



2024 SOCIAL MEDIA BEST PRACTICE GUIDE

1

ADD A HUMAN ELEMENT TO YOUR BUSINESS

Generally, pictures of real life scenarios perform better on social media than graphics. Try to use photos related to the topic you're posting about when appropriate.



2

KNOW YOUR AUDIENCE

Before posting, you should understand who you're posting for. What platforms do they use most? What kind of content do they interact with the most? What questions do they have about your department/program?



3

POINT TO THE BRAND WITH EVERY POST

Familiarize yourself with [EKU's brand guidelines](#). Include maroon and your up-to-date EKU logo whenever possible. If you need assistance in accessing your logos, please reach out to your CBM Communications Specialist.



4

CREATE VISUALLY COMPELLING AND COHESIVE CONTENT

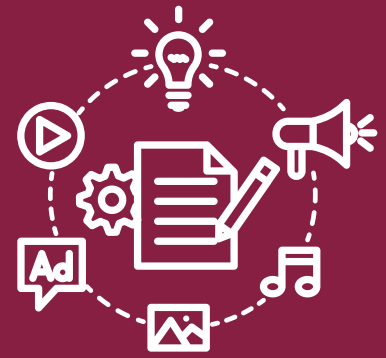
With millions of posts vying for attention daily, creating visually compelling and cohesive content is paramount. Aesthetically pleasing images & graphics not only grab the scrolling eye but also convey professionalism, credibility and brand identity.





DIVERSIFY YOUR CONTENT

Mix it up with videos, photos, stories, polls, and infographics to cater to different preferences and consumption habits. Beyond keeping your audience entertained, diversification expands your reach by appealing to broader demographics and platforms.



BE CONSISTENT

Consistency in style, color palette, and theme across posts strengthens brand recognition and fosters a sense of trust and loyalty among followers. Develop a posting schedule and stick to it. The main ECU accounts post at least once a day.



ENGAGE WITH YOUR AUDIENCE

Engaging with your audience on social media isn't just about likes and comments; it's about building meaningful connections and fostering a community. By actively responding to comments, messages, and mentions, you show your audience that you value their input and appreciate their presence.



USE ANALYTICS TO MEASURE SUCCESSES

Analytics will inform what content performs best, and then you can continue making more of that content. Leveraging analytics is essential for staying competitive and driving meaningful results in the fast-paced world of social media.



SCHEDULE CONTENT IN ADVANCE WHEN APPLICABLE

This not only saves you time but also ensures consistency and reliability in your posting schedule. By planning ahead, you can maintain a steady stream of content even during busy periods, ensuring your brand stays active and visible to your audience.

