



SOCIAL MEDIA

QUICK REFERENCE GUIDE

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AUBURN

AUBURN UNIVERSITY TOP 10 SOCIAL MEDIA BEST PRACTICES:

- Be consistent using the Auburn University brand guidelines. Only use approved logos, official colors and fonts. Certain social channels have very limited font options, so we can provide you with acceptable substitute fonts from the channel's available options.
- Know and research your audiences: demographics/psychographics are key to understanding the content that will resonate (or not).
- Build a presence on the social media platforms that reach your audiences—you may not need to have a presence on every platform.
- Utilize one universal handle across platforms as this will establish credibility and familiarity.
- Optimize your bio section to have your auburn.edu website and accurate “about” information. Use the word “official.”
- Have a content strategy and calendar. Being strategic with posts is more important than being clever.
- Optimize graphics, photos and videos for each platform’s requirements. This includes resolution, sizing and length. Remain in accessibility compliance in these areas, including fonts in graphics, alt text, captions and hashtags.
- Use appropriate hashtags and Auburn verbiage. Write your posts for your specific audience to read.
- Use social listening and pay attention to your audience’s feedback. Allow your audience to police themselves during any public discourse.
- Check your accounts daily—delete and report spam. Monitor comment sections and stay aware of what is happening nationally and locally to avoid appearing insensitive or indifferent.

BEST PRACTICES FOR COLLABORATING WITH OCM SOCIAL MEDIA ACCOUNTS:

- Allow the main University social media accounts to post news stories first. We can coordinate with you to provide content calendar details.
- Repost and share any official University news posted by the main Auburn accounts.
- Tag @auburnu in your posts so our accounts will receive a notification and can interact with you.
- Rewrite captions for your specific audience when reposting a news story from your college.
- Follow other official University accounts and interact with them to foster the online Auburn community.

AUBURN UNIVERSITY SOCIAL MEDIA STRATEGIC PLAN:

The Auburn University social media strategic plan was approved in 2021 and guides content strategy for flagship accounts. Campus units are encouraged to incorporate the University goals into their social strategies. Click the link below for more information.

CONTACT:

For questions about social media, [email Katie-Bay at kbh0029@auburn.edu](mailto:Katie-Bay@auburn.edu).

Click to view and download the full University social media strategy in the Brand Center: [Auburn University Social Media Strategic Plan](#)