



UNIVERSITY OF
GEORGIA

SOCIAL MEDIA BEST PRACTICES

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Audience & GOALS



Who is your audience?

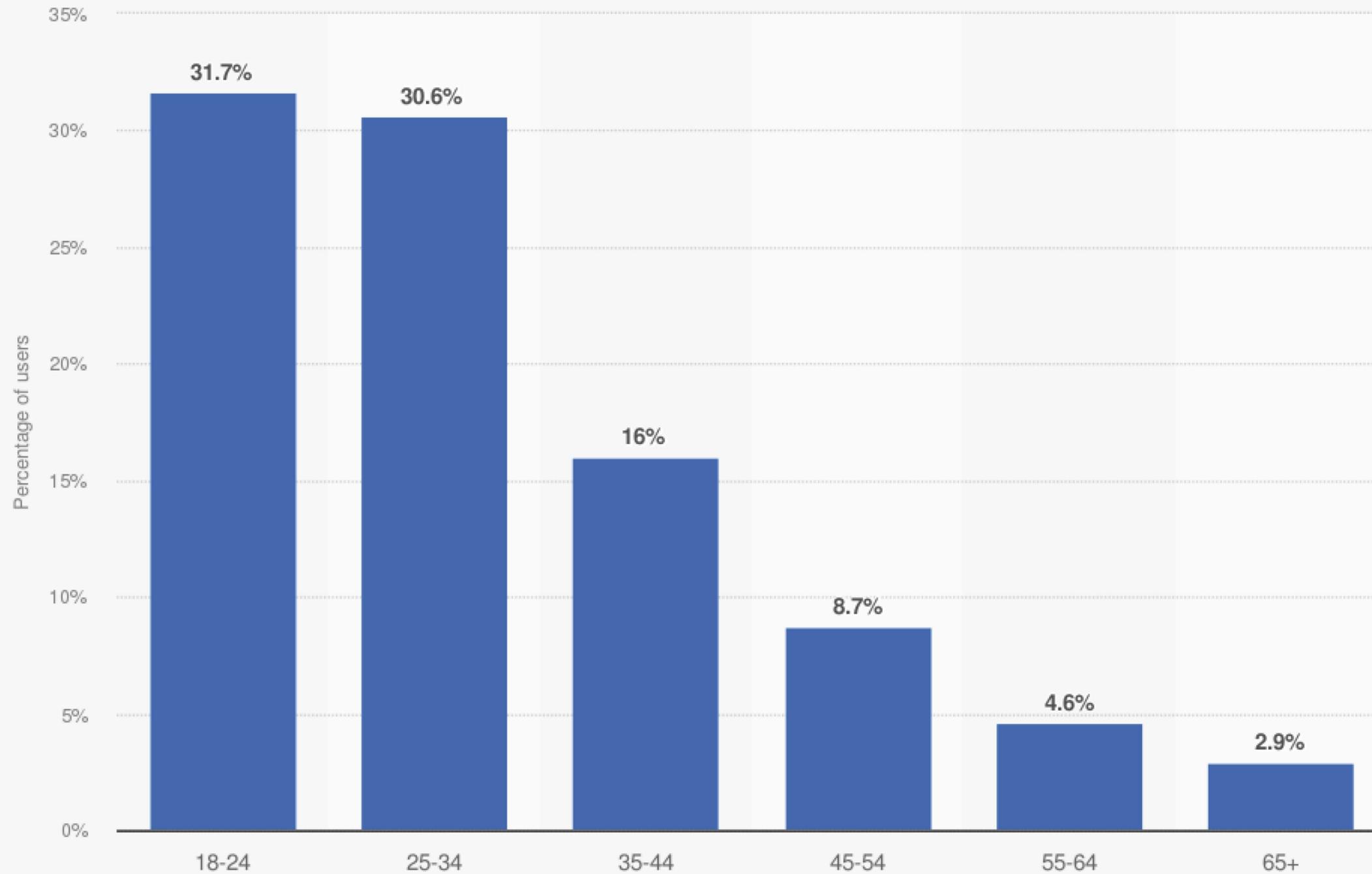
- Undergraduate Students
- Graduate Students
- Faculty and Staff
- Prospective Students
- Donors

What are your goals?

