

UNIVERSITY MARKETING AND COMMUNICATIONS 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

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



Links to additional information to keep the content brief

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



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

Updated on 2022-10-17 | Source: <https://influencermarketinghub.com/social-media-video-specs/#toc-2>

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

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