

Georgia State University Recreational Services

# SOCIAL MEDIA MANUAL

& Best Practices 2021

# PURPOSE

---

This manual provides the necessary guidelines to ensure a strong, professional and consistent brand image and overall voice as it displays on social media for Georgia State University's Recreational Services.

These guidelines cover content as it relates to profiles, postings, best practices and uses for hashtags. Direction for social engagement is also included. The Georgia State University Recreational Services Social Media Manual will be updated as needed by the Marketing Specialist.

## INSIDE

03	Active Accounts
04	Social Media Voice
08	Engagement Style
10	Style Guidelines
17	Content Usage
25	Takeovers
28	Best Practices

## ACTIVE ACCOUNTS

### Facebook

URL: [facebook.com/GSUSRec](https://facebook.com/GSUSRec)

Handle: @GSUSRec

### Twitter

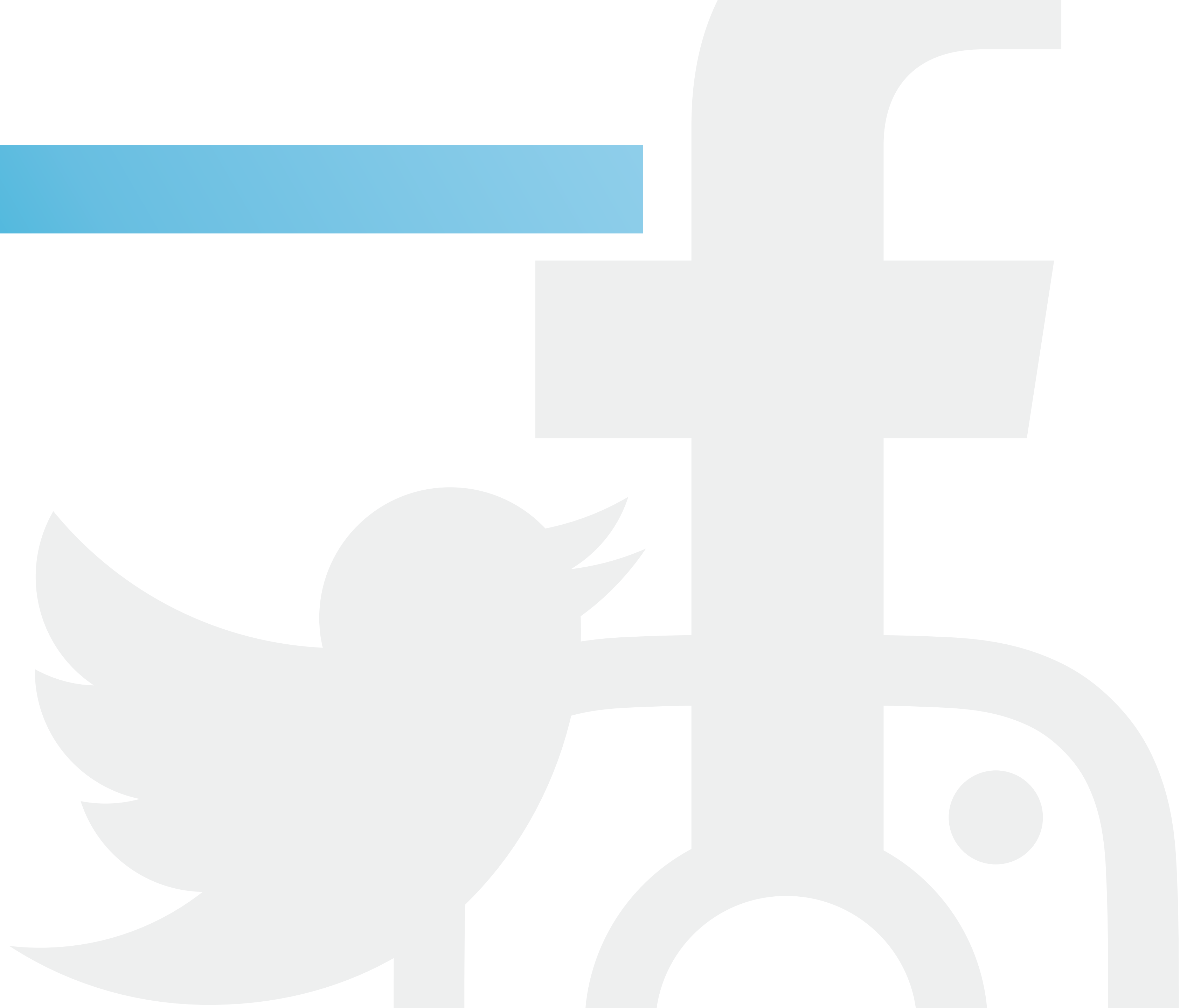
URL: [twitter.com/GSUSRecreation](https://twitter.com/GSUSRecreation)

