University Communications
Central Michigan University

2024 Social Media Best Practices

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Brand and Strategy

Brand on Social Media

Visit CMU's Brand Guidelines to learn how to effectively use official CMU voice and visuals to bring the CMU brand into your social media communications.

Brand Training
Brand training workshops are the cornerstone for executing the brand effectively. View the CMU brand guidelines and receive your area's signature mark or lockup to use in social media, website and publications purposes.

Signature Marks and Spirit Marks
Central Michigan University's marks represent us at the highest level. They act as our signature and stamp of quality. They are, and always should be, the most consistent element in our communications.

Spirit Marks are permitted only under specific circumstances and must be approved and created by Media Graphix before implementation. Do not attempt to develop a unique mark or any other mark. Developing your own causes confusion and undermines our visual identity.

Use of university signature marks and lockups must comply with CMU's Trademark Licensing policies and brand standards.

Social Media Profile Pictures
Your profile image must be an icon or image that accurately represents your college, department or service unit and should be unique to minimize confusion. We recommend that you use the official lockup provided to you by University Communications. You may not use the icon used by the flagship Central Michigan University social media channels; You may not design your own image, mark, or logo.

Tone and Voice
Tone and voice can't be fully conveyed by a list, so sign up for brand voice training to confidently write for CMU's official social media accounts. Keep this list for quick reference to verify that your voice and tone aligns with the CMU brand:

- Be clear and concise.
- Know your audience.
- Say one thing well.
- Focus on doing.
- Provide a benefit.
- Back it up.
- Give the reader something to do.
- Be confident, not cocky.

Strategy Worksheet Best Practices

The *Social Media Strategy Worksheet* is required to start a new official campus partner social media account, and UCOM recommends that units complete a new strategy worksheet every year. It provides managers and moderators clear goals and benchmarks to guide their social media presence. The worksheet should be updated and reviewed annually with unit leaders to assess account growth, health and opportunities for improvement.

Glossary

- KPI (Key Performance Indicator) — A set of quantifiable measurements used to gauge the university's overall long-term performance
- Goal — the thing you want to achieve with your strategy
- Objective — the specific measurable steps that you take to achieve the goal
- Tactic — the actions you take to achieve the objectives

Best Practices

- All CMU social channels should operate with these intentions in mind:
    - Reach, engage and connect with prospective students to support CMU's enrollment goals.
    - Create and facilitate an engaging online community for all mentioned audiences.
    - Act as stewards of the CMU brand and protect the university's reputation in a crisis, misinformation or negative comment.
- The overall goals of your channels should be created based on the goals of your department, unit or college, and should be aligned with what your area hopes to accomplish on social media.
- Your social media strategy should include separate strategies for each platform. Although there may be some overlap on your channels, audiences and tone vary between platforms, and those variations should affect your overall content and post schedule.
- Your channels' objectives are the steps you need to take to meet established goals.
- The tactics are specific actions and include metrics and KPIs to track progress toward goals.
- For example, if your goal is to increase awareness about CMU application season, an objective could be to increase the number of times people click a particular link to the website. A tactic could be to determine the number of applications resulting from click-throughs.

This worksheet is required for all NEW official social media accounts representing CMU departments, divisions or units. Please complete all sections and submit the completed form to the University Communications social media team at socialmedia@cmich.edu.

Complete one worksheet per social media platform or channel.

Area: What college, department or service unit will this social media account represent?

Example: University Communications

Platform/Channel: Identify the channel that your college, department or service unit wants to implement. The following options are supported: Facebook, Facebook Groups, Twitter, Instagram, TikTok, LinkedIn and LinkedIn Groups.

Example: Facebook

Social Media Managers: Designated employees responsible for monitoring and maintaining official social media platforms, which includes: finding and creating content; maintaining compliance with applicable laws, regulations and policies; and overseeing social media moderators who assist with day-to-day social media activities. All social channels must have a minimum of 2 social media managers.

List name, title and email address of each designated social media manager.

Example: Victoria Kukla	Associate Director of Social Media	kukla1vl@cmich.edu
Example: Elaina Smith	Social Media Coordinator	smith23e@cmich.edu

Social Media Moderators: Designated student interns, graduate assistants or other employees who assist social media managers with day-to-day social media activities, including finding and creating content, posting content and more. Interns and graduate assistants may only serve as social media moderators.

