

Social Media Tips and Guidelines

1. Always have someone else check your video/post and caption. Check for grammar, punctuation and spelling and how you are writing titles.
 - a. **Examples of how to write titles:**
 - i. “Space helps create community,” says Communication Chair and Professor Bradley Bond, PhD.
 - ii. Professor of Political Science and International Relations and Director of the Chapman Family Foundation International Program Emily Edmonds-Poli, PhD wrote the proposal...
 - iii. Dr. Amanda Petersen, associate dean of undergraduate studies, has her office housed in The District.
2. Keep it simple and follow AP writing style in written posts and images when posting.
3. When in doubt whether something is inappropriate, email casmarketing@sandiego.edu
4. Keep posts aligned with the department and the great events and work of faculty and students.
5. For videos, load as REELS to get more traffic to the page. Always tag @usdcas. Tag the main account @uofsandiego, if it is polished and something you think they would actually post on their stories.
 - a. Keep REELS under 30 seconds
 - b. Use trending sounds BUT check for inappropriate words in the music.
8. Stay as best you can inside the University Marketing and Communications Storytelling Priorities
 - a. Leading with Love
 - b. Embracing Contemporary Catholic Identity
 - c. Advancing Academic Excellence
 - d. Championing Human Dignity
 - e. Caring for Our Common Home
 - f. Developing a Global Perspective
9. Look for swear words on shirts and in pictures in the frame that you are about to post and listen in case something got into the audio that could be offensive as well.
10. Be positive and supportive in your posts. Posts don’t have to be long to make an impact, and people won’t read several paragraphs of information anyway.