- Brand awareness
- Student recruitment and retention
- Community building
- Event participation
- Promoting research
- Highlighting student success
- Celebrating donors



Distribution of Instagram users worldwide as of April 2024, by age group



Sources

We Are Social; Instagram; DataReportal; Meta Platforms; Meltwater
© Statista 2025

Additional Information:

Worldwide; Meta Platforms; DataReportal; Meltwater; April 2024; 18 years and older; based on addressable ad audience

11:17

June 16 11:09 AM

uga_tps

SERVICE CHANGES OPEN HOUSE

Transportation & Parking Services
UNIVERSITY OF GEORGIA

@uga_tps

TODAY, 12-2 PM

Red Clay Rotunda
@ Joe Frank Harris Commons

Learn more

Activity Boost Highlight More

11:20

April 9 1:21 PM

uga.swetha

Kona ice, free stuff, and great vibes!!!! Come find us for financial literacy on the lawn at Myers quad!

@ugatransitions

University Transitions
Student Affairs
UNIVERSITY OF GEORGIA

Activity Boost Highlight More

11:21

March 19 10:25 AM

- Spring 2025 -
Undergraduate Commencement
FRIDAY, MAY 9 AT 7:30 P.M.

IMPORTANT TICKETING INFORMATION FOR GRADUATES

Activity Boost Highlight More

11:21

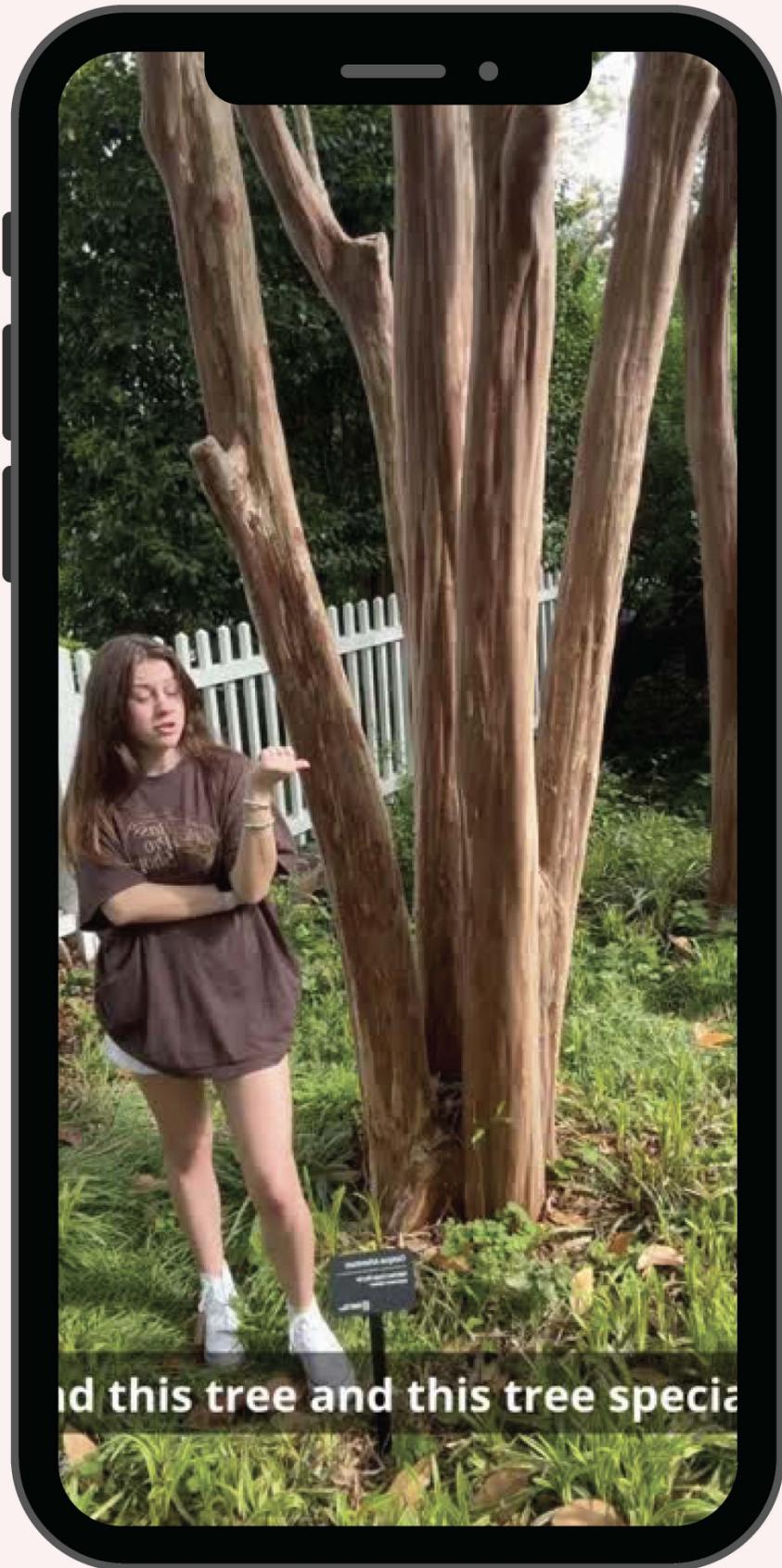
March 19 10:25 AM

REGISTER FOR TICKETS

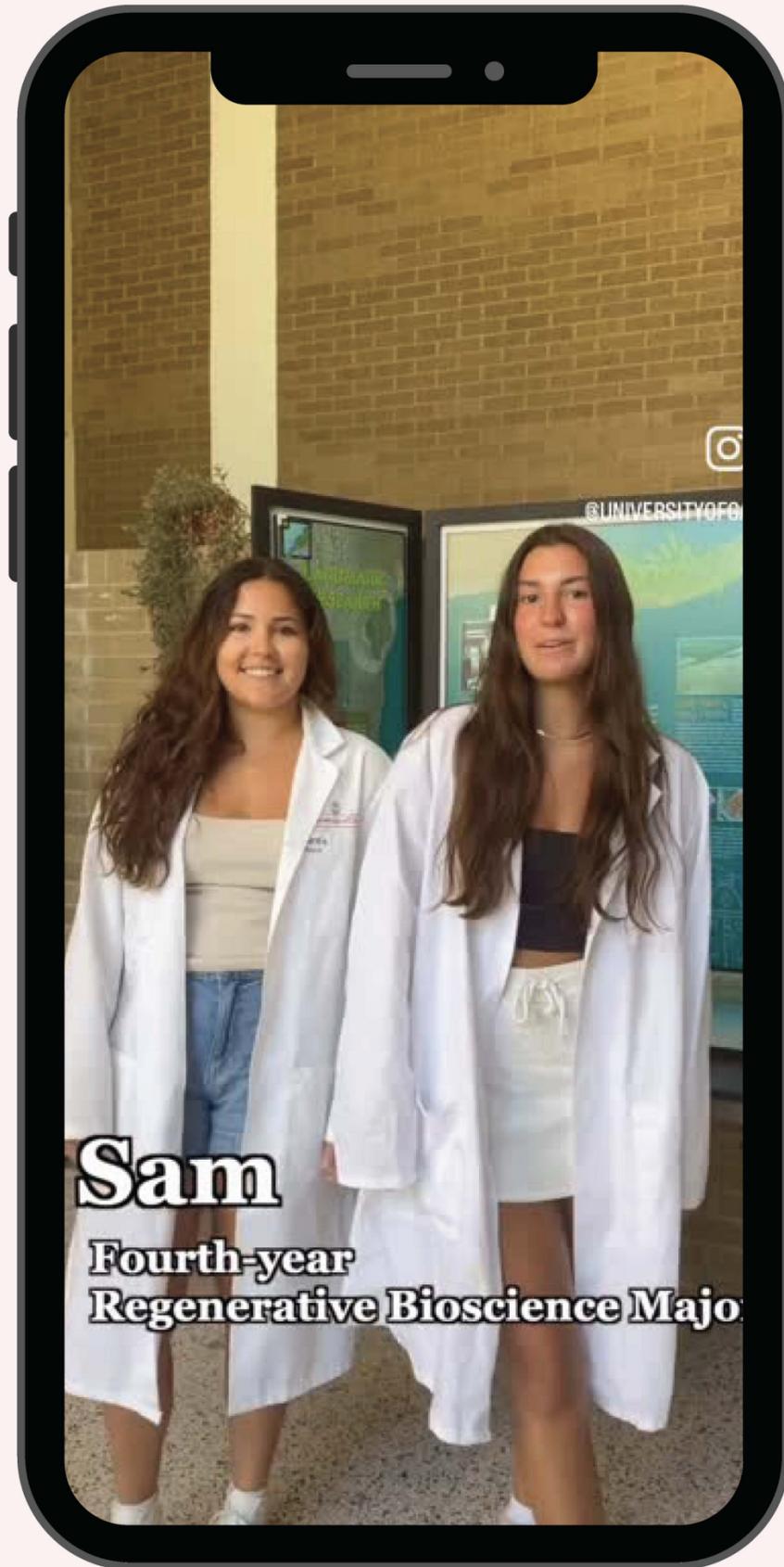
When can I register for tickets?
Ticket registration is open now through April 2.

