



AUBURN

Auburn University Social Media Strategy


WHAT IS OUR PURPOSE?

To elevate the brand and mission of Auburn University through its social media channels.

WHAT IS OUR VISION?

Curate, create and execute engaging communications and marketing content that advances Auburn's strategic goals through the university's flagship social media accounts. This content is led by University Marketing and Strategic Communications in collaboration with our campus partners.

- Increase Brand Visibility and Awareness
 - Tactic: Strategically craft and share content across all digital channels that aligns with our strategic pillars and themes:
 - Improving Health and Health Care
 - Advancing Intelligent Solutions
 - Creating a More Secure World
 - Building Resilient Communities.
- Promote Academic Rigor and World-Class Faculty
 - Tactic: Craft and deliver compelling content that narrates the Auburn story with captivating visuals and engaging narratives, spotlighting the unique academic experiences Auburn offers.
- Create a Culture of Innovation and Excellence
 - Tactic: Leverage visually compelling content to showcase our current research initiatives and their broader impact on both the university and the wider community.
- Provide the Best Student-Centered Experience in the Country
 - Tactic: Showcase the wealth of resources and unique opportunities available to students, ultimately attracting prospective students and fostering a strong sense of community among current students and alumni.

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- Tailor content effectively to meet our audiences needs
 - Tactic: Implement a systematic approach to monitor, benchmark, and analyze audience preferences, behaviors, and feedback to ensure the effective tailoring of content to meet their evolving needs and preferences.
 - Using this data, we will refine and enhance communications based on our audience’s reaction and ways in which they consume content across all platforms.

WHO ARE OUR TARGET AUDIENCES?

Facebook

Age Group: 25-34

Optimal Content: Auburn Family stories, features, short form video, multiple photos, alumni spotlights

Instagram

Age Group: 18-24

Optimal Content: Short form videos, campus and building imagery, student-centered content, student user-generated content

LinkedIn

Age Group: 25-34

Optimal Content: Alumni profiles, faculty and university research, campus updates, announcements

X

Age Group: 25-34

Optimal Content: News, announcements, faculty and university research, engaging conversation

TikTok

Age Group: 18-34

Optimal Content: Student spotlights, campus experience, videos



WHAT SHOULD OUR CONTENT DO?

Inspire: Story driven, social-first content that highlights a journey from “challenge to success.”

Content Example: Alumnus who is actively making their community a better place thanks to their Auburn education.

Inform: Content that answers why Auburn, “this is why Auburn is for me.”

Content Example: a short form video highlighting a certain course in a major

Entertain: Sharable content and trends that are relevant to consumer

Content Example: Short-form video featuring campus or students walking around campus in between classes or a photo to remind audiences of the upcoming weekend.

Educate: Thought leadership and reason/evidence-based content showing how “Auburn at work.”


Content Example: A video showcasing a faculty member performing a research study to determine if consuming extra-virgin olive oil over a period of time can reduce one’s chances of developing Alzheimer’s disease.

Engage: Content that includes a call to action for a consumer and moves them to engage with us


Content Example: A question to the audience: “What’s your favorite Auburn memory?” “What makes you most excited for fall?”

HOW DO WE ESTABLISH A THOUGHT LEADERSHIP MINDSET ACROSS PLATFORMS?

- **Define Thought Leadership Themes:** Identify overarching themes and topics that align with Auburn’s areas of expertise, research strengths and academic pursuits. These themes should reflect current industry trends, societal challenges and emerging research areas.
 - This should tie back to our four embedded themes:
 - Improving Health and Health Care
 - Advancing Intelligent Solutions

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- Creating a More Secure World
 - Building Resilient Communities