Handle: @GSUSRecreation

### Instagram

URL: [instagram.com/gsurecreation](https://instagram.com/gsurecreation)

Handle: @gsurecreation



05 WHO WE ARE

05 OUR TONE

## VOICE VS. TONE

---

Voice is the unique, distinct expression through words. It conveys the overarching personality through prose, any content we produce.

You can employ different tones within your voice, however your voice remains the skeleton of your messaging.

The tone should be appropriate to the audience and purpose of the content. While our voice should be appropriate to the audience as well, our tone can take liberties depending on what type of content it is.

## WHO WE ARE

We are passionate, fun, and authentic. We value fitness, physical health, and fun, while reveling in a recreation-centered community focused on maintaining healthy lifestyles.

## OUR TONE

We are enthusiastic, witty, and engaging. We love to converse on a grass roots level helping to create a more personable atmosphere. We're optimistic but realistic.

Always refer to Recreational Services as “We”, not “I”.

## ENGAGEMENT STYLE

07 FACEBOOK

08 TWITTER

09 INSTAGRAM

## INTERACTION IS KEY

---

Because member engagement encompasses our customer service, support, and marketing, it is important to learn and understand how we communicate. Whether it's social media, our website, the Rap-UP/Connection and meetups, proper member engagement goes a long way to define the long-term relationship members will have with Recreational Services.



## FACEBOOK

- Like comments from users.
- Use in-line comments to reply to users when there is an opportunity to respond.
- Hide Spam and delete inappropriate comments once a screenshot is taken.
- Alert the Marketing Specialist of any inappropriate comments.

Inappropriate comments include, but are not limited to, racist slurs, profanity, threats, and discrimination.

- Respond to direct messages appropriately.



## TWITTER

- Like tweets from followers and #GSURecreation hashtagged tweets.
- Reply to users when there is an opportunity to respond.
- Respond to direct messages appropriately.

## INSTAGRAM

- Like pictures that related to our main hashtags and that are recreation related.
- Follow back users who comment frequently or tag #GSURecreation frequently in their photos.
- Reply to users when there is an opportunity to respond.
- Respond to recreation related content and health/fitness related successes.
- Respond to direct messages appropriately.

