GSS

SOCIAL MEDIA KIT

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GRADUATE
STUDENT
SOCIETY

Here are some steps to assist you in building your social media presence To illustrate examples, we are using Instagram as the platform.

01 PICK YOUR BRAND COLOURS

- Picking brand colors can be extremely helpful for brand recognition. It might not be possible to have a theme all the time, however, maintaining one can increase your reach on Instagram.
- A good method of selecting brand colours could be by the meaning of the colours.For instance, if your r club or society is focused on emotions, giving to the community etc. a good colour scheme could be based on a green theme, Emotions behind colours can go a long way.
- You could also look at https://color.adobe.com/ and select your colour scheme
- You can also create a 'brand' in Canva where the colours and text can be specified and outlined. This feature is available in the paid Canva option but can be availed by opting for a 30 day free trial.

02 CREATE A CONTENT CALENDAR

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03 CREATE ENGAGING CONTENT

- Engaging content can be defined as content that is shared withy our audience through posts, stories or IGTV.
- Video content and informative content tends to get higher engagement.
- Content with a personal touch i.e anything that showcases personality also gets higher engagement. For example, for the GSS live sessions are hosted by the President of the society. When posting content, the GSS posts includes a picture of the guest to provide a personal touch to the event
- Canva (https://www.canva.com/) is a free resource to get started with creating posts, videos and stories
- Recently Instagram Reels have increased in popularity. A good guide to using Reels for your club can be found here.

04 ASK OTHER PAGES TO SHARE YOUR CONTENT

- Having the GSS or other UWindsