Campus Campaign Kit Social Media Playbook

JED

The Jed Foundation

Overview

In conjunction with the social media posts provided in the "Students Stick Together" Campus Campaign Kit, JED has put together the following social media playbook for various stakeholders at colleges and universities to use as a guide when posting the content.

Included below are industry best practices to use alongside the content in the kit to reach students. These guidelines are only suggestions for your consideration. Please consult your institution social media policy and administrator with any questions about which practices will be best for your institution.

Best Practices

The following social media best practices are based on industry standards, which you may already be aware of depending on your role at the campus and university. In case you're not as familiar, we wanted to provide you with a guide to highlight the optimal times of day to post, recommended cadence, hashtag use and other key tips to make this effort as successful as possible.

Twitter

- **Best time of day to tweet**
  Optimal times to tweet are between 12 p.m. and 3 p.m., with a peak best time at 5 p.m. During the week is the best, though some might have more active audiences on the weekend so it's best to experiment to see how much engagement you're getting for each.

  The following times are the best points of the day to tweet to increase retweets and click throughs:
  - 5-6 p.m.
  - Noon
  - 3 p.m.

- **Recommended cadence**
  While the "sweet spot" is anywhere between three and seven tweets per day overall to maximize engagement, we recommend sharing one post about the campaign per week, with more posts per week during peak times (which you'll find more information about in the "Other best practices" section).

- **Hashtag usage**
  1. Make it easy to remember and spell. Do not leave room for possible typos, which will make tweets undiscoverable.
  2. Capitalize on hashtags that are most frequently used in terms of the industry. For example, if #ADHD is popular, use it within the tweet.
  3. One to two relevant hashtags per tweet is the sweet spot. Remember: character count matters. Just because tweets can go up to 280 characters now, does not mean they should.
  4. Educate users on what the hashtag is and how to use it.
  5. If the hashtag is an acronym, use all caps.

If your campus can support the prescription stimulant misuse initiative with other assets beyond what the JED toolkit provides, then below are additional best practices to consider when deploying social messaging and other assets.

- **Other best practices**
    1. Post visual content - these tweets receive more engagement from users. Infographics are shared three times more often than any other type of image on Twitter. Video content is six times more likely to be shared than a typical text-based tweet.
    2. Publishing tweets at optimal times throughout the day can result in engagements, but it is also important to engage with users via tagging, retweeting and replying to tweets in order to join the conversation.
    3. In terms of joining the conversation, keep an eye on industry Twitter chats and join in when applicable to share resources.
    4. Live tweet from industry events and follow key influencers from those events.
    5. Create a pinned Tweet within a Twitter profile to showcase the most engaging post.
    6. Always cross-promote social media channels and the icons to connect with each channel on a website.
    7. Invest in Twitter advertising during prime times on campus [back-to-school season, midterms, final exam periods, etc.] for maximum engagement.
    8. Track Twitter analytics on a monthly basis to get a pulse on what works and what does not.

Facebook
- **Best time of day to post**
    Optimal times to post on Facebook are between 1 p.m. and 4 p.m. late into the week and on weekends. On Wednesdays, publish posts at 3 p.m. On Thursdays and Fridays, publish between 1 p.m. and 4 p.m. On Saturdays and Sundays, publish between 12 p.m. and 1 p.m.

    The following times are the best points of the day to post on Facebook to increase shares and click-throughs:
    - 1 p.m.
    - 3 p.m.
    - 9 a.m.

- **Recommended cadence**
    Publish between two and five times per week on Facebook. Facebook can even hide more content on a Page with its new algorithm if posts do not receive much engagement. That said, if posts are consistently getting at least more than five likes or comments on each one, then it would make sense to post more frequently. As long as the targeted audience engages with the content, Facebook will continue to show it in the newsfeed.

- **Hashtag usage**
    Just like Twitter, once a hashtag is published within a post, it becomes a clickable link. When a user clicks on that hashtag, they will be taken to the hashtag page which could consist of other pages using that hashtag, groups and events associated with the hashtag, and more.

- **Other best practices**
    1. Facebook notes that viewers tend to stick around for Facebook Live videos three times longer than traditional video content, signaling huge opportunities for engagement.
    2. In addition to posting to Facebook in a reasonable manner, it is also important to engage with users. Reply to comments and any direct messages.
    3. Include a visual with every post.
    4. Maximize engagement by keeping posts under 200 characters.
    5. Change up the visuals on the Facebook page - switch out cover photo on quarterly basis.
    6. Create photo albums to support industry events.
    7. Invest in Facebook advertising during prime times on campus [back-to-school, midterms, final exam

periods, etc.] for maximum engagement.
6. Track Facebook analytics on a monthly basis to get a pulse on what works and what does not.

Instagram
- **Best time of day to post**
  The best day to post on Instagram is on Mondays because posts tend to receive more engagement on that day of the week. On Mondays and Thursdays, publish posts at any time other than between 3 p.m. and 4 p.m.

  The following times are general best points of the day to post on Instagram to increase likes, shares, and comments:
  - 8-9 a.m.
  - 2 a.m.
  - 5 p.m.

- **Recommended cadence**
  Post one to two times per day with high quality content i.e. the compelling infographics.

- **Hashtag usage**
  Make sure the account is public when posting on Instagram. Tap into hashtags that are more commonly used on Instagram so that the content shows up in the search. Hashtags such as #ADHD, #ADD #backtoschool, #exams, etc. would be more common because they are shorter and easier to remember.

- **Other best practices**
  1. Use hashtags generously. Users can follow hashtags to stay in-the-know.
  2. Keep posts under 140 characters.
  3. Create photo albums to support industry events.
  4. Provide support during events with Instagram stories.
  5. Tag relevant organizations in posts when necessary.
  6. Track Instagram analytics on a monthly basis to get a pulse on what works and what does not.