## STYLE GUIDELINES

11 FACEBOOK

13 TWITTER

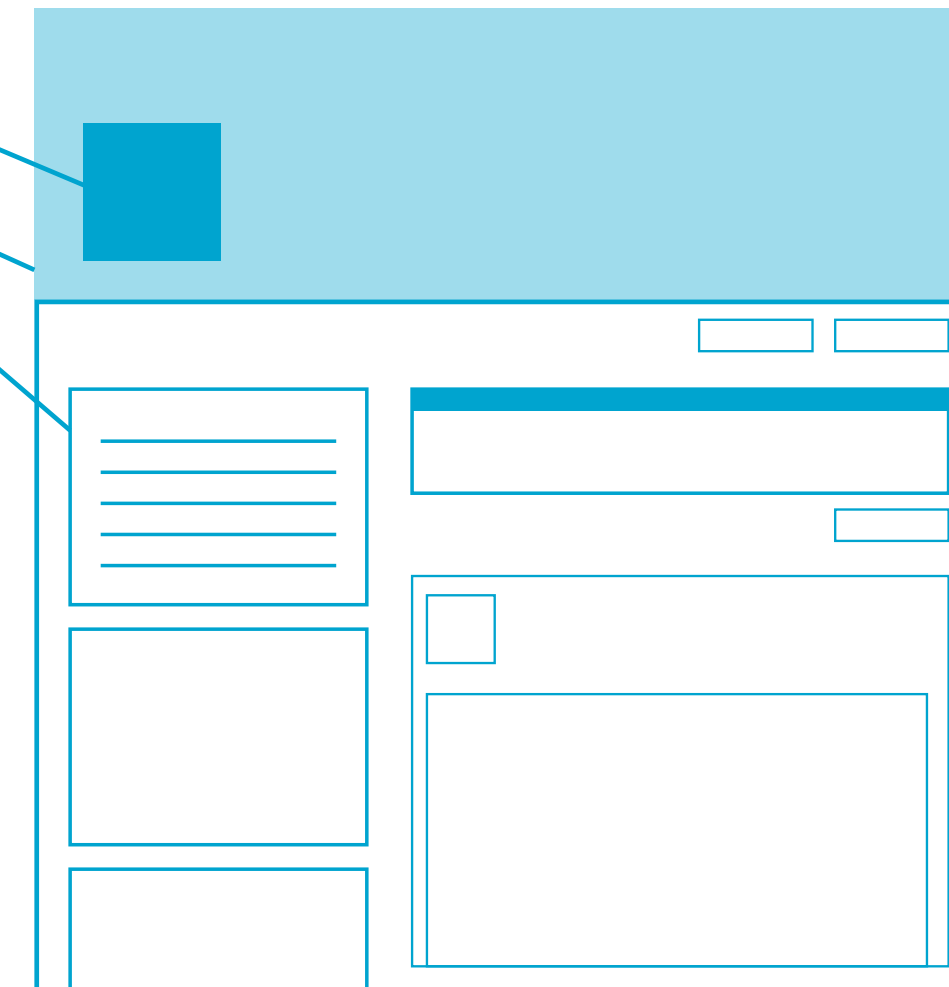
15 INSTAGRAM

## CONSISTENCY & COHESION

To ensure consistency throughout all platforms, it's important that all profiles pictures, banner images (Facebook and Twitter) and bios are the same or represent the same message.

### Branding Checklist:

- Profile Picture
- Banner Image
- Profile Description



## FACEBOOK

Focuses on building community and draws most of its attention to group related events and programming such as, but not limited to, Pawsitive Nutrition, Intramurals and Touch the Earth Challenge Programs. Facebook is used to share interactive photos, note yearly milestones and promote campaigns.

### USER GUIDELINES

- Use line breaks to separate thoughts.
- Include any relevant mentions as long as the account is active and appropriate.

**NOTE:** If the account is a personal account, ask permission from the account holder if it is okay to tag or mention them.

- Delete the text URL if the post is displaying the link preview.

