PURDUE POLYTECHNIC

Social Media Guidebook

PURDUE
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Polytechnic Institute

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Resources

More information and brand assets can be found on the Polytechnic's Marketing and Communications webpage

polytechnic.purdue.edu/marcomm

If you're looking for additional guidance or resources, or have questions about applying the brand, please contact

techcomm@purdue.edu

Introduction

Social media is a powerful tool for engaging with students, alumni, and industry partners. Purdue Polytechnic must maintain a consistent, accurate, and engaging presence across platforms to maximize their impact. This guide provides best practices, policies and strategies to help you manage accounts effectively while aligning with Purdue Polytechnic's brand and goals.

NOTE: If you are considering opening a new Purdue Polytechnic-affiliated social media account, first **consult the college's Office of Marketing and Communication**. We will help you answer a variety of questions essential to running a successful social media account, such as: How much time will this take per day/week/etc.? Do you have the required resources? Are your visual assets properly branded? Is there a preexisting Purdue Polytechnic social media property that could fulfill your need?

Account Management and Policies

Creating and Managing Accounts

- Before creating a new account, [contact the marketing team](#) for guidance.
- Securely store login credentials using a password manager.
- The account owner/team is responsible for managing and maintaining the account.
- All accounts associated with Purdue must adhere to **[Purdue Social Media Guidelines](#)**.
- For consistent branding, usernames should follow this format:
  - *Statewide Locations:* PurduePolytechnicAnderson
  - *Departments:* PurdueTLI
- Always include @techpurdue in bios and about sections to strengthen Purdue Polytechnic's presence.

  Example Bios:
  - *Location (Anderson):* Purdue Polytechnic in Anderson offers hands-on, industry-relevant degree programs as part of Purdue Polytechnic at Purdue University. Learn more: polytechnic.purdue.edu/Anderson | @techpurdue
  - *Department (TLI):* The School of Technology Leadership and Innovation at Purdue Polytechnic prepares students to lead in tech-driven industries. Explore our programs: polytechnic.purdue.edu/TLI | @techpurdue
    - polytechnic.purdue.edu/CGT
    - polytechnic.purdue.edu/CIT
    - polytechnic.purdue.edu/SOET
    - polytechnic.purdue.edu/CMT
    - polytechnic.purdue.edu/SATT

Approved Social Media Platforms

- Instagram
- Facebook
- X (formerly Twitter)/ Threads/BlueSky
- LinkedIn

You can access all @techpurdue accounts here- [linktr.ee/techpurdue](#)

We encourage all college partners and affiliates to follow each of our accounts for cross-collaboration.

NOTE: Different things constitute "good content" on different platforms. Content should not be blindly copied and pasted to all sites.

Platform Overviews and Best Practices

⊙ **Instagram:** *a visual-first social media platform designed for sharing photos, videos, and stories.*

PRIMARY AUDIENCE: Undergraduate students.

BEST USES: Event promotions, student features, behind-the-scenes content, lighthearted/fun posts.

ENGAGEMENT TIPS:

→ Use high-quality images and videos (Reels and Stories are highly effective).

→ Post frequency: 3-5 times per week.

→ Stories: At least every other day (event updates, quick engagement polls).

→ Hashtags: Use 3-5 per post for discoverability.

Instagram Content Time and Size Requirements

FEED POSTS (IMAGES AND VIDEOS):

- Recommended Dimensions: 1080 x 1350 pixels (Portrait); 1080 x 1080 pixels (Square); 1080 x 608 pixels (Landscape).
- Aspect Ratio: 4:5 (Portrait), 1:1 (Square), or 16:9 (Landscape).
- File Size: Up to 30MB for images, 4GB for videos.
- Video Length: 3 to 60 seconds.

STORIES:

- Recommended Dimensions: 1080 x 1920 pixels.
- Aspect Ratio: 9:16 *(Full-Screen Vertical)*.
- File Size: Up to 30MB for images, 4GB for videos.
- Video Length: Up to 15 seconds per story *(longer videos are split into 15-second segments)*.

REELS:

- Recommended Dimensions: 1080 x 1920 pixels.
- Aspect Ratio: 9:16 (Full-Screen Vertical).
- File Size: Up to 4GB.
- Video Length: 3 to 90 seconds.

CAROUSEL POSTS:

- Recommended Dimensions: Same as feed posts
- Aspect Ratio: 1:1, 4:5, or 16:9.
- File Size: Same as feed posts.
- Number of Slides: Up to 10 per carousel.

in LinkedIn: *a professional networking platform geared toward career development, industry connections, and business-oriented content.*

PRIMARY AUDIENCE: Faculty, alumni, industry partners, recruiters.

BEST USES: Professional achievements, faculty research, student success stories, business collaborations.

ENGAGEMENT TIPS:

→ Share research articles, alumni spotlights, industry collaborations.

→ Tag faculty, alumni, and companies to increase visibility.

→ Post frequency: 3-5 times per week.

