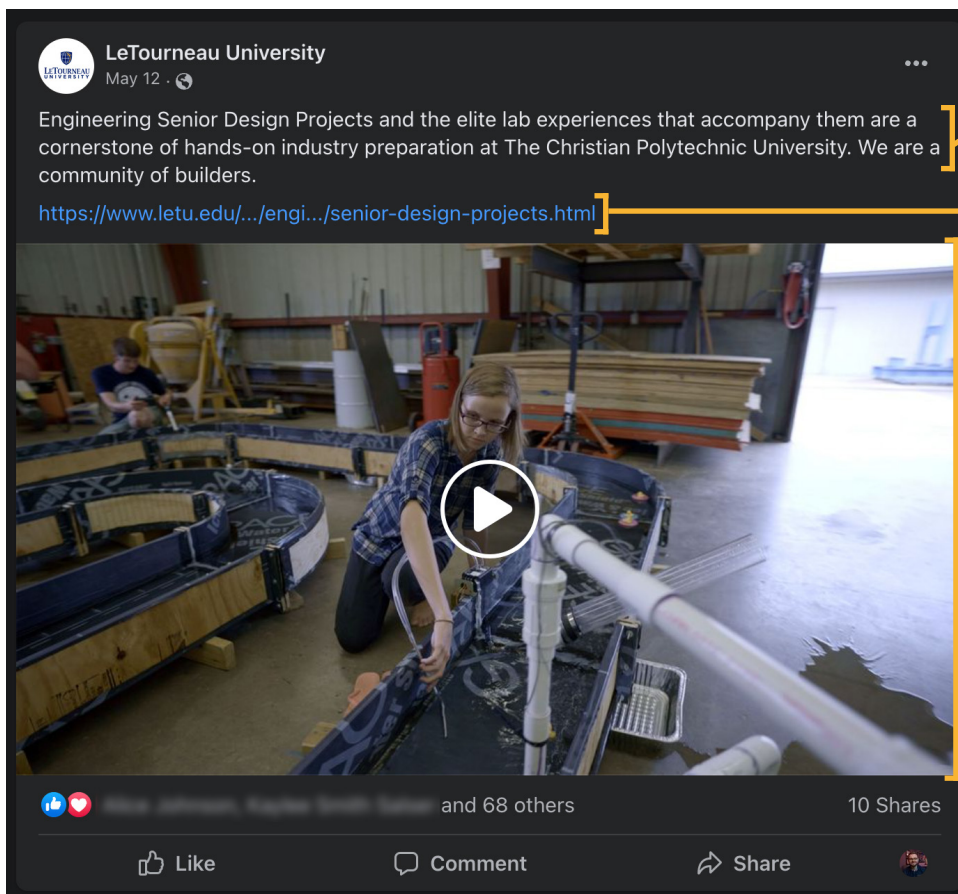## Facebook

Audience

- General, trends older but still accessed by all demographics.

Tips to Succeed on Facebook

- Use Facebook to reach older demographics (parents, alumni, staff/faculty), but young audiences still use it.
- Facebook is ideal for sharing articles & news. However, it is the busiest platform, so content has to work harder to stand out.
- Like comments on your posts, respond professionally to positive comments, and tag partner accounts to whom your content is relevant.
- Avoid long captions, posts without visuals, and long link URLs.

Example Post

LeTourneau University
May 12 · 🌐

Engineering Senior Design Projects and the elite lab experiences that accompany them are a cornerstone of hands-on industry preparation at The Christian Polytechnic University. We are a community of builders.

https://www.letu.edu/.../engi.../senior-design-projects.html

Brand-centric language for content targeted towards prospective students and families