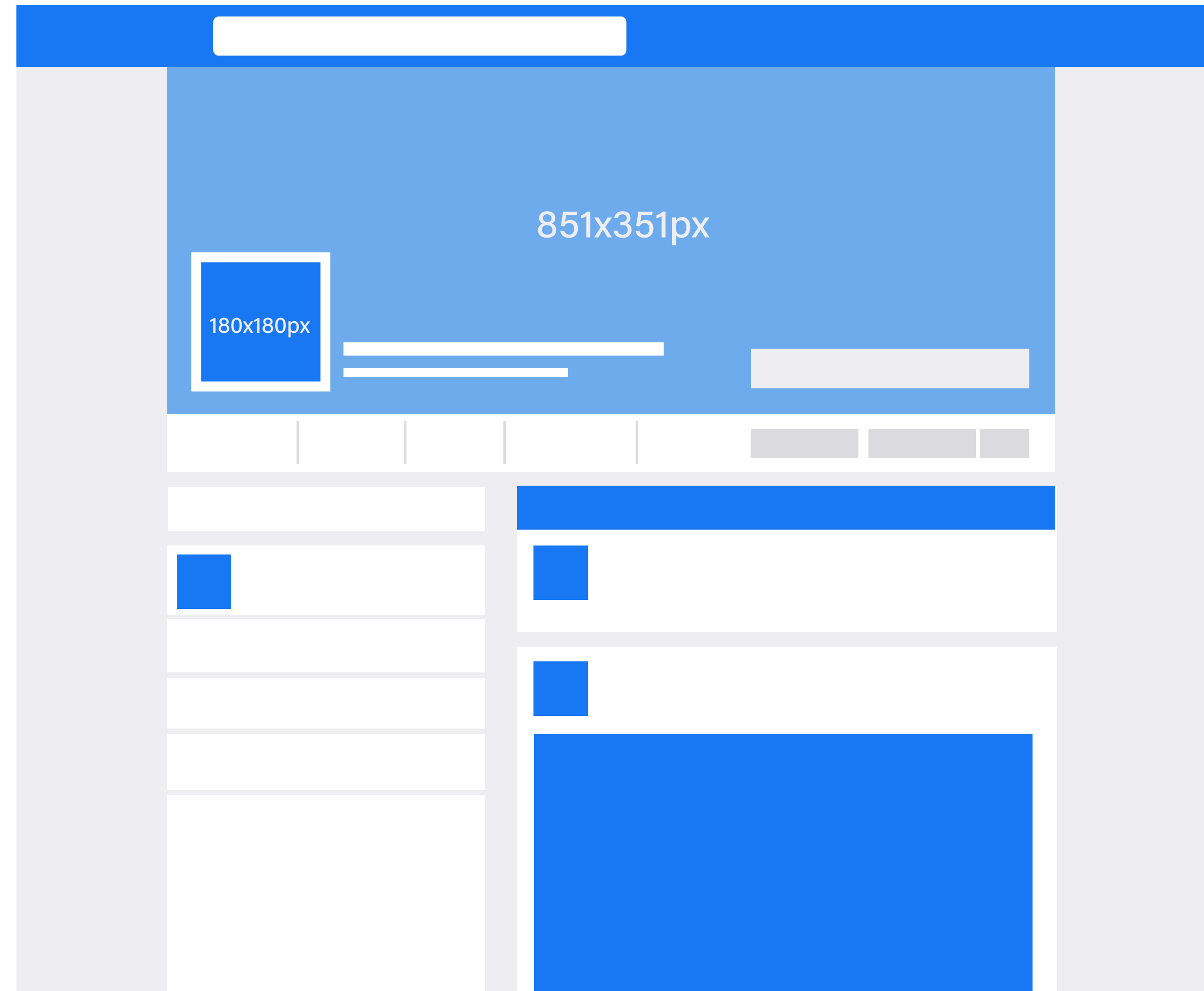


# FACEBOOK

Profile Image: 180x180px

Cover Image: 851x315px

In-stream photo: 1200x1200px or 1200x628px



## TWITTER

Focuses on active communication, customer service, and Recreational Services' operations. It's a place to share photographs, relevant graphics, and recreation related articles.

This platform is used to create member to member conversation.

### USER GUIDELINES

- Shorten longer link using Hootsuite or Tiny URLs
- Include relevant mentions in tweets as long as the account is active, otherwise just state their name.

**NOTE:** If the account is a personal account, ask permission from the account holder if it is okay to tag/mention them.

- Replace “and” with ampersand (&) to save characters when necessary.
- Delete the text URL if the post is displaying the link preview.
- Retweet any tweets mentioning @GSURecreation that are relevant to recreational services.
- Always use #GSURecreation. If there are enough characters left, use any relevant hashtag associated with content.

