

Social Media Guidelines

Vision and Purpose

As we strive to be a global center of excellence in music, we must present ourselves in this way on social media. Our vision is to have a better image on all social media accounts related to the School of Music. To achieve this, we will focus on posting content that shows we are performance focused, leaders in our industry, and providing more opportunities for students to become professional performing artists.

Our goals for social media will be to increase brand awareness and brand esteem, grow revenue by increasing event attendance and donations, and boost brand engagement.

The purpose of this document is to outline participation for Texas Tech School of Music and related social media pages managed by the school's faculty and staff in terms of strategy, voice, image, and response protocol.

Overall, faculty and staff, as well as their social media contributors, are expected to:

- If you need a post on the primary SoM accounts, provide posts (or information to be posted) in a timely manner to the SoM's Marketing & Communications office (Optimally 2 weeks in advance, 1 week minimum)
- Re-share and cross-promote the content posted by the School of Music social media accounts to increase reach and frequency
- Adopt this guide's protocol for the look and feel of posts and the major content programs for creation of posts on sub-department platforms you might manage, to increase consistency across the SoM

General Platform Participation Guidelines

Because we strive to be a global center of excellence in music, all social media accounts related to the School of Music must portray this image. We will use **high-quality, artistic-level images only**. Social media posts should enhance our brand image with content related to performances, our role as industry



leaders, and opportunities for students to become professional performing artists. Below are guidelines to help achieve cohesive social media branding.

General Style Guide

- **Identity:**
 - Utilize the most salient points of the university branding in conjunction with our own unique position. You are encouraged to use our Texas Tech official colors, along with university-approved logos. For further information click [here](#).
- **Tone:**
 - Confident, knowledgeable, generates excitement about the high level of performances that take place at TTU School of Music. Posts can communicate this by using warm tone filters on images, as well as using well-crafted captions that convey the above.
- **Positivity and transparency:**
 - We present our messages with a positive attitude, but are honest and transparent in the information we share. Be sure to credit photographers, image sources, & other borrowed media.

Sharing Content from the School of Music's Accounts

- Share and cross-promote the content posted by the School of Music social media accounts to increase reach and frequency
- Tag the School of Music in shared posts
- Use #TTUMusic (or other applicable hashtags related to the post)

Your Original Content

- Use the above style guide for reference.
- Tag the School of Music in posts.
- Try to limit posts to once per day. If posting multiple times, check analytics for optimal posting time.
- Tag relevant pages and accounts in posts.
 - Do **not** tag or identify students without permission, unless it is a repost of a University news story.
- Remain transparent and be cautious of presenting inaccurate information.
- Give credit to borrowed sources (images, video, etc.) and don't infringe on any copyright laws.

Dates and Times

- For times, use am and pm (lowercase, no periods), e.g., 3 pm, 10 am
- Use dates (5/19) to save space or reference dates in advance
- Months can be abbreviated (Jan, Feb) for space

Notes on Punctuation

- Use a colon and a space before adding a link
- Use a URL shortener, like Bitly, to shorten long URLs
- Use a single exclamation point to signal excitement
- Refrain from using all caps in responses

Questions

For questions, help, or additional information, contact Tyler Simpson (tyler.simpson@ttu.edu) or Korryn McMinn (korryn.mcminn@ttu.edu).



Appendix:

The School's Primary Active Accounts

[Facebook](#) - @TTUSchoolOfMusic

Our target audience will be families of current and prospective students, alumni, local community members, faculty, and staff. We will use the platform for news and updates about the School of Music, event promotion, thought leadership, research, and fundraising. Facebook will serve as a catch-all for all social content.

[LinkedIn](#) – Texas Tech University School of Music

Our target audience will be the performing arts community, alumni, faculty, and staff. We will use the platform to showcase achievements, thought leadership, research, performances, and fundraising.

[Instagram](#) - @ttuschoolofmusic

Our target audience will be current and prospective students, as well as alumni. We will use the platform to show what it's like to be a student in the elite performance program at the School of Music.

[YouTube](#) - Texas Tech School of Music

Our target audience will be the performing arts community. We will use the platform to showcase thought leadership, performances, and interviews.

Network-Specific Guidelines

Facebook

Content:

- Use line breaks
- Include any relevant mentions, as long as the account is active and the names of the mentioned accounts aren't so long as to be cumbersome

Engagement:

- Like positive comments from users
- Use inline comments to reply to users when there is an opportunity to respond
- Hide spam
- Respond quickly to private messages (PMs); Facebook tracks your response rate and time.

Upload Dimensions:

- Profile Image: 180x180 px (displays as square and a circle)
- Cover/Header: 820x461 px with visible area of 820x312 px
- Post Image: 1200x630 px or 1080x1080 px

Instagram

Content:



- Use emojis and hashtags (again, no more than three)
- Tag relevant users or partners in the photos or in the caption
- Take advantage of Instagram stories and repost positive photos that the brand is tagged in

Engagement:

- Like pictures that contain hashtags or mentions, or are TTU School of Music related
- Follow back users who comment frequently or tag TTU School of Music in their photos
- Like comments that are positive

Upload Dimensions:

- Profile Image: 110x110 px (displays as circle)
- Feed Post: 1080x1080 px, :60 video
- Story Post: 1080x1920 px, :15 video

YouTube

Content:

- Make sure descriptions, titles, and keywords are on target.
- Include an engaging thumbnail photo.
- Optimize video descriptions - The first 150 to 160 characters of the video description are important, because this is what will show up in search results. Make use of the remaining description space by including information about your channel, school, links to other social accounts, and a call-to-action to subscribe. This part of the description can be used in every video.

Engagement:

- Respond to negative and positive comments in a constructive manner. Moderate negative comments and stay engaged with positive comments.
- Use the School of Music's voice when responding to comments on the School of Music's videos or commenting on other videos.
- Like comments that are positive.

Upload Dimensions:

- Profile Image: 800x800 px (displays as circle)
- Cover/Header: 2560x1440 px
- Video Thumbnail: 1280x720 px
- Video: 128GB max file size

LinkedIn

Content:

- Keep School of Music page up to date
- Tag relevant users or pages in post descriptions

Engagement:

- Be genuine and respond to comments and messages in a personalized, professional manner
- Like positive comments from users

Upload Dimensions:

- Profile Image: 400x400 px
- Cover/Header: 1584x396px
- Post Image: 1200x627px