Call to action directs viewers to more content

Video natively uploaded to Facebook instead of linked from another platform

👍❤️ ~~Alice Johnson, Kaylee Smith Salazar~~ and 68 others   10 Shares

👍 Like   💬 Comment   ↪ Share

MARKETING & COMMUNICATIONS
SOLUTIONS TOOLBOX

ⓕ Technical Specifications

⦿ Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Standard Video Post	1920x1080, 30fps	width at least 600	3840x2160, 30fps	16:9, 9:16, 2:3, 4:5, 1:1	240 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps
360 Video	4096x2048, 60fps	width at least 600	4096x2048, 60fps	2:1	40 min	.mov or .mp4 (H.264), 60fps	1.75 GB	Should contain 360 metadata, audio should be stereo AAC w/ at least 128Kbps
In-Stream Video Ad, Carousel Video Ad	1280x720	600x315	30fps	1.9:1 to 1:1	120 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps
Messenger Story Ad, Slideshow Video Ad	1280x720	not published	30fps	16:9 to 1.91:1	240 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps
Collection Cover Video, Experience Video	1200x628	600x315	30fps	1.9:1 to 1:1	120 min	.mov or .mp4 (H.264), 30fps	4 GB	Audio should be stereo AAC w/ at least 128Kbps

Updated on 2022-10-17 | Source: https://influencermarketinghub.com/social-media-video-specs/#toc-0

⦿ Images

	Recommended Size	Min Size	Display Size on Desktop	Display Size on Smartphone	Recommended File Types	Max File Size
Stories	1050x1920	not published			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Profile Photo	170x170	not published		128x128	.png or .jpg	45 MB (.jpg) or 60MB (.png)
Cover Photo	1200x628	400x150	820x312	820x312	.png or .jpg	45 MB (.jpg) or 60MB (.png)
Posts and Timeline Photo	1200x630	600x315			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Feed Ad	1080x1080	600x600			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Right Column Ad	1080x1080	254x133			.png or .jpg	45 MB (.jpg) or 60MB (.png)
Instant Article, Marketplace Ad, Sponsored Message	1080x1080	1080x1080			.png or .jpg	30 MB
Messenger Inbox Ad	1080x1080	254x133			.png or .jpg	30MB
Messenger Story Ad	1080x1080	width at least 500			.png or .jpg	45MB (.jpg) or 60MB (.png)

Updated on 2022-10-17 | Source: https://blog.hootsuite.com/social-media-image-sizes-guide/

MARKETING & COMMUNICATIONS
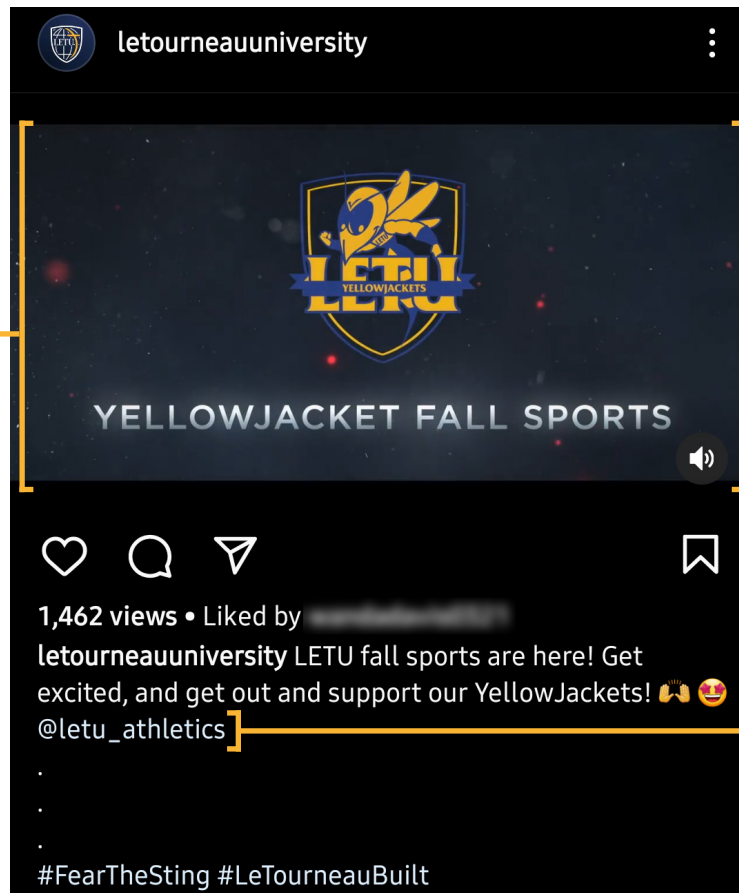SOLUTIONS
TOOLBOX

Instagram

Audience

- Current and prospective students, younger alumni.