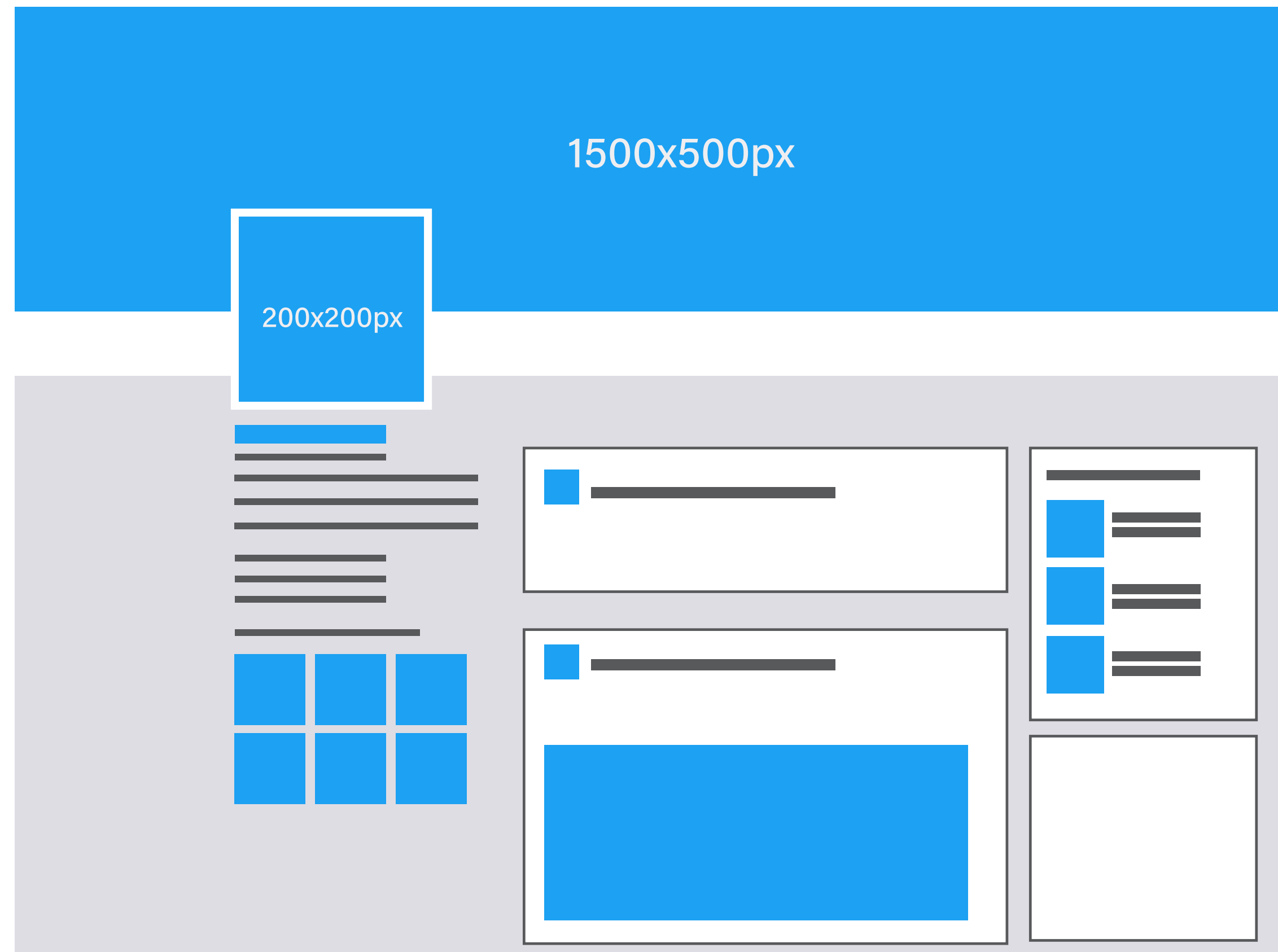


# TWITTER

Profile Image: 200x200px

Banner Image: 1500x500px

In-stream photo: 506x253px





## INSTAGRAM


Focuses on human-centric content. Used to drive campaigns and initiatives in the most visual way possible. We use Instagram at a very high-level to start and capture conversations and as our main social media platform.