Where do I register for tickets?
Registration information is available at commencement.uga.edu.
All eligible graduates also received instructions on ticket registration via email.

Activity Boost Highlight More

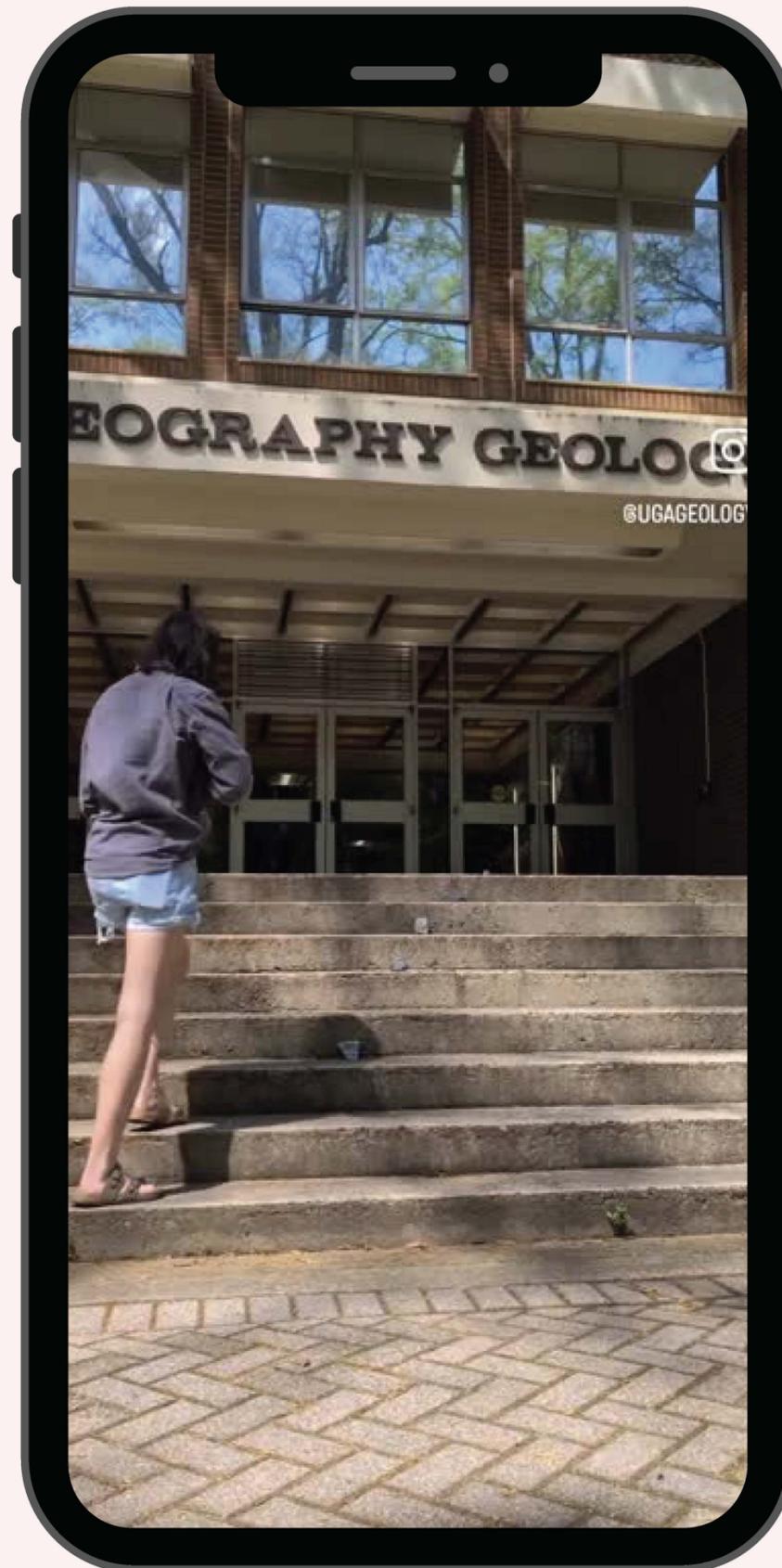
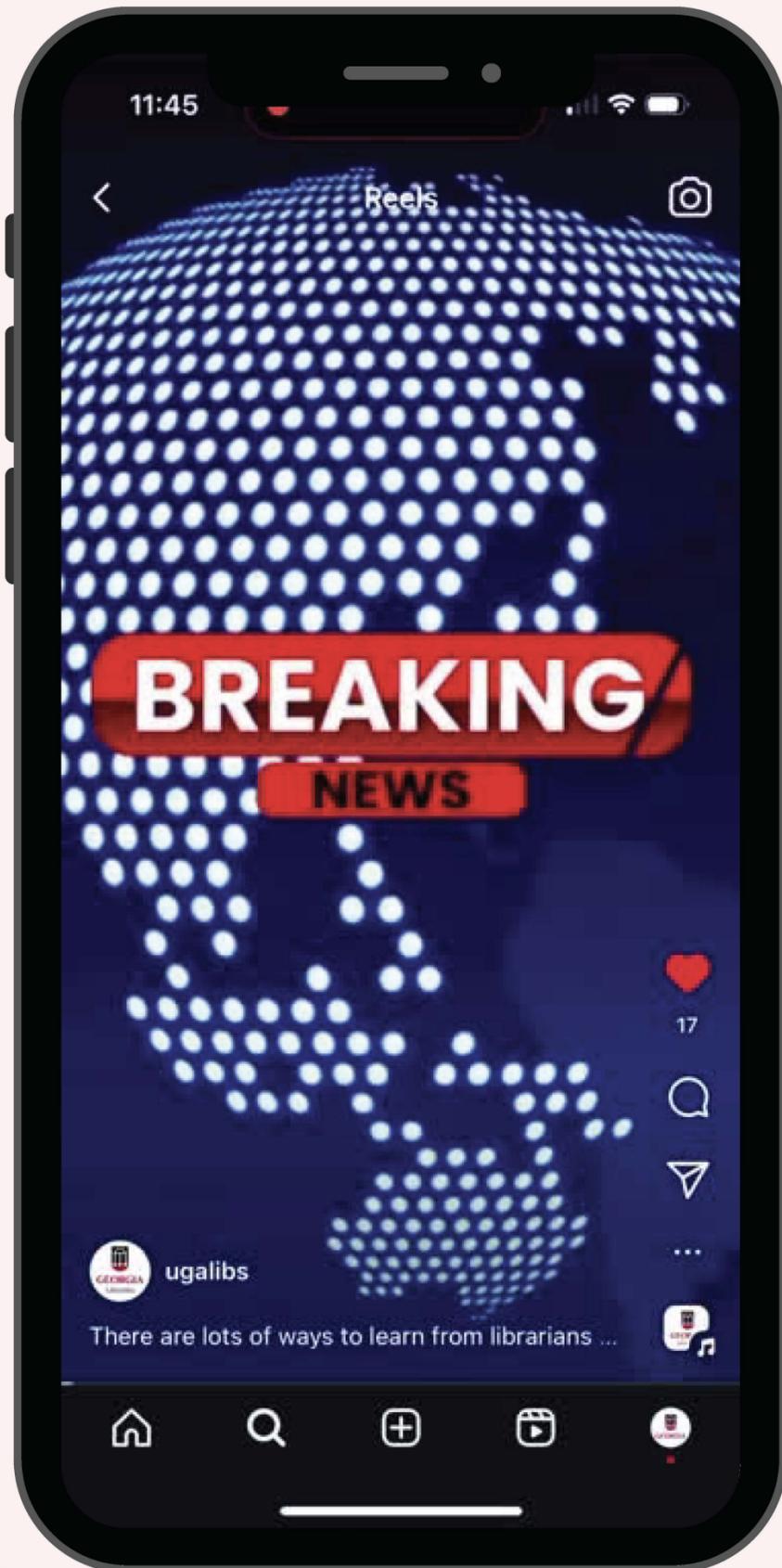