Tips to Succeed on Instagram

- Instagram is the most-used platform for current and prospective students and has the most engagement by far.
- Instagram is visually focused. Use compelling images and videos to grab attention. Lean way from graphics with text and instead use simple photos with relevant info included in the caption.
- The visual appeal and content of your profile page matters. People often decide whether or not to follow you simply by the look and feel of your profile page "grids".
- You can't include links in Instagram posts. To include a link, post it in your profile bio info, and direct users to "click the link in bio".
- Leverage Instagram Stories and Reels for the most engagement. They are a great place for engaging videos, full-screen branded content, and polls/questions/mentions that can be used to tag other users (a very popular feature)
- Still avoid long stories and keep content concise.

Example Post

Video created separately and uploaded to Instagram to create a higher-quality experience

Utilizes a video/reel, leveraging Instagram's current prioritization of video content

letourneauuniversity

YELLOWJACKET FALL SPORTS

1,462 views • Liked by

letourneauuniversity LETU fall sports are here! Get excited, and get out and support our YellowJackets! 🙌 🤩 @letu_athletics

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.

#FearTheSting #LeTourneauBuilt

Tags another account to drive cross-engagement between followers

MARKETING & COMMUNICATIONS
SOLUTIONS TOOLBOX

⬡ Technical Specifications

⭘ Video

	Recommended Size	Min Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Story / Reel	1080x1920	600x1067	9:16	90 seconds	.mov or .mp4 (H.264)	4 GB	Audio should be stereo AAC w/ at least 128Kbps
In-Feed Video, In-Feed Video Ad	600x600 (for 1:1) 600x315 (for 1.9:1) 600x750 (for 4:5)	not published	1:1, 1.9:1, 4:5	10 min, 30fps	.mov or .mp4 (H.264)	4 GB	Audio should be stereo AAC w/ at least 128Kbps
Carousel Video ad	1080x1080	600x600	1:1	60 seconds, 30fps	.mov or .mp4 (H.264)	not published	Audio should be stereo AAC w/ at least 128Kbps

Updated on 2022-10-17 | Sources: https://influencermarketinghub.com/social-media-video-specs/#toc-1, https://help.later.com/hc/en-us/articles/360043361213-Media-Format-Requirements-for-Scheduling

⭘ Images

	Recommended Size	Min Size	Recommended File Types	Max File Size	Notes
Profile Photo	320x320	320x320	.jpg, .png, .bmp	8 MB	
Feed Photo, Carousel, In-Feed Ad	1080x566 (horizontal) 1080x1350 (vertical) 1080x1080 (square)	320x320	.jpg, .png, .bmp	8 MB	Carousels are cropped to 1:1 in profile feed and 4:5 in the home feed
Thumbnail	1080x1080	320x320	.jpg, .png, .bmp	8 MB	
Story / Reel	1080x1920	not published	.jpg, .png, .bmp	8 MB	

Updated on 2022-10-17 | Source: https://blog.hootsuite.com/social-media-image-sizes-guide/

QUICK REFERENCE GUIDE

🐦 Twitter

○ Audience

- General, but skews a bit younger, especially good for reaching younger alumni.

○ Tips to Succeed on Twitter

- Twitter is the best platform to share updates/information/news. Best and easiest platform for sharing content from other university accounts (retweeting).

- Small, bite-size content is best for Twitter. There is a 280 character limit, but shorter is better (aim for as close to 120 as possible).

