

SOCIAL MEDIA GUIDELINES

utc.edu/social
423-425-2656
social@utc.edu

Eric Williams
Social Media
Coordinator

Gina Stafford
Assoc. Vice Chancellor
for Communication

Sharing stories, experiences and memories at the University of Tennessee at Chattanooga online should be fun and simple. Resources and guidelines for representing UTC on social media are on our website and our social media team is just an email or phone call away.

correctly branded social media icon

clear and direct profile description



link to website

POSTING PRO-TIPS



Keep posts short, sweet and to the point. Like an elevator pitch.



Always include visuals, they increase engagement. Video > Photo > GIFs.



Use UTC URLs to link to more information and encourage UTC.edu traffic.



Use minimal hashtags, and keep them centered on one subject. #utchattanooga or #GoMocs are go-to.



Post and moderate content daily. Respond to questions and inquiries regularly and promptly.

PLATFORM GUIDE



Instagram

Audience: Current and Prospective Students - Young Alumni

Best for: Event promo, social trends, photos of students or campus scenery, IG story student takeovers, vertical video (15 seconds - 1 minute)



Twitter

Audience: All

Best for: News + Announcements, trending topics, student + alumni success profiles, 1 or 2 high-quality photos, horizontal and vertical video (< 1 minute)



Facebook

Audience: Young Alumni - Parents

Best for: student + alumni success profiles, high-quality photo gallery for events (all types), research or event participation, video (all types)



TikTok

Audience: Prospective Students - Current Students

Best for: Vertical Video of; social trends, dances, how-to, behind-the-scenes, talent show for skills or accomplishments, Q&A (15 seconds - 1 minute)



LinkedIn

Audience: Young Alumni - Career professionals

Best for: Alumni success profiles, research, community/industry partnerships, job fairs, career workshops, high-quality photo or video (2 - 3 minutes)

MANAGING A CAMPUS ACCOUNT

Don't create a new UTC related social account prior to consulting with social media team (social@utc.edu).

Read social media guidelines and policies.

Always use a departmental email address when setting up new account(s).

Have a full-time employee as a social media backup with administrative access.

Security policy: Update passwords regularly, never share via email message.

Use a social media-specific content management tool to plan and track posts. Social media team recommends Sprout Social.

Follow other UTC accounts to collaborate and amplify campus messages.

Emergency communications: Re-share emergency messages from main @UTChattanooga accounts only.

Connect with social media team to keep up with trend help and assistance in promotion of directives. Request to join the Social Media Council.