



SOCIAL MEDIA CONTENT STRATEGY & BEST PRACTICES

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UPDATED JUNE 2023

To create an effective social media strategy for your program, it's important to establish clear goals.

For this purpose, we have identified three primary goals that will guide your social media efforts:

- **Increase brand and program awareness** to expand your reach and audience.
- **Drive conversions** to generate leads for program enrollment.
- **Enhance the prestige and reputation** of the University of Washington, Foster School of Business, and your program.

INSTAGRAM

Visual Recommendations

- High quality images (up to 9 per post)
- Short-form, vertical orientation video

Formatting Recommendations

- Photo: Square (preferred) or vertical orientation, 1080px wide
- Video: Vertical orientation, 1080 x 1920px

Content Themes

- Deadlines
- Alumni Features
- Student Features
- Rankings
- Events

Posting Consistency Recommendations

- 2 – 4 times a week
- Monday & Thursday
- 8 – 9 am, & 5 pm

Actions to take

- Instagram now offers up to 5 links in your bio. Use all 5 links if possible.
- Reshare all posts in your stories and tag the appropriate party.

KPI's & Tips

- Engagement rate for each post should be 1 – 5%. You can find that in your insights. Reply to comments to increase your engagement.
- Use the fun tools in Instagram stories for more engagement.

LINKEDIN

Visual Recommendations

- High quality images (1–3 per post)
- High quality video clips

Formatting Recommendations

- Photo: Landscape orientation, minimum 531px wide
- Video: Landscape orientation, 1920 x 1080px

Content Themes

- Deadlines
- Alumni Features
- Rankings
- Events
- Important News

Posting Consistency Recommendations

- 1 – 3 times a week
- Tuesday – Thursday
- 7 – 8 am, noon, & 5 – 6 pm.

Actions to take

- Repost tagged content.
- If possible, add blog posts to the blog section of LinkedIn. If not possible, remember to add the webpage link.

KPI's & Tips

- Tag anyone mentioned within the post. This will increase engagement. That will increase engagement.

TWITTER

Visual Recommendations

- High quality images (up to 4 per post)

Formatting Recommendations

- Photo: Square (preferred) or vertical orientation, 1080px wide

Content Themes

- Deadlines
- Alumni Features
- Rankings
- Events
- Important News

Posting Consistency Recommendations

- Once a day
- Wednesdays
- Noon, 3 pm, & 5 – 6 pm

Actions to take

- Create a list of alumni, faculty, and influential individuals and engage with their tweets weekly.

KPI's & Tips

- The more posts you like and engage with, the more your profile will be seen.
- Click [here](#) for a thread on the Twitter algorithm.

ADDITIONAL INFORMATION

Hashtags: Use your program hashtags in each post first. Additional hashtags to use are below (when appropriate). Only use 3 – 5 hashtags per post.

#uwfoster #fosterschoolofbusiness #businessschools
#mba #fostermba #seattlemba #fosterevents
#mbaevents #businessschoolevents #topbusinessschool
#topuniversity #topuniversityseattle #uw

Stay on brand with UW—see brand guide at <https://www.washington.edu/brand/>.

Review scheduling tools to help manage your posting schedule.

Free for up to three profiles:

[Crowdfire](#)
[Zoho Social](#)

Modest monthly fee:

[Hootsuite](#)
[Constant Contact](#)

Compare and contrast tool reviews [via G2](#)

Recommended Social Media Email Lists & Blogs:

[Social Media Today](#)
[Sprout Social](#)
[Hootsuite](#)

FACEBOOK

Visual Recommendations

- High quality images (1–8 per post)
- High quality video clips

Formatting Recommendations

- Photo: Square (preferred) or vertical orientation, 1080px wide
- Video: Landscape orientation, 1920 x 1080px

Content Themes

- Deadlines
- Alumni Features
- Rankings
- Events
- Important News

Posting Consistency Recommendations

- 2 – 4 times a week
- Thursday – Sunday
- 9 am, 1 pm, & 3 pm

Actions to take

- Start a Facebook group for alumni.

Using AI to generate content: AI can help to save time in generating content and increase efficiency and consistency in brand voice. Learning how to engineer queries is the first step in scaling this resource.

Examples:

You will act as a social media manager for the University of Washington Foster School of Business [program name]. You will produce 10 statements of value that are evergreen and speak to the success, and career advancement enjoyed by current and former students. Your audience is educated professionals who may be considering an MBA program in the future.