List name, title and email address of each designated social media moderator.

Example: Lance Gascho	Coordinator of Multimedia Content	gasch1lj@cmich.edu
Example: Elaina Smith	Assistant Director of Social Media	smith23e@cmich.edu

Defining the Differences Between Goals, Objectives and Tactics
Goal = What do you want to achieve with this particular social media channel?
Objective = What are the specific measurable steps that you will take to achieve the goal based on the strategy?
Tactic = What are the actions you will take to achieve the objectives?

Example:
- **Goal:** Generate interest and retention in academic programs
    - o **Objective:** Increase and encourage engagement on social media
        - ▪ **Tactic:** Post photos that feature students in hands-on learning environments

Audience: List the audience(s) you plan to target with this social media account. Explain how this platform will effectively reach them. Provide evidence and/or examples of institutions effectively reaching this audience through this channel. Audiences may vary by channel.

> Example: Facebook gives us the opportunity to reach a broad audience because it is the social media platform most ingrained in current culture. Facebook is commonly used by people ages 25 and older and will cater to the general public, community, donors, alumni and parents of current and prospective students.

Goals: List two or three goals you hope to accomplish with social media. Things to consider:
- How does the proposed social media presence tie into the overall communications strategy of the department, college or service unit?
- How does this social media presence align with the college, department or service unit goals?
- How does this social media presence differ from a website, marketing and other communication efforts within the department, college or service unit and CMU?

> Example: Goal – Generate interest and retention on academic programs.

Objectives and Tactics: What are the objectives and tactics you are going to utilize to reach your goals? List two-three objectives for each goal you created, and two-three tactics for each objective.

> Example: **Goal #1** – Generate interest and retention on academic programs.
> **Objective #1** – Increase and encourage engagement on social media posts
> **Tactic #1** – Create giveaway items
> **Tactic #2** – Partner with faculty and counselors that work with high school students, incoming freshmen, and current freshmen.
> **Objective #2** – Create a biweekly social media campaign for the fiscal year.
> **Tactic #1** – Find student stories and create engaging social posts around these stories.
> **Tactic #2** – Analyze the metrics of these posts on a biweekly basis to see if they are performing well.

Content Overview Themes: List the content topics and types you will share, and how this content is relevant to the target audience. Note how this will differ from content already being shared by the department, college or service unit and on CMU's official channels.

> Example: Major topics we will cover include: Campus updates, "Points of Pride" about excellent faculty, staff and students and coverage of big events (homecoming, commencement). Types of content we will share include photo galleries, motion graphics, short videos and CMU News stories.

Specific Content Needs: What are some specific content ideas you have in mind for this channel? How will this content align with your goals, objectives and tactics? Be sure to consider your audience and what types of content they would like to see.

> Example: We plan to work with the University Communications integrated marketing team to amplify the messaging of the brand awareness campaign launching at the beginning of the academic year. Each post will tie to one of the brand pillars of CMU – hands on learning, leadership, community and "Fired Up" attitude. We plan to feature students and faculty that provide an exemplary representation of university programs.

Platform Best Practices

Facebook Page Best Practices

Facebook's Terms of Service change often. UComm will regularly update social media managers and moderators about changes in Facebook's terms through the Social Media Managers Teams group; it is your responsibility to follow Facebook's rules.

Privacy & Security
Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area. **Turn on two-factor authentication for your personal accounts.**

Guidance
- Getting started with a new Facebook page
- Getting started with a Meta Business Account
- How to schedule posts for Facebook and Instagram with Meta Business Account
- How to make someone an administrator of your Meta Business Account
- How to make someone an administrator of your Facebook page
- How to link your Facebook page and Instagram account

Audience
- Your audience on Facebook is the most diverse of all social media platforms.
- Followers will be of any age and any gender, race or ethnicity.
- Data shows that the most active age group of Facebook users is 25-34 years old.

Posting Frequency
Aim to post at least 3 times per week. Posting regularly ensures you regularly appear in followers' timelines. Lack of posting drives your pages' presence within the algorithm down. Avoid posting multiple times a day to avoid competition between posts.

Community Management
Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week.

Optimal Image Sizes
Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using Adobe Express for quick photo resizing.
- Profile photo: 170 x 170 px
- Landscape: 1200 x 630 px
- Portrait: 630 x 1200 px
- Square: 1200 x 1200 px
- Stories and Reels: 1080 x 1920 px
- Cover photo: 851 x 315 px

Additional Information Section
We recommend pages to use appropriate disclaimer language in your Facebook page's "Additional Information" in the "About" section. This positions your Facebook page as a legitimate source of information for your followers. Please see the following example:

We encourage you to share your thoughts and experiences about Central Michigan University with the community, and to use this page to network with others and ask questions. CMU is not responsible for the comments or posts created by visitors to this page. Community-generated content does not reflect the opinion

of, or represent, the university. We reserve the right to remove any content that is racist, sexist, abusive, profane, violent, obscene, pornographic, advocates illegal behavior, is libelous, or that incites harmful behavior or threatens a person. Solicitation also may be removed at the discretion of the university. If you have questions or concerns, email socialmedia@cmich.edu.

If you are using this example for a Facebook page, please use the appropriate functional email account for your department.

Posting and Content

- Avoid text-heavy graphics.
- Keep your text as short as possible. Posts less than 50 characters perform best.
- Keep your videos at 2 minutes or less for better engagement.
- To amplify university-wide updates or information, share the original post rather than creating a competing post.

Linking Facebook and Instagram Accounts

Facebook and Instagram are now owned by the same parent company, Meta, making it possible to link your accounts. Follow these steps listed below:

1. From your Facebook page, click "settings"
2. Select "Instagram" from the left-hand menu
3. Select "Connect Account" and click "Continue"
4. Enter Instagram Username and Password and select "Log In"

Facebook Group Best Practices

Audience
Your audience will depend on the topic and goal of your group. For example, CMU has a group for Parents, Families and Supporters – the audience is non–student adults wanting to find information about the university to support their child/dependent.

Posting Frequency
Facebook group posts should be driven by the group members. There is no best practice for posting frequency in Facebook Groups.

Guidance
- [Getting started with Facebook groups](#)
- [How to create a Facebook group with a Facebook page](#)

Community Management
Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week.

Official Rules for the Facebook Group
Create a list of rules for your Facebook group. Consider the rules behind who can join, what they can and cannot post or comment, etc. Your rules should reflect the goals of your group. Here is an example of rules taken from an official CMU Facebook group for students:

1. **You must be a CMU student.** This group is for CMU students who are members of the Class of 2024. This group is not for parents, other classes, individuals promoting products or services, or other unrelated individuals.
2. **Respect community guidelines and don't spam.** Posts that violate Facebook's community standards for objectionable content will be removed. Solicitations and other forms of spam or irrelevant content will be removed at admin/mod discretion.
3. **Be kind and courteous.** Please respect fellow group members. Refrain from harassment, bullying or trolling. Group members are free to disagree and debate but are expected to treat each other respectfully.
4. **CMU policies and procedures.** The expectations set by CMU's policies and procedures apply in this Facebook Group (such as the Code of Student Rights, FERPA and other institutional policies).
5. **Respect everyone's privacy.** Being part of this group requires mutual trust. Authentic, expressive discussion makes groups great but may also be sensitive and private. What is shared in the group should stay in the group.

Posting and Content
- Groups are forums that prioritize community content, making them more challenging to regulate than a Facebook Page. Be aware that while there is leeway in how much moderation is acceptable in groups, it is important that you still respect users' right to share their thoughts, concerns and feelings.
- Recruiting relevant faculty or staff to help moderate can significantly improve the quality of your group. These supporting moderators can help by accepting members, approving content, creating content and answering questions.
- Groups thrive on user-generated conversations, so create content that encourages conversations and posting from users.

Instagram Best Practices

Instagram's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in Instagram's terms through the Social Media Managers Teams group; it is your responsibility to follow Instagram's rules.

Make sure your Instagram account is a BUSINESS account. Failure to adhere to business account rules could result in a university lawsuit. If you discover that your account is NOT a business account, please contact socialmedia@cmich.edu to discuss ways to update your account.

Privacy & Security
Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

Guidance
- [Getting started with an Instagram account](#)
- [FAQs about Reels](#)
- [How to link your Facebook page and Instagram account](#)
- [How to schedule posts for Facebook and Instagram with Meta Business Account](#)
- [How to make someone an administrator of your Meta Business Account](#)

Audience
Most Instagram users are between the ages of 25-34.