LinkedIn Content Time and Size Requirements

IMAGES

- Recommended Dimensions: 1200 x 627 pixels.
- Aspect Ratio: 1.91:1.
- File Size: Up to 5MB.
- Supported Formats: PNG, JPEG.

VIDEOS:

- Recommended Dimensions: 1080 x 1920 pixels *(for vertical/mobile view; for horizontal, 1920 x 1080)*
- Aspect Ratio: 1:2.4 to 2.4:1 *(LinkedIn supports both vertical and horizontal formats)*
- File Size: Up to 5GB.
- Video Length: 3 seconds to 10 minutes.
- Supported Formats: MP4, MOV.

DOCUMENTS (PDFS):

- File Size: Up to 100MB.
- Supported Formats: PDF, PPT, DOC, etc.

CAROUSELS:

- File Size (Per Slide): Up to 5MB.
- Number of Slides: Varies; optimal is 10–15 slides.

Facebook: *a versatile social media platform that supports a wide range of content, including text posts, photos, videos, events, and groups.*

PRIMARY AUDIENCE: Parents, alumni, faculty, graduate students.

BEST USES: Event promotions, faculty/student achievements, community engagement.

ENGAGEMENT TIPS:

→ Share photo albums, event recaps, and major announcements.

→ Post frequency: 3-5 times per week.

→ Best for news-style updates *(less visually-driven than Instagram)*.

Facebook Content Time and Size Requirements

IMAGES

- Recommended Dimensions: 1200 x 630 pixels (Landscape); 1080 x 1080 pixels (Square).
- Aspect Ratio: 1.91:1 (Landscape), 1:1 (Square).
- File Size: Up to 30MB.
- Supported Formats: PNG, JPEG.

VIDEOS:

- Recommended Dimensions: 1080 x 1920 pixels.
- Aspect Ratio: 16:9 or 9:16.
- File Size: Up to 4GB.
- Feed: Up to 240 minutes.
- Stories: Up to 15 seconds *(longer videos split into segments)*.
- Reels: Up to 90 seconds.
- Supported Formats: MP4, MOV.

STORIES:

- Recommended Dimensions: 1080 x 1920 pixels.
- Aspect Ratio: 9:16.
- Video Length: Up to 15 seconds.

X/Threads/Bluesky: *Brief updates are best on all three of these platforms, as they all feature character limits.*

PRIMARY AUDIENCE: General audience, journalists, academics.

BEST USES: Quick updates, news stories, research highlights.

ENGAGEMENT TIPS:
→ Keep it brief and informative.
→ Post frequency: 3-5 times per week.
→ Use 1-2 relevant hashtags for discoverability.

X Content Time and Size Requirements

IMAGES
- Recommended Dimensions: 1600 x 900 pixels (Landscape); 1200 x 1200 pixels (Square).
- Aspect Ratio: 16:9 (Landscape), 1:1 (Square).
- File Size: Up to 5MB for photos, 15MB for GIFs.
- Supported Formats: PNG, JPEG.

VIDEOS:
- Recommended Dimensions: 1280 x 720 pixels.
- Aspect Ratio: 16:9.
- File Size: Up to 512MB.
- Video Length: Up to 2 minutes and 20 seconds (140 seconds).
- Supported Formats: MP4 (H.264) or MOV (Mobile).

GIFS:
- File Size: Up to 15MB (Desktop) or 5MB (Mobile).
- Dimensions: 1280 x 1080 pixels max.

Helpful context for social media:

PERCENT OF US ADULTS WHO USE _____ BY AGE

	18-29	30-49	50-64	65+
Facebook	68%	78%	70%	59%
Instagram	76%	66%	36%	19%
LinkedIn	40%	41%	30%	15%
X	38%	25%	15%	8%

(Pew Research Center survey of U.S. adults, conducted Feb1-June10 2024)

CONTENT STRATEGY AND ENGAGEMENT TIPS

- Use a mix of content: Student stories, faculty highlights, event recaps, industry partnerships.
- Visual-first approach: Every post should have an image, video, or infographic.
- Engagement with the audience: Respond to comments, ask questions, encourage participation.
- Storytelling: Focus on how Purdue Polytechnic is making an impact in students' lives.

Posting Frequency and Timing Recommendations

RECOMMENDED POSTING SCHEDULE

Platform	Posts Per Week	Best Posting Times
Instagram	3-5	Tues/Wed/Thurs (10 AM - 2 PM)
LinkedIn	3-5	Tues/Wed (9 AM - 3 PM)
Facebook	3-5	Mon-Fri (10 AM - 12 PM)
X	3-5	Mon-Thurs (9 AM - 1 PM)

Additional notes:

Post relevant content as soon as possible, avoiding late nights and early mornings, and don't hesitate to share live updates. Weekends aren't listed but can still be used if content is available. Reposting and using content provided by Purdue Polytechnic and from Purdue University more widely helps meet goals. Frequent posting is encouraged, prioritizing quality, though sometimes any content is better than none.