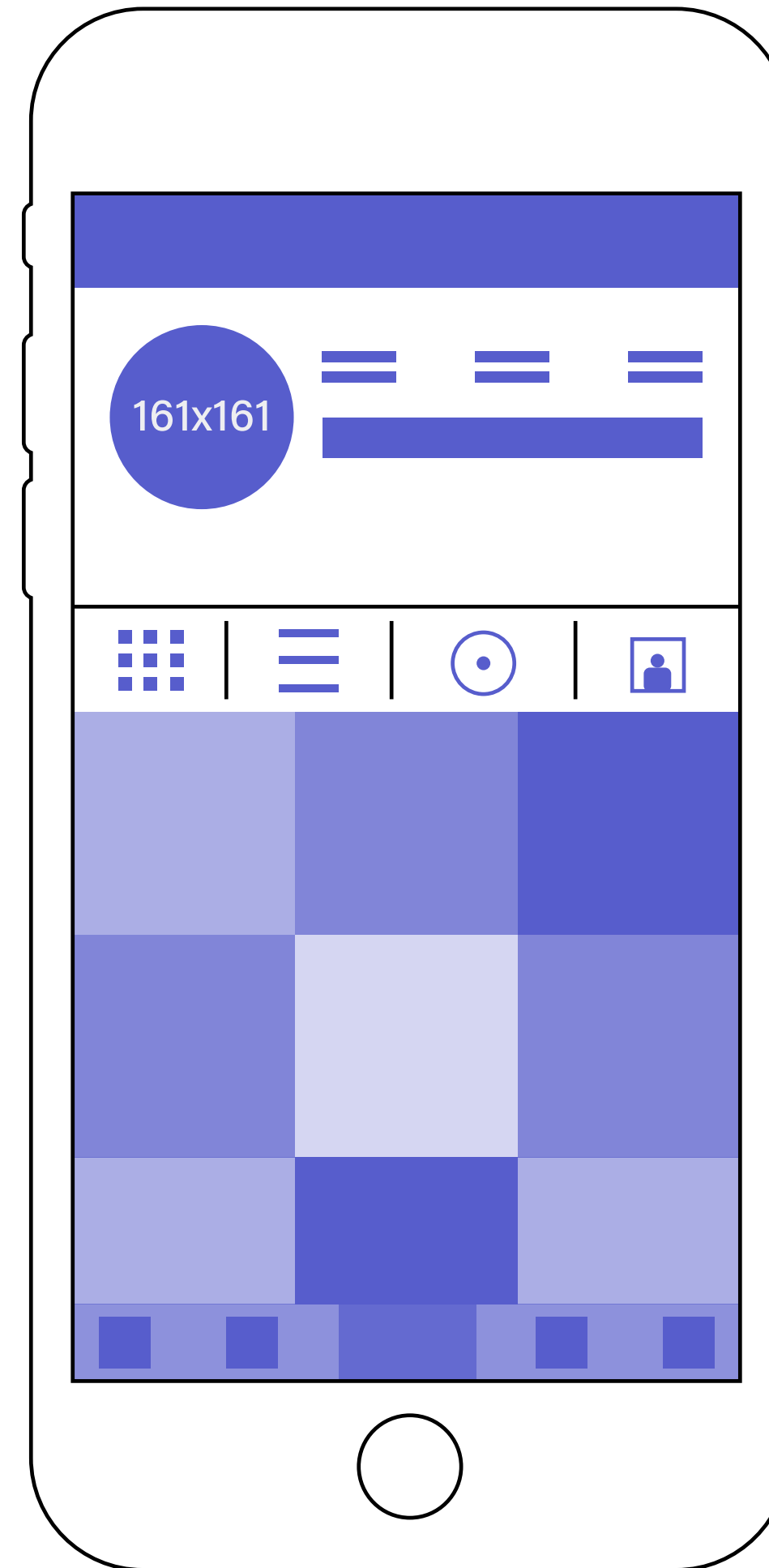
### USER GUIDELINES

- Include any relevant mentions as long as the account is active and appropriate.

**NOTE:** If the account is a personal account, ask permission from the account holder if it is okay to tag/mention them.

- Captions can be longer for Instagram posts, but use line breaks to separate thoughts.
- Repost appropriate pictures/videos mentioning [@gsurecreation](#) and/or [#GSURecreation](#) via Instagram Stories.
- Repost from affiliated accounts like Sport Clubs and IMs. This includes GSU accounts that mention [@gsurecreation](#).


**INSTAGRAM**  
 Profile Image: 161x161



18 PHOTOGRAPHY

21 VIDEO

22 CAPTIONS

## NETWORK ETIQUETTE

---

Using social media has become so second nature to most of us, we may not realize the do's and don'ts of social media etiquette. Social media etiquette can help you feel more comfortable in your interactions and relationships. Following a few rules can help others feel more comfortable, too. Adhering to specific guidelines can allow for seamless interaction between people of all backgrounds.

## SIZING

- Photos must have a resolution of 150dpi

Exceptions can be made if photos are taken with a mobile device including tablets.