Posting Frequency
Aim to post at least 3 times per week.

Community Management
Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week.

Optimal Image Sizes
Images that are not optimized for the web may appear cropped of pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

Photo Specifications
- Profile photo: 320 x 320 px
- Landscape: 1080 x 566 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080
- Stories and Reels: 1080 x 1920

Posting and Content
- Limit hashtags to avoid cluttering your caption. 3-4 per post is recommended.
- Avoid text-heavy graphics, as most Instagram users engage with content on their phones.
- When sharing graphics, always add alternative text.
- Do not overuse emojis, as they are difficult to render using screen-reading devices.
- Keep text as short as possible. Posts between 138 and 150 characters perform best.

Reels
- Limit hashtags to avoid cluttering your caption. 3-4 per post is recommended.
- The first 3 seconds must be engaging or have a hook to gain attention.
- 15-20 seconds is an optimal video length.
- The use of copyrighted music and sounds is PROHIBITED on any account associated with CMU. Please make sure your account is registered with Instagram as a business account. With a registered business account, any sound or song available in your sound library is safe to use as it has been properly licensed by Instagram for commercial use. Please DO NOT use any sounds or songs that have been downloaded from a third-party app or website. If you need assistance with creating a business account, or changing the designation of an existing account, please contact socialmedia@cmich.edu.

CMU's Official Hashtags
- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

Community Management
- Spam and phishing attempts commonly show up in Instagram direct messages. Take care when clicking links or responding to suspicious comments, posts, or messages. Generally, do not click any link a user sends you unless you know the person who sent it.
- Periodically check the Instagram application on your phone to look for messages that may have gone into the "Message Request" inbox. Instagram's privacy settings allow messages from unfamiliar accounts to go into "Message Requests" rather than your inbox.
- Engage with followers who share content using CMU's official hashtags. Positive reinforcement will encourage them to continue sharing content in this manner.
- When appropriate, "like" people's comments on your posts, and respond.

Linking Facebook and Instagram Accounts
Facebook and Instagram are now owned by the same parent company, Meta. Because of this, it is possible to link your accounts. Follow the steps listed below:

1. From your Facebook page, click "settings"
2. Select "Instagram" from the left-hand menu
3. Select "Connect Account" and click "Continue"
4. Enter Instagram Username and Password and select "Log In"

Instagram Stories Procedures and Best Practices

Instagram's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in Instagram's terms using the Social Media Managers Teams group; it is your responsibility to follow Instagram's rules.

Privacy
Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

Guidance
- [FAQs about Instagram stories](#)
- [5 tips for Facebook and Instagram stories](#)
- [How Instagram stories are different than Facebook stories](#)
- [Post stories to Facebook and Instagram at the same time](#)

Audience
Most Instagram users are between the ages of 25-34.

Posting Frequency
Aim to post 2-3 cohesive stories per week, with 3-5 slides per story topic.

Community Management
Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

Posting and Content
- Create content that is cohesive and tells a story.
- Focus on finding images that are simple and not cluttered or distracting.
- Avoid text-heavy graphics, as they can be hard to read in the time allotted.
- When relevant, save stories to your "Highlights" section, located at the top of your profile. Review content saved to highlights every three months to ensure it is still current and useful for viewers.
- Share engaging content, such as polls, quizzes, or countdown timers.
- Tag @CMUniversity to make it possible for UComm to share your content when appropriate.

CMU's Official Hashtags
- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

LinkedIn Best Practices

LinkedIn's Terms of Service change often. UComm will regularly update social media managers and moderators about changes in LinkedIn's terms using the Social Media Managers Teams group; it is your responsibility to follow LinkedIn's rules.

Guidance
- [Getting started with a LinkedIn page](#)
- [How to add an administrator to your LinkedIn page](#)

Audience
Most LinkedIn users are between the ages of 24-55.

Posting Frequency
Aim to post 3 times per week.

Community Management
Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

Optimal Image Sizes
Images that are not optimized for the web may appear cropped of pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using Adobe Express for quick photo resizing.

Photo Specifications
- Profile photo: 400 x 400 px
- Landscape: 1200 x 627 px
- Portrait: 627 x 1200 px
- Square: 1080 x 1080 px
- Cover photo: 1128 x 191 px

Posting and Content
- Posts between 100 and 140 characters perform best, but longer posts are acceptable on LinkedIn.
- Posts with auto-populating links perform best on LinkedIn.
- Make call to actions engaging.
- Make sure your profile is up to date.
- Be personable and engage with your LinkedIn community, share posts from your followers when appropriate.
- Reply to comments and keep your tone consistent with University tone and voice.

X (Twitter) Procedures and Best Practices

X's Terms of Service change often. UComm will regularly update social media managers and moderators about changes in X's terms using the Social Media Managers Teams group; it is your responsibility to follow X's rules.

Privacy
Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

Guidance
- How to delete a Twitter/X account

Audience
Although X does not currently provide insights into the age groups of your followers, the general population on the platform is between the ages of 25-34.

Posting Frequency
Aim to post 3 times per week. Retweets count as content, as they show engagement on the platform.

Community Management
Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week. Before retweeting, view the profile of the original poster. Do not retweet posts from individuals who regularly share inappropriate content, as the retweet may be seen as an endorsement of their content.

Optimal Image Sizes
Images that are not optimized for the web may appear cropped of pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using Adobe Express for quick photo resizing.

Photo Specifications
- Profile photo: 400 x 400 px
- Landscape: 1600 x 900 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080 px
- Cover photo: 1500 x 1500 px

Posting and Content
- Limit hashtags to avoid cluttering your tweet. 3-4 per post is recommended.
- Add alternative text when sharing graphics and photos.
- Do not overuse emojis, as they are difficult to render using screen-reading devices.
- Keep your text as short as possible. Posts between 71 and 100 characters perform best.

CMU's Official Hashtags
- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

TikTok Best Practices

TikTok's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in TikTok's terms in the Social Media Managers Teams group; it is your responsibility to follow TikTok's rules.

Make sure your TikTok account is a BUSINESS account. Failure to adhere to business account rules could result in a university lawsuit. If you discover that your account is NOT a business account, please contact socialmedia@cmich.edu.

Privacy
Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

Guidance
- [Getting started with a TikTok account](#)
- [How to be creative and use trends on TikTok](#)
- [More information on TikTok stories](#)

Audience
Most TikTok users are between the ages of 16-24.

Posting Frequency
Aim to post at least 3 times per week.

Community Management
Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

Optimal Video Sizes
Images that are not optimized for the web may appear cropped of pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

Video Specifications
- Profile photo: 200 x 200 px
- Landscape: 1920 x 1080 px
- Portrait: 1080 x 1920 px
- Square: 1080 x 1080 px
- Stories: 1080 x 1920 px

Posting and Content
- Limit hashtags to avoid cluttering your caption. 3-4 per post is recommended.
- The first 3 seconds need to be engaging or have a hook to gain attention.
- 15-20 seconds is optimal video length.
- Be mindful of text placement on videos so it does not get in the way of the caption area.
- Preview your video before posting to make sure text is not cut off.
- The use of copyrighted music and sounds is PROHIBITED on any account associated with CMU. Please make sure your account is registered with TikTok as a business account. With a registered business account, any sound or song available in your sound library is safe to use as it has been properly licensed by TikTok for commercial use. Please DO NOT use any sounds or songs that have been

downloaded from a third-party app or website. If you need assistance with creating a business account, or changing the designation of an existing account, please contact socialmedia@cmich.edu.

- Review the sound you're using; make sure there are no hate speech, racial slurs or other problematic language in the name of the artist or sound, and make sure the creator doesn't have any red flags (for example, no political figures), since using their sound could be an endorsement of their behavior.

CMU's Official Hashtags

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- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

Community Management

- Engage with followers who share content using CMU's official hashtags. Positive reinforcement will encourage them to continue sharing content in this manner.
- When appropriate, "like" people's comments on your posts, and respond.

Building Connections

Community Management

Social media as an open forum:

Social media platforms were created as online "public forums," intended to be open to public discussion and debate. In most cases, the platforms allow users to interact freely, without limitations to their free speech — much in the same way that college campuses provide an open forum for its students, faculty, staff, alumni and visitors to interact.

As an institution of higher learning and an inclusive marketplace of ideas, CMU actively encourages the robust, free and open exchange of ideas — on our campus and on our social media channels. CMU invites members of its community to explore, discuss and challenge ideas, including those related to challenging and/or sensitive topics. We encourage faculty and students to exercise their academic freedom, and we promote active citizenship in all its forms.