You will act as a social media manager for the University of Washington Foster School of Business [program name]. You will produce 5 social posts that summarize the key take aways of this blog, keeping the copy under 288 characters. Here is the content: [plug in content]

AI Video tool: [Opus Clip](#) is a generative AI video tool that repurposes long videos into shorts in one click

QUESTIONS?

Contact **Marlie Love**, Social Media Manager, at mxlove3@uw.edu

For image and graphics questions, contact **Stephanie Fink** at stephf19@uw.edu

Creating Video Content: A Checklist

BEFORE FILMING

- Update video settings on your phone to 60fps. Instructions: [iPhone](#) or [Android](#).
- Please review example videos for inspiration:
 - [Day in the Life – Corporate Worker](#)
 - [Day in the Life – attending a conference](#)
 - [Introducing a Product](#)
- You can film your shots independently by using a tripod or by finding innovative ways to stabilize your phone against a stable surface. Having another person to assist you is also beneficial. Aim for wide shots whenever possible, as we can adjust the framing during the editing process.

AFTER FILMING

- Email all videos to Social Media Manager Marlie Love mxlove3@uw.edu.
- The Foster social team will coordinate a time to record the voiceover of your experience once the video is edited together.

TYPES OF SHOTS

LOCATION

Location shots: 10 – 15 video clips needed

Shots needed to showcase your destination. Each clip should be 10 – 15 seconds in length. Include both long/wide shots & close-ups.

Major landmarks

- A panning shot of the landmark.
- Standing, walking, and/or sitting in front of the landmark.

Signage

- A panning shot of any welcome signs – Conference, city, etc.
- Standing, walking, and/or sitting in front of the welcome sign.

Hotels

- Front of the hotel, hotel lobby, and/or inside of the hotel room.

Activities (work, conferences, excursions, etc.)

- Participating in the activity.
- Showcasing the “fun” of the activity.
- People participating with you [be sure to get permission from them to be in the video, and get a signed release if they’re a minor].

TRANSITION

Transition shots: 10 – 15 video clips needed

Shots needed to create a flow of the video, and to show the change of time or place. Each shot should be 10 – 15 seconds in length. Include both long/wide shots & close-ups.

Waking up

- Morning routine – washing face, making coffee, getting out of bed.

Eating

- Eating breakfast, lunch, or dinner.
- Ordering coffee, breakfast, lunch, or dinner.

Working

- Walking into a meeting or conference.
- Participating in a meeting.
- Using your laptop
- Reading a book

Transportation

- Taking the train/bus/subway.
- Riding in a rideshare.

Outfit/Look of the day:

- Show what you’re wearing for the day.

ADDITIONAL SHOTS

SELFIE SHOTS

Location shots: 5 video clips needed

Shots that will create a natural feel to the video. Will require you to speak to the camera. Each shot should be 10 – 15 seconds in length. Use front camera for these shots.

Introduction

- Who you are, why you’re doing this video, and/or where you are.
- “Hi, I’m _____. I am the ____ at Foster School of Business. Come with me to _____.”

Good-bye

- Thank viewer for joining your day in the life.
- “This is _____, thank you for coming with me to _____!”.

TIMELAPSE

This requires you to set down your recording device for a longer period, at least 5 minutes. 1 - 2 clips needed
Incorporate timelapse footage to showcase the passage of time or capture dynamic changes.

B-ROLL

2 – 4 clips needed

Shots used to cut between sections, that show details of all locations, transitions, and people.

- Moving: Walking past a destination relevant to your day-in-the-life, working out.

PEOPLE

2 – 4 clips needed

10 – 15 second videos of networking gatherings, conversing with people, people speaking. [be sure to get permission from those you are filming].

Reminder: Feel free to take any other videos you would like to! The more content, the better.

IMAGE RESOURCES

Foster’s official video and photo storage is housed on SmugMug. Files are typically categorized into folders by program or topic and then broken down into albums based on events or projects. If you wish to use these photos or videos in a promotional piece or advertisement, please contact Paul Gibson (pgibson@uw.edu). If you have content you would like to have added to SmugMug contact Paul Gibson.

<https://uwfosterschool.smugmug.com/>
Password: fin1bs

This resource is for Foster faculty and staff **only**.

If you need a gallery to share publicly please contact Paul Gibson.

USAGE RIGHTS

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For all images, always add photo credit. Example: Photo: Paul Gibson. Photo by Marlie Love. Photo courtesy of XXX.

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