- **Showcase Faculty Expertise:** Highlight the knowledge and expertise of Auburn’s faculty by featuring their research insights, publications, presentations and contributions to their respective fields. Share faculty profiles, interviews, and thought-provoking ideas to position them as thought leaders in their areas of specialization. Use our platforms and growing audience to elevate our faculty experts, especially on time-sensitive topics.
- **Curate and Create High-Quality Content:** Curate relevant content from reputable sources to share with our audience. Additionally, create original content such as infographics and videos that offer unique perspectives, analysis and insights on trending topics. Create and promote our content from already-published stories, research publications, etc. Position ourselves as the trusted authority on timely topics and research which will drive meaningful engagement with our audiences.
- **Engage in Thoughtful Conversations:** Actively participate in conversations on social media platforms by sharing thought-provoking content that ties back to Auburn, asking insightful questions and responding to comments and inquiries from our audience. Encourage dialogue and knowledge exchange to foster an engaged community of followers. Also, use this meaningful dialogue to explore additional content-producing opportunities.
- **Leverage Faculty Partnerships:** Collaborate with faculty members, industry experts and prominent figures in relevant fields to amplify our thought leadership initiatives. Utilize our faculty experts to speak on relevant topics that impact our community, state and society. Leverage their expertise toward specific targeted audiences across our more academic-friendly platforms.
- **Utilize Data and Insights:** Monitor social media analytics and engagement metrics to track the performance of our thought leadership content. Identify trends, audience preferences, and content gaps to refine our strategy and optimize future content efforts. To have active and relevant conversations, we can have our faculty speak to the reasoning, logic, etc. behind metrics and how events, trends, etc. can have an impact on how this data changes and evolves.

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- **Establish Cross-Platform Presence:** Maintain an active awareness regarding our thought leadership content across all platforms including LinkedIn, X, Facebook, Instagram and TikTok. Look for unique ways to optimize content atomization – taking a big piece of content for one or two platforms and breaking it up into smaller, pieces tailored for other platforms. Ensure our messaging is aligned with the appropriate delivery method.
 - **Measure Impact and Adjust Strategies:** Regularly evaluate the impact of our thought leadership efforts by assessing metrics such as reach, engagement, follower growth and sentiment, etc. Use these insights to refine our content strategy, experiment with new approaches, and actively look for opportunities to promote our faculty, research and outreach through thought leadership.

MEASURING SUCCESS

Every month, Auburn University conducts comprehensive evaluations of its social media presence, including overall impressions and engagement across various platforms. Detailed analytics, such as post frequency, demographic insights, percentage growth, and UTM clicks, are meticulously measured. Additionally, the university identifies top-performing posts monthly to inform future strategies and initiatives.

Analyzing social media analytics and data is paramount for Auburn University to gauge the effectiveness of its digital strategies and understand its audience better. By meticulously studying metrics such as impressions, engagement and audience demographics, the university can make informed decisions to optimize its social media presence. These insights help in tailoring content to resonate with the target audience, improving brand visibility and ultimately driving desired outcomes.



SOCIAL MEDIA IMAGE AND VIDEO SIZES

Facebook

Profile photo: 170 x 170 px
Landscape: 1200 x 630 px
Portrait: 630 x 1200 px
Square: 1200 x 1200 px
Stories and Reels: 1080 x 1920 px
Cover photo: 851 x 315 px

Instagram

Profile photo: 320 x 320 px
Landscape: 1080 x 566 px
Portrait: 1080 x 1350 px
Square: 1080 x 1080
Stories and Reels: 1080 x 1920

LinkedIn

Profile photo: 400 x 400 px
Landscape: 1200 x 627 px
Portrait: 627 x 1200 px
Square: 1080 x 1080 px
Cover photo: 1128 x 191 px

X

Profile photo: 400 x 400 px
Landscape: 1600 x 900 px
Portrait: 1080 x 1350 px
Square: 1080 x 1080 px
Cover photo: 1500 x 500 px

Tik Tok

Profile photo: 200 x 200 px
Landscape: 1920 x 1080 px
Portrait: 1080 x 1920 px
Square: 1080 x 1080 px
Stories: 1080 x 1920 px



SOCIAL MEDIA

QUICK REFERENCE GUIDE

Last updated April 2023.



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:

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