- Chaining related tweets together in "threads" is encouraged, and especially suited to "live tweeting" an event by covering a live event as it happens through a rapid succession of tweets.

- The Twitter audience can be critical and vocal. Controversial topics and news are debated here often. Take this into account when posting, and choose your words and tone carefully and appropriately.

- News media are extremely active on this platform. Assume that media are an audience.

- Image and video posts do very well. If the video is longer than 2 minutes, 20 seconds, you can link to it.

○ Example Post

LeTourneauUniversity
@LeTourneauUniv

It's an honor to have another year of recognition from the Colleges of Distinction. This is only possible because of God's work in and through each and every member of the LETU community! 🧡 🙌
collegesofdistinction.com/school/letourn…

Links to additional information to keep the content brief

2022-2023
COLLEGES OF DISTINCTION
BEST COLLEGES ⭐⭐⭐⭐⭐

CHRISTIAN 2022 2023 DISTINCTION
TEXAS DISTINCTION
ENGINEERING COLLEGES OF DISTINCTION
BUSINESS COLLEGES OF DISTINCTION
EDUCATION COLLEGES OF DISTINCTION
NURSING COLLEGES OF DISTINCTION

Tweet focuses on a clear topic with bite-sized information (i.e. rankings)

Image visualizes the information being shared and makes the tweet more engaging

2:56 PM · Jun 7, 2022 · Twitter Web App

MARKETING & COMMUNICATIONS
SOLUTIONS TOOLBOX

Technical Specifications

Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Standard Video	1280x1024	32x32	1920x1200 (horizontal) or 1200x1900 (vertical) 1920x1200 (horizontal) or 1200x1900 (vertical)	1:2.39 to 2.39:1	140 seconds	.mov or .mp4	512 MB	Must use progressive scan, have 1:1 pixel ratio. and not use 5.1 or greater compression, max 40fps

Images

	Recommended Size	Min Size	Display Size on Desktop	Recommended File Types	Max File Size
Profile Photo	400x400	200x200		.jpg, .png, or .gif	2 MB
Header Photo	1500x500	3x1	3:1	.jpg, .png, or .gif	not published
In-stream Photo	1600x900	600x355		.jpg, .png, or .gif	5 MB on mobile and 15 MB on web
Single and Multi-Image Tweet Ad	anything larger than minimum	600x355		.jpg, .png, or .gif	not published
Website Card Image	anything larger than minimum	120x120		.jpg, .png, or .gif	1 MB
App Card Image	anything larger than minimum	800x800 (for square image), 800x418 (for 1.91:1 image)		.jpg, .png, or .gif	3 MB
Carousel	anything larger than minimum	800x800 (for square image), 800x418 (for 1.91:1 image)		.jpg, .png, or .gif	20MB total (2 to 6 images)
Direct Message Card, Conversation Card	anything larger than minimum	800x418		.jpg, .png, or .gif	3 MB

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SOLUTIONS TOOLBOX

# QUICK REFERENCE GUIDE

▶ YouTube

○ Audience

- Trends younger, current and prospective students. Parents and alumni also.

○ Tips to Succeed on Youtube

- YouTube is a very large market, processing over 3 billion searches per month, so there's a high level of competition on this platform. Focused, specific content does very well, but it is hard to stand out.

- Lasting connections are made with channel subscriptions. Encourage users to like videos, subscribe to your channel, and enable the "notification bell" so that subscribers are notified each time you post a new video.

- Avoid long video titles and low video quality.

- You can create channels and start groups, enhancing your engagement with fellow users and viewers, enhanced by establishing a regular posting time/pattern.

- Utilize your other social accounts to promote your page and announce when you post a new video.

