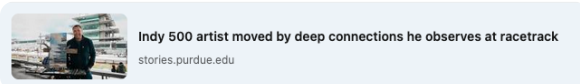

Utilize this feature as often as possible. These preview elements give viewers a sample of what they can expect on your site. Clicking the preview leads to the linked page.

Remember that LinkedIn has moved toward making these previews smaller. To stand out in feeds, include another visual instead.

Facebook preview

LinkedIn preview

Exposure Galleries

When you share an exposure gallery on Facebook, X and LinkedIn, the gallery's first image is what will populate on the platform.

Visit Purdue Exposure Galleries to see more and subscribe to notifications of newly added galleries.
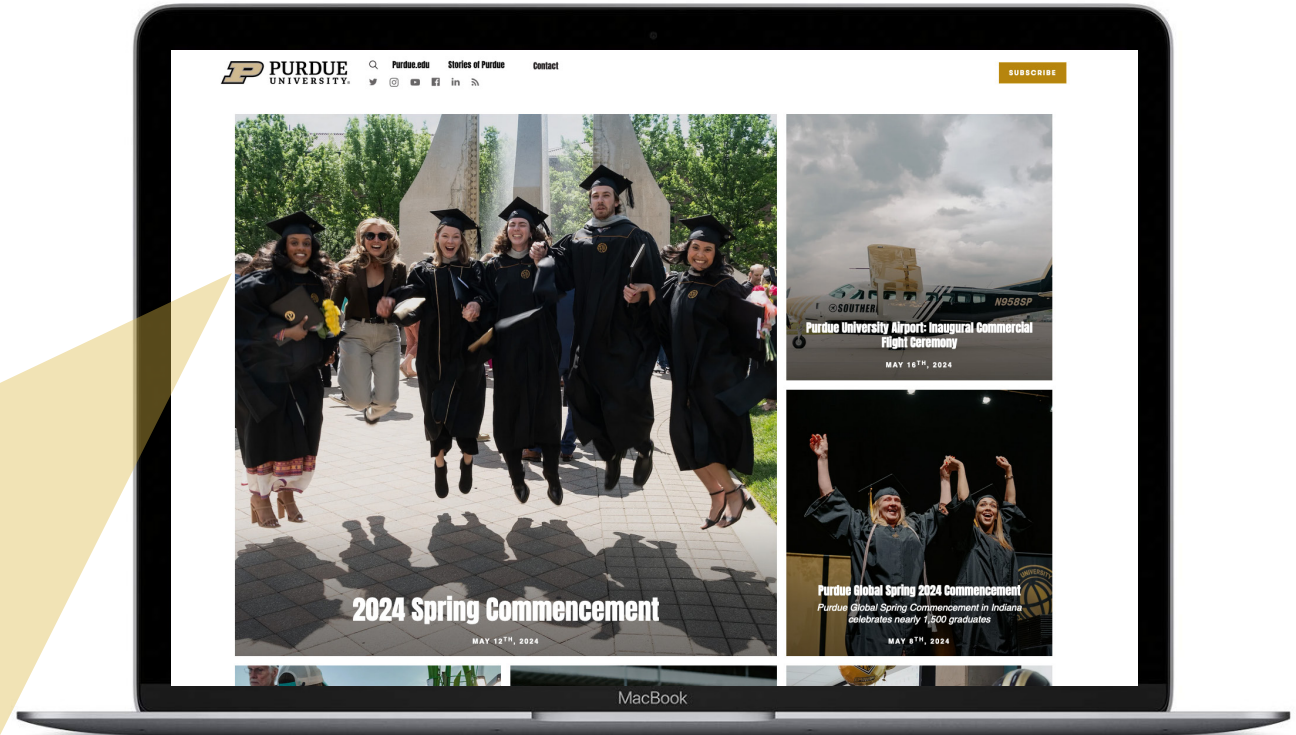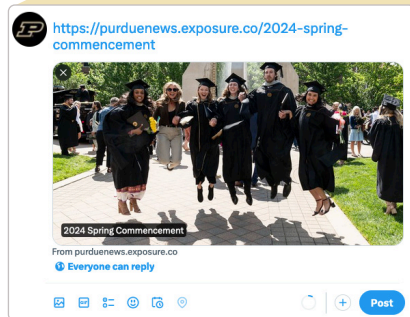
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