### FACEBOOK

Post - 1200x629px

Highlighted Image - 1200x717px

### TWITTER

Square - 1080x1080px

Post - 1024x512px

### INSTAGRAM

Square - 1080x108px

Landscape - 1080x566px

Portrait - 1080x1350px

Story - 1080x1920px

## APPROPRIATENESS

- Use discernment when posting photos especially when reposting from other accounts. [see below](#)
- Never posting photos that display inappropriate language, alcohol and drugs, nudity, or the mishandling of equipment.
- Use discernment when taking photos.
  - Always ask before taking photos of people.
  - Never show faces of anyone who hasn't given permission.
  - Never take photos of children unless with permission from the parents.



## STYLE TYPE

### INSTAGRAM

- Edit photos and apply filters in third-party software or apps (such as Photoshop).
- Exceptions can be made for Instagram stories. In app filters may be used.
- The appearance of the main Instagram profile should have rows of thumbnails that have a similar aesthetic but not too uniform.

## APPROPRIATENESS

- Videos from outside sources must be authorized by the Recreational Services' Marketing Specialist before posting.
- Use discernment when taking videos.
  - Always ask before shooting videos of people.
  - Never show faces of anyone who hasn't given permission.
  - Never shoot videos of children unless with permission from the parents.
  - Avoid posting videos that display inappropriate language, alcohol and drugs, nudity, or the mishandling of equipment.
- See *Social Media Takeovers* for "live videos" guidelines.



## DATES & TIMES

- For times, use a.m. and p.m. (always lowercase):  
3 p.m., 10 a.m.
- Use dash between times with no space in between: 2-4 p.m.
- Write out full words for days of the week (Monday, Tuesday) and use dates (5/19) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb.) for space.

## WORD USAGE

- Always spell out Student Recreation Center. If reiterating use the abbreviation SRC.
- Always spell out Georgia State University. If reiterating use the abbreviation GSU.
- Abbreviations of GSU and SRC can be used on Twitter for space.
- Use “Recreational Services” as a generalization and always include the location/campus name when posting.
- Always spell out Intramurals. If reiterating use the abbreviation IMs.
- Always spell out Touch The Earth. If reiterating use the abbreviation TTE.

## PUNCTUATION

- Use a colon and a space before a link unless the link is a part of the sentence.

Follow us on IG: [instagram.com/gsurecreation](https://www.instagram.com/gsurecreation) to stay updated!

Visit [recreation.gsu.edu/intramurals](https://recreation.gsu.edu/intramurals) and click through to register.

- Use a single exclamation point to signal excitement.

In certain instances (major celebrity appearances, top awards, international recognition, etc.) multiple exclamation points may be used (but think judiciously about whether the situation warrants more than one).

- Use an ellipsis (three periods, no spaces) to signal suspense.

Don't wait too late...register now!

- Em dashes can be used to set off various parts of a sentence.

### EXAMPLE:

Who's ready for another semester of [#GSUIntramurals](#)? Starting Monday, January 13 registration will be open for Phase I of IMs — we want to see you in those championship shirts.

How To: To make an em dash (—) on a Mac, hold down SHIFT+OPTION+hyphen. NEVER use a hyphen (-) instead of an em dash. No spaces before or after the em dash.

## SOCIAL MEDIA TAKEOVERS

00 GUIDELINES

00 GOING LIVE

### WHY A TAKEOVER?

---

Social media takeovers are an invaluable way to showcase new and varied perspectives of the Recreational Services experience. Whether on Facebook, Twitter, or Instagram, takeovers provide a distinct point of view, personalize the program or experience being highlighted, and help facilitate peer-to-peer conversations. However, while it might seem like you're off the hook by having someone else do the posting, facilitating a takeover is still plenty of work. Below are our tips for doing so successfully.

## WHEN POSTING

- All social media takeovers must be authorized by the Marketing Specialist or Professional Staff.
- IG Stories
  - **Photos and Video**

All photography and video footage must adhere to the guidelines listed in the *Videos* section of this manual.
  - **Gifs are allowed.**
  - **Follow along throughout the duration of event or program, ensuring that the posts are appropriate and relevant.**
  - **As a takeover user, ask pro staff, marketing specialist, or marketing assistant questions about any messages received that you may be unqualified to answer.**

Alternatively, take screenshots of messages for authorized staff to answer following the takeover.

## WHEN STREAMING

- Facebook, Twitter, and Instagram all have the capabilities of going live.

While live, video coverage must be 80% of the event or program being covered and 20% “selfie focused”.