○ Example Post

Engaging thumbnail helps video stand out
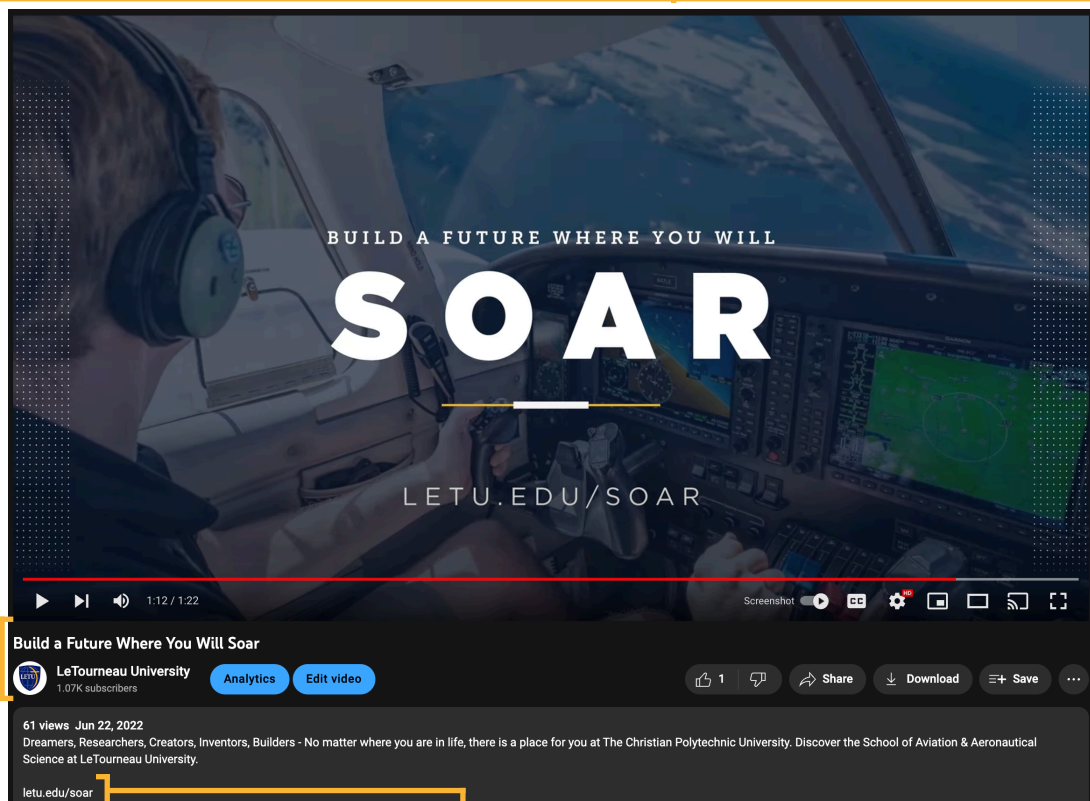
Dynamic, brand-centric video title and description

Video links to additional content

MARKETING & COMMUNICATIONS
SOLUTIONS TOOLBOX

▶ Technical Specifications

⭘ Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Standard Video	1920x1080 (FHD) or 3840x2160 (UHD)	426x240	3840x2160	any	12 hours	.mov, .mp4. .webm, .wmv	128 GB	Audio should be stereo AAC w/ at least 128Kbps
360 Video	8192x4096	480x240 (not recommended)	8192x4096	2:1	same	same	same	
Skippable Video Ad	same	same	same	any	skippable after 5 seconds	same	same	
Unskippable Video Ad	same	same	same	any	15, 20, or 30 seconds	same	same	same
Mid-roll Video Ad	same	same	same	any	30 seconds	same	same	same
Bumper Video Ad	same	same	same	any	6 seconds	same	same	same

Updated on 2022-10-17 | Sources: https://influencermarketinghub.com/social-media-video-specs/#toc-4, https://support.google.com/youtube/answer/1722171#zippy=%2Cvideo-codec-h%2Cframe-rate%2Cbitrate%2Cvideo-resolution-and-aspect-ratio