- **Best days to post on social media:** Tuesdays, Wednesdays and Thursdays
- **Worst days to post on social media:** Sundays

Collaboration, Tagging, Hashtags, and Linking

Tagging Purdue and Polytechnic-related accounts strengthens community and boosts visibility.
Tagging appropriate accounts supports growth and discovery, while consistent hashtag use helps new audiences find your page and reinforces branding.

You can find information about the University's hashtags [here](#).

We encourage you to use Purdue Polytechnic's main hashtags:
 #IndustryReadyDayOne
 #PurduePolytechnic

Purdue University's main hashtags that we often use are:
#MySmallStep = Student stories
#MyGiantLeap = Faculty/Alumni stories
#PurdueUniversity, #Purdue, #BoilerUp, #Boilermakers
#TheNextGiantLeap

INSTAGRAM
- Tag relevant Purdue entities using @ in captions or the tagging feature. Collaboration sends posts to both feeds, so discuss before using.
- Use 3-5 hashtags for visibility—avoid excessive hashtags to maintain professionalism.
- Links work in stories but must go in the bio or a link manager for feed posts.
- Engage with other Purdue accounts by liking, commenting, and resharing to foster community.

LINKEDIN
- Tagging notifies accounts and encourages resharing—verify the correct account before tagging. Use the @ symbol and name on the account to tag.
- Use 3-5 professional hashtags to expand reach, though LinkedIn may be reducing their impact.
- Links can be added directly to captions.
- Like and comment on Purdue content; reshare only if relevant to your audience or Purdue Polytechnic.

FACEBOOK
- Tagging broadens reach when relevant.
- 1-2 hashtags are best for professionalism, though trending or reused hashtags can strengthen branding.
- Links are allowed in captions.
- Like and comment on Purdue posts; reshare only if relevant to your audience or Purdue Polytechnic.

X (FORMERLY TWITTER)
- 1-2 hashtags are most effective given character limits—X values well-used hashtags.
- Limited tagging options, but use them when possible to encourage reposts.
- Links can be added directly to posts.

Analytics and Measuring Success

Social media metrics and analytics involve the collection, measurement, and interpretation of data to evaluate the performance of social media content, campaigns, and strategies. These insights help businesses and individuals understand audience behavior, optimize content, and achieve specific goals.

KEY METRICS

1. **Engagement Metrics:** Include likes, comments, shares, and clicks. These measure how actively users interact with content.
2. **Reach and Impressions**
   - **Reach:** The number of unique users who see your content.
   - **Impressions:** The total number of times your content is displayed, regardless of duplication.
3. **Follower Growth:** Tracks the increase or decrease in followers over time, indicating audience interest.
4. **Click-Through Rate (CTR):** Measures how often users click on links in posts, showing the effectiveness of calls-to-action.
5. **Conversion Metrics:** Include sign-ups, purchases, or downloads resulting from social media campaigns.

TOOLS FOR ANALYTICS

Platforms like Google Analytics, Sprout Social, and native tools such as Instagram Insights and Twitter Analytics provide dashboards and detailed reports. They allow users to monitor performance and adjust strategies accordingly.

RECOMMENDED TOOLS

Platform-Specific Tools

- Instagram Insights
- Facebook Insights
- LinkedIn Analytics

Universal Tools

- Sprout Social
- Hootsuite *(for multi-platform tracking)*
- Google Analytics *(for link tracking and website traffic)*

Crisis Communication and Handling Negative Comments

HOW TO RESPOND TO NEGATIVE COMMENTS
Not all comments will be positive. Addressing criticism professionally is essential for maintaining Purdue Polytechnic's reputation.

BEST PRACTICES:

1. Assess the Comment
- Is it constructive feedback? Acknowledge and address the concern.
- Is it trolling or offensive? Avoid engaging. If necessary, hide, delete or report the comment.

2. Respond Promptly and Professionally
- Acknowledge valid concerns and, if applicable, provide a next step *(e.g., "We appreciate your feedback. Please DM us so we can assist further.")*.

3. Stay On-Brand
- Maintain Purdue's professional and student-friendly tone.
- Do not argue or take comments personally.

CRISIS PROTOCOLS
If a post receives overwhelming negative attention:
1. Pause all scheduled content to avoid further backlash.
2. Consult Purdue Polytechnic's marketing team before responding.

Accessibility and Inclusive Content

WRITING FOR ACCESSIBILITY

▪ Use alt text for images, which will allow you to describe the content concisely.

▪ Avoid 'click here' links—instead, describe the action *(e.g., "Explore programs: [link]")*.

CLOSED CAPTIONING FOR VIDEOS

Use built-in captioning tools on:

▪ Instagram and Facebook *(Auto-captions in Stories/Reels)*

▪ YouTube *(Upload SRT files for accuracy)*

▪ LinkedIn *(Upload captions separately for accessibility)*

📌 *Pro tip:* Use high-contrast text overlays for better readability.

Purdue University Social Media Policies

Refer to Purdue University's uniform social media policies
for specifics on accessibility and required disclaimers.

[Full Social Media Policy](#)