- Takeover participants can get on camera to engage with streamers, give commentary, or encourage live watchers to join in on the fun.
- While on camera, takeover participant must state their name, their year, major, and why they’re at the event or program. [The idea is to encourage further participation.](#)
- Try to keep the event the main focus of the live stream.

[Takeover participants must adhere to the appropriateness guidelines:](#)

- Never use inappropriate language and profanity, displaying alcohol and drugs, and nudity.
- Interviewing participants during events or programs is allowed, but always ask for permission before filming anyone.

[Refer to Photography and Video guidelines.](#)



## SOCIAL MEDIA BEST PRACTICES

- 29 REGULARLY USED HASHTAGS
- 30 TAGGING PEOPLE/LOCATIONS
- 31 TIPS
- 32 FROM GSU MEDIA TOOLBOX

### EFFICIENCY IS KEY

---

Using the following best practices are important to help the social media process for processes work correctly and efficiently. They are simply the best way to do things and have been worked out through trial and error, and are found to be the most sensible way to proceed. These best practices may adjust over time as we find better ways to share our content.



## REGULARLY USED HASHTAGS

#GSURecreation

#GSUSportClubs

#GSUAquatics

#GSUIM

#TouchTheEarth

#TTE

#TheStateWay

#FitnessMotivation

#Intramurals

#MondayMotivation

#GSUPanthers

- Only tag personal accounts when permission is given by account holder.
- Always tag the location of when posting Touch the Earth Trips.
- Always tag staff or member when highlighting their achievement in a post (when permission is giving to tag their personal account).
- When posting about a program or event, tag the location of the SRC or other recreational services facility the program or event is held.

# TIPS



## STRUCTURE

When it comes to social media, it's important to keep in mind a best practice structure, however, it's also important to let creativity flow.

## QUALITY VS QUANTITY

It's important to always remember social media is quality versus quantity. It's better to have one solid post – in terms of concept, content and direct messaging as it pertains to your group – than to have five posts a week that don't clearly communicate anything.

## FOLLOW US

Not sure where to pull relevant content? Concerned that you aren't developing and utilizing hashtags properly? Follow what has been done previously throughout each platform. Take note of past posts in terms that include but are not limited to: brand voice, concept themes, hashtags, interaction, tagging, and best posting times. Take note of how we have commented, retweeted and shared across all active platforms in the past, and follow suit.

# FROM GEORGIA STATE UNIVERSITY SOCIAL MEDIA TOOLBOX

---

- Set aside time every day to work on social media. From a user perspective, it is never good to show up to a social media page that has not been updated recently. Don't just use social media when you have an event or new story to push out. It is not a one-way conversation. Be sure you are doing the following daily.

Listen to the conversation that day.

Engage with other users.

If relevant, post and/or schedule posts for that day.

- Don't post for the sake of posting. At minimum, you should be posting twice a week. If you don't have enough information to do so, maybe that particular channel is not the best match for your needs.
- Do not overload your users with updates. By monitoring your feedback, you will know when it is too much.
- Keep your posts relevant to your audience and the time.

Your audience followed you expecting a certain kind of content and will get frustrated if overloaded with irrelevant information.

Social media moves in real time. Posting an event or article that is weeks old will reflect poorly. Keep the information you are posting current within a day or two.

- Don't spend too much time on social media. For most people, social media is a component of their job, not their entire job. Set aside a time each day with a limit and work within those boundaries.

- Protect confidential and proprietary information. Do not post confidential or proprietary information about Georgia State or its students, employees or alumni.
- Be as transparent as possible but think before you post. The user will view what you post as coming from the university. Make sure you have all of the facts and are prepared to answer questions on the post in an honest and responsible manner.
- Strive for accuracy and correct mistakes. Review content for grammatical and spelling errors. If a mistake is made, don't ignore it. Correct it as soon as possible.
- In a crisis situation, refrain from posting on social media channels until official statements have been released from Public Relations and Marketing Communications. Refer all social media activity around the crisis to PRMC.

Georgia State University Recreational Services

# SOCIAL MEDIA MANUAL

& Best Practices 2021

Contact the Marketing Specialist at the Georgia State University Student Recreation Center  
if you have questions or for further clarification - 404.413.1754

