

TED TALKS

Engaging Social Media Posts

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Acknowledgement Of Country

UMSU acknowledges the Traditional Owners and Custodians of the lands on which we work – the Wurundjeri and Boon Wurrung people of the Kulin Nation – and pay our respects to Indigenous Elders past, present and emerging.

Sovereignty has never been ceded. It always was and always will be, Aboriginal land.



Socials? What?

Social media encompasses a growing number of platforms. It is essentially anything you use to connect with others, one-on-one or en masse.

The Big Three:

Facebook (30+ adult audience)

Instagram (young adult audience)

TikTok (teen+ audience)

Keep It Short

While the platforms vary greatly, our approach and interaction with them generally follow some basic rules...

If you can say what you need to say in fewer words, do. 100 words MAX for most captions, but less is generally better.

We have literal seconds to snag a scroller's attention. Don't waste it with tonnes of preamble. Get to the point, quickly.

That Being Said... Hook.

Here's a standard post format:

TITLE / CATCHY HEADLINE

BODY – talk about your event and why students should come (2-4 sentences max).

WHEN: [DATE]

WHERE: [LOCATION]

MORE INFO: [LINK]


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🔴 HOST TOUR TICKETS RELEASED! 🔴

SummerFest Host Tours are THE place to be this O-Week! Our expert Hosties will take you on faculty-specific tours of UniMelb's best kept secrets across the Parkville and Southbank campuses.

Discover cafés, libraries, food spots, study spots, nap spots, gardens and HEAPS more. Register now – spaces go quickly, so don't sleeping on booking your spot!

👉 Running 21-23 Feb, 12-4pm daily.
👉 Register here: <https://umsu.unimelb.edu.au/ents/event/1836/>



The poster is purple with white and dark purple text. At the top, it features the UMSU logo, a 'V' logo for the Host Program, and a 'SSAF' logo. The main text reads 'SUMMER FEST' in large, stylized letters, with 'FEST' in white and 'SUMMER' in dark purple. Below this, it says 'HOST TOURS' in white, followed by 'TUE 21 FEB - THU 23 FEB' and '12 - 4PM DAILY'. At the bottom, it says 'Your one-stop-shop to navigating student-life on campus.' The background has a pattern of dark purple teardrop shapes.

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We're starting off 2023 STRONG, folks! 🙌 Here's to all the resolutions we will work on CONSISTENTLY throughout the months 🙏

UMSU wishes everyone a happy new year 🍷

... See more

Me believing that 2023 will be a good year because I deserve good things to happen and I worked hard in 2022



@umsuunimelb

Insights

- ✓ Check how your posts are doing?
- ✓ Which ones are doing well?
- ✓ Is one post type doing better on one platform over another?
- ✓ Evaluate and learn from what you've done. It's not a race!

Know Your Audience

- ✓ Who are they?
- ✓ What are they here for?
- ✓ How do they want to be communicated with?



Keep It Real

- ✔ People's bull-o-meter is on 24/7, beware the polished, salesy trap.
- ✔ Jump onto trends.
- ✔ Perfection is NOT the goal. Gritty, low-fi and relatable is the key.
- ✔ Be a person! Share faces.



But Also... Be Careful

Mistakes can damage more than just your rep.

- ✓ Avoid the obvious, but check your language for possible misconceptions.
- ✓ Double check your pop culture references and slang.
- ✓ Be prepared to step back and say sorry graciously.
- ✓ Moderate your feeds, including comments not made by you.



Burger King 
@BurgerKingUK



Women belong in the kitchen.

09:01 · 08/03/2021 · [Twitter Web App](#)

A Cheatsheet

- ✓ Update regularly. Stale feeds fall behind.
- ✓ Use faces, use video, use memes. Keep it varied.
- ✓ Include alt-text.
- ✓ Proofread!
- ✓ **Don't forget the Help Docs!**



[Help Docs](#)

Questions?