PennWest Social Media Toolkit

Social media is a powerful tool for sharing stories and engaging with faculty, staff, students, alumni, and other stakeholders. This toolkit provides PennWest social media account owners with the resources and guidance they need to be effective storytellers in the digital space.

Popular Social Platforms

- **Facebook** – Best for community engagement, event promotion, and sharing news with a broad audience. *Leverage it by creating event pages, engaging with alumni groups, and sharing university milestones.*

- **Instagram** – Ideal for visual storytelling through photos, videos, and reels. *Use it to highlight campus life, showcase student achievements, and promote events through stories and carousel posts.*

- **TikTok** – Short-form video content that resonates with younger audiences, effective for trends and engagement. *Engage students by participating in trending challenges, sharing behind-the-scenes campus moments, and showcasing student experiences.*

- **YouTube** – Best for long-form video content, including lectures, interviews, and promotional materials. *Utilize it for virtual tours, faculty spotlights, and student testimonials to enhance recruitment and outreach.*

- **LinkedIn** – Professional networking platform for industry news, career updates, and institutional achievements. *Strengthen PennWest's reputation by sharing faculty research, alumni success stories, and career development opportunities.*

University Hashtags

General

#PowerofPennWest #PeopleofPennWest

Campus

#GoBoro #WingsUp #VulcanNation

Digital Assets

PennWest's Brand Center offers high-quality images, logos, and templates to elevate your content. Strong visuals and branding help attract and engage followers. Need extra help? Our Creative Services Team is here for you!

Tell Your Story

Your social media should do more than repeat information, it should tell your area's story in an engaging way! Showcase your work and its impact on the university, region, and beyond by:

- Highlighting your area's outreach/footprint

- Promoting success stories

- Sharing user-generated content that reflects your work

Measuring Social Media Success

Track your followers, impressions, and engagement to assess performance:

- Followers: The more you engage and create compelling content, the more your audience grows, increasing your reach.
- Impressions: The number of times your content appears in feeds—higher engagement boosts visibility.
- Engagement: Likes, comments, and shares measure impact. Comments and shares are most valuable, so encourage discussions and interactions with calls to action.

Want more engagement? Ask questions, invite comments, and create shareable content!

Best Practices

- **Attribution** – Always credit original creators when sharing external images, videos, or articles. Verify accuracy before posting.

- **Confidentiality** – Do not share confidential university or third-party information on social media.

- **Media Inquiries** – If contacted by the media about PennWest content, notify Wendy Mackall in University Communications and Marketing immediately at mackall@pennwest.edu.

- **Consistent Engagement** – Post regularly (2-3 times per week) and check your account daily. If an account is no longer active, consider deleting it.

Accessibility

- **Color Contrast** – Ensure text is legible with a contrast ratio of at least 4.5:1 for standard text and 3:1 for large text.

- **Open Captions** – Use always-visible captions for videos. If the platform doesn't support them, add subtitles during editing.

Things to Avoid

- Sending or responding to private messages unrelated to university business.

- Using vulgar, offensive, or abusive language; engaging in personal attacks.

- Posting unrelated photos or videos.

- Lobbying or endorsing political parties, candidates, or groups.

- Promoting or endorsing commercial products or services.

- Sharing private information such as school records, grades, or health details.

- Posting virtual event links publicly. Instead, submit events to the web calendar and direct audiences there.

Handling Inappropriate Posts

- Everyone has the right to express their opinions. However, some situations require action:

  o Do not delete posts simply because you disagree with them.

  o Do not engage with posts promoting violence, discrimination, harassment, or defamation. Instead, document the post (including publisher and date) and notify your supervisor.

  o For negative feedback from alumni, faculty, students, or staff: Address concerns respectfully, ideally through private communication. Leave a public response if necessary to show the issue is being handled.

Questions?

For further guidance, contact the Office of University Communications and Marketing social media team, at socialmedia@pennwest.edu or visit our webpage.