and this tree and this tree special



Sam

**Fourth-year
Regenerative Bioscience Major**





Other Platforms

Facebook

- Everyone is still on Facebook, but time spent on the platform is very low.
- Could still be a useful place to promote events if you have them

LinkedIn

- One of the most engaged social media platforms right now
- People want content of value – things that educate them
- Great place for thought leadership (faculty and department heads)

Twitter/X

- Still a place where some academics are gathering to share research
- Engagement is plummeting
- The vibes are bad



Social Media Image Sizes 2025

Hootsuite®

					
PROFILE PICTURE	320 x 320	196 x 196	400 x 400	400 x 400	20 x 20
LANDSCAPE	1080 x 566	1080 x 566	1280 x 720	1200 x 627	1920 x 1080
VERTICAL	1080 x 1350	1080 x 1359	720 x 1280	720 x 900	1080 x 1920
SQUARE	1080 x 1080	1080 x 1080	720 x 720	1200 x 1200	640 x 640
STORIES/ REELS	1080 x 1920	1080 x 1920	N/A	N/A	1080 x 1920
COVER PHOTO	N/A	851 x 315	1500 x 500	1128 X 191	N/A



**DO NOT SPEND TIME ON
PLATFORMS THAT ARE NOT
SERVING YOU, YOUR AUDIENCE,
OR YOUR GOALS**



Digital Dawgs

- UGA social media ambassadors that represent a wide variety of majors and minors across campus
- You can find their accounts and their background information at brand.uga.edu
- Schools/colleges/departments cannot request a Digital Dawg, but applications open in the spring and this is when you can promote applications to your students and even encourage specific students to apply if you think they would be a good fit.
- If you have one from your area, don't hesitate to send them a DM and introduce yourself.





Resources

01

SMUG listserv + UGA Comms Slack

- Email me at jelewis@uga.edu and I can get you added

02

brand.uga.edu

- Brand imagery, best practices, tips and tricks, visual brand guidelines, etc.

03

Free or low-cost resources online

- Canva for graphics or presentations, CapCut for video
- Newsletters to stay up-to-date on trends in the industry
- Guides from brands like Hootsuite, Sprout Social and Buffer
- Podcast recommendation: Confessions of a Higher Ed Social Media Manager
- Virtual conferences

04

Collaboration with partners around campus

- You can always collaborate with Franklin, other departments, relevant student orgs, Digital Dawgs, and even us, on occasion



Get in touch.

socmedia@uga.edu