On social media, we encourage this behavior while also asking users to adhere to CMU's core values while interacting on our platforms. We invite followers to engage one another with compassion and respect, and to help us to bring CMU's culture of inclusion and support into our online spaces.

Dealing with negative posts/comments and spam:

Not every follower will adhere to our values, and individuals may choose to post negative comments on our social media channels. Some will go so far as to include name-calling, racial slurs and other hate speech, direct threats and profanity. Others may spam our posts with rants or suspicious commercial offers.

CMU's University Communications team is currently working with CMU's General Counsel to develop an appropriate policy to govern behavior related to review and removal/hiding of posts and comments that include profanity, direct threats, racial slurs, spam, inappropriate solicitations and more. These are incredibly nuanced and complex considerations, and CMU's policy must be written in a way that protects the right to free speech while also protecting students, faculty, staff, alumni, parents, visitors and the reputation of the university.

Until the policy is finalized, here are a few guidelines to help you decide how to interact with negative posts or comments and spam.

1. Generally speaking, CMU <u>DOES NOT</u> recommend DELETING comments or posts from other users. HIDING the comments allows the original poster to continue to see their thoughts while keeping them hidden from other users.
2. If the post or comment includes direct threats, hate speech or racial slurs, you may immediately HIDE the comment. Please take a screenshot of any direct threats and report them to CMUPD; screenshot racial slurs and hate speech and report them to OCRIE.
3. If the post or comment includes negative assessments of your area in general, it should not be hidden or deleted.
4. If someone posts commercial offers (items or services for sale, advertisements for their organization not affiliated with CMU) in your comments, you may HIDE them.
5. If a suspected BOT is posting spam comments on posts, you may BAN (which deletes the comment and prevents future posts) them so long as the posts contain solicitations or commercial offers.

When in doubt, reach out to UComm. Together, we can discuss a course of action!

Hashtags

Hashtags were originally created to categorize content and allow social media users to connect in a simple fashion. Adding a hashtag to your post allows your content to show up on the hashtag page with other user content that also has the same hashtag.

Once you post content that includes a hashtag, the hashtag becomes a clickable link. Followers can click it and go immediately to the hashtag page to see other content.

Having easily accessible hashtag pages with CMU content allows social media users from around the world to interact with one another under the CMU brand and get a sense of student life without setting foot on campus.

- Hashtags are mainly used on Twitter, Instagram, TikTok and LinkedIn. The hashtag feature is available on Facebook, but we do not recommend using hashtags for this platform.
- Spell out hashtags in CamelCase (see below) to make them easier to read.
- Use at least 3 hashtags per post and no more than 5 per post.
- Double-check the meaning of a hashtag before utilizing it. Look at the other content using the hashtag. Carefully consider if CMU branded content is appropriate for that hashtag page.

Hashtags at CMU
We highly encourage all social media managers to use CMU's official hashtags. Using the same set of hashtags consistently allows our CMU online community to easily interact with us and one another.

CMU's Official Hashtags
- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

What is CamelCase?
CamelCase is the practice of writing phrases with no spaces or punctuation and capitalizing the first letter of each word. Example: #LifeAtCentral. CamelCase is also helpful for visually impaired people who are using a screen reader. CamelCase makes it easier for the software to recognize and read your text.

Event Promotion

Promoting an event on social media is a great way to increase awareness about the event and boost attendance. Here are some best practices for event promotion, in general and by platform.

Before the Event

- At least 1 week prior to your event, post about the details to get people interested.
- In all posts, link to the relevant event landing page on the cmich.edu calendar webpage.
- Use relevant hashtags on Twitter and Instagram (e.g., #LifeAtCentral).
- If you're sharing graphics, include alternate text for web accessibility.
- Consider using countdowns on platforms like Instagram to build excitement for the event.

Day of the Event

- Post reminders on relevant channels.
- Respond to comments and questions.

After the Event

- Thank attendees, partners, sponsors and/or volunteers with a post.
- Recap with photos/videos from the event.

Instagram

- Try using photos instead of event graphics to avoid cluttering the Instagram feed.
- Use Instagram Stories to display information in small, digestible chunks. Don't put everything on one slide – break it up into multiple story posts.
- Use Instagram Highlights to keep information about the event up for more than 24 hours.