Social Media Top Tips

Hartpury social media rules

- No swearing/inappropriate language
- Music should be radio edits only – music including profanities, reference to drugs or illegal activity should not be used
- Everyone in the images/videos must be fully clothed
- If including images of students drinking alcohol, think is this appropriate for your audience bearing in mind some might be college students? Never show anyone intoxicated
- In the case of a crisis or multiple negative comments on the same theme, please contact Emily.webb@hartpury.ac.uk / emma.heath@hartpury.ac.uk or media@hartpury.ac.uk immediately. Do not reply until you've spoken to us

Tips for all channels

- Be human and entertaining – write it how you would say it, be conversational and have fun
- Post aspirational content – showcase the best bits of what you do
- Keep posts short and impactful – make every word count
- Tell your stories through strong multimedia – use photos or videos that tell stories and show positive emotions
- Be Interactive – ask questions to get your audience involved
- Give them a next step – include a CTA (call to action), e.g. view course, book open day
- Engage in real-time – reply to messages, comments, likes, shares within 24hrs
- Time specific content – link in to bigger topics, such as national days, and the academic calendar, e.g. good luck in your exams
- Use the bio – make sure your bio is an accurate and aspirational description of your channel
- Tag people – tag in pages/people/organisation to extend the reach of your post, e.g. Sponsors, events

Instagram

- Completely visual platform using photos, reels, stories
- Click the + at the bottom in the middle to upload a new post, select which style you would like to do e.g. photo/reel/story
- You can't click on links in Instagram captions so either put "Follow the link in our stories/bio" or "Copy and paste the link below"

Instagram photo posts

- Singular photos or multiple (also known as carousel post)
- Photos will be adjusted to square size on the main profile grid (1080×1080 pixels) so bare this in mind when taking the photos
- Once you have selected a photo post, upload your image and press next. Add your filters/edit your photo(s) and select next. Add your caption/location/tags and then press upload

Instagram reel posts

- Videos will need to be portrait (1080 pixels x 1920 pixels) and can be up to 15mins long.
- Once you have selected to create a reel select all the videos you want to include. Crop each video to the length you want by dragging each end of the clip to where you want it. Rearrange

them into the correct order by holding them down and dragging them into position. Add music to your video by selecting an audio on Instagram. Then add the text you want by selecting the Aa in top right corner. Press next and add your caption/location/tags etc.
- You can also create your reel on a separate app (CapCut, TikTok) and just upload the whole video with music/text already on it to reels and press next to upload

Instagram stories

- You can upload photos or videos in portrait style
- Stories are only available for 24 hours, unless you add them to a highlight on your profile. This will allow people to see it after the 24 hours
- Once you have selected the photo or video you can add music, text, gifs, tags etc.
- Stories are an ideal place to gain extra engagement, for example you can do polls, quizzes or question boxes and share the answers

Facebook posts

- These can be text, photos, videos or a combination
- To share a Facebook status, go to the text box at the top of your news feed page or on your profile page. Type out your text and then insert the photo or video you want to use. Then press post

TikTok

- Videos you create on TikTok can be up to 60 seconds long. Videos you upload can be up to 3 minutes long.
- I recommend recording the video(s) on your phone and then upload the clips to TikTok rather than doing it on the app itself.
- Tap the + at the bottom to create a video, select upload at the bottom. Choose the video(s) you'd like to upload, then tap Next. Slide the red bar left or right to set the length of time needed for your video(s). Hold down on the clips to rearrange them into the order you would like. Add text/music/effects as you please using the tools on the right-hand side then press Next. Add your caption and hashtags, location, tags etc. Then press post.

Twitter (X)

- Keep it short – it's a headline, you only have 280 characters, make them count!
- For quick updates – news, research, live coverage of an event
- Posting – up to five times a day; more if you're live tweeting from an event

Apps to help create content

- CapCut: this app is ideal for creating videos in reel/TikTok style. When creating the videos always crop the CapCut ending off the end of the video before posting
- Mojo: a tool with templates for videos, stories etc.
- Canva: this online tool is useful for creating graphics/posters to use on stories (bare in mind that grid posts on Instagram perform better when they are photos as opposed to graphics)

Hashtags

- Hashtags should relate to the content you are posting or your channel e.g. #university #equinestudent #dayinthelife

- TikToks: we would recommend including a minimum of three per post, if you are copying a trend, take a look at the captions on the trending videos and use similar
- LinkedIn & X: Include 1-4 hashtags per post of keywords relating to post topic
- Instagram & Facebook: hashtags aren't used as widely anymore on grid posts but if you choose to include them leave a paragraph break and add them to the end of the caption.

User-generated content (UGC)

- This is content that is produced by your own audience that's relevant to your channel
- This could be in the form of resharing users posts, getting users to tag you in their own posts, users creating/gathering the content and you uploading this content to your own channel
- UGC shows authenticity, proving to your audience that the content you are posting is genuine and reflective of how things are