⭘ Images

	Recommended Size	Min Size	Recommended File Types	Max File Size	Notes
Profile Photo	800x800	98x98	.jpg, .png, .gif (non-animated), .bmp	not published	
Header Photo	2048x1152	2048x1152	.jpg, .png, .gif (non-animated), .bmpf	not published	Maximum area for text and logos without being cut off is 1235x338
In-stream Photo	1920x1080	1280x720	.jpg, .png, .gif (non-animated), .bmp	not published	

Updated on 2022-10-17 | Source: https://blog.hootsuite.com/social-media-image-sizes-guide/

MARKETING & COMMUNICATIONS
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QUICK REFERENCE GUIDE

in LinkedIn

○ Audience

- Companies and working professionals. Great for reaching alumni of all ages. Students are also present, especially as they search for jobs.

○ Tips to Succeed on LinkedIn

- As a business/professional social platform, consider using a more collegiate and professional tone on LinkedIn than on other platforms

- Comment, like, and share on posts of your followers. Interaction and networking will help to build engagement especially on this platform.

- Look critically at your profile and make sure it really declares who you are and what you stand for. Make sure you're leveraging keywords in your company/profile description to be found more easily in searches.

- Try to post often, at least once or twice a week. (sharing content posted by others counts) As on other platforms, maintain a clear, concise focus in your content, with specific calls to action.

○ Example Post

LeTourneau University
12mo

Join us in celebrating our new university president, Dr. Steven D. Mason, November 5 & 6! We're counting down until the Inaugural Weekend, a lineup of events designed to give God the glory for all He has done and will continue to do at LeTourneau University; to honor the Mason family; and to enjoy a time of fun and fellowship together as LETU friends and family. To register and learn more, go to **www.letu.edu/inauguration**.

LETOURNEAU UNIVERSITY
19 46
MATTHEW 6:33

The Inauguration Of
Steven D. Mason, Ph.D.,
President of LeTourneau University

November 5-6, 2021

224 · 13 Comments

👍 Like   💬 Comment   ➤ Share

Post has a clearly defined goal (i.e. event promotion)

Collegiate post style geared towards alumni

Image supports the text to strengthen the post's impact

MARKETING & COMMUNICATIONS
SOLUTIONS TOOLBOX

in Technical Specifications

⭕ Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Shared Video	1920x1080	256x144	4096x2304	1:2.4 to 2.4:1	10 min, 60fps	.mov, .webm, .flv, .mkv	5 GB	
Video Ad	1920x1080	480x360 (narrow), 640x360 (wide). 600x600 (square)	1140x1080 (narrow), 1920x1080 (wide), 1080x1080 (square)	16:9, 1:1	30 min, 30fps	.mp4	200 MB	Audio sample rate should be less than 64KHz, audio format should be AAC or MPEG4 recommended ad length is 15 seconds or less

Updated on 2022-10-17 | Source: https://influencermarketinghub.com/social-media-video-specs/#toc-5

⭕ Images

	Recommended Size	Min Size	Supported Ratios	Recommended File Types	Max File Size
Profile Photo	up to 7680x4320	400x400	any (displays at 1:1)	.png, .jpg	8 MB
Profile Cover Photo	1584x396	1584x396	4:1	same	8 MB
Company Logo	300x300	300x300	1:1	same	8 MB
Company Cover Photo	1128x191	1128x191	1.9:1	same	8 MB
Shared Link Post	1200x627	1200x627	1.9:1	same	8 MB
Post Image	1200x1200 (square), 1080x1850 (vertical), 1200x627 (horizontal)	1200x1200 (square), 1080x1850 (vertical), 1200x627 (horizontal)	1:1, 4:1, 1.9:1	same	not published
Event Ad	1200x300	1200x300	4:1	same	not published
Sponsored Content	1200x627	1200x627	1.9:1	same	5 MB
Message Ad	300x250	300x250	1.2:1	same	not published
Carousel Image Ad	1080x1080	1080x1080	1:1	same	10 MB

Updated on 2022-10-17 | Sources: https://blog.hootsuite.com/social-media-image-sizes-guide/, https://www.oom.com.sg/linkedin-image-sizes-guide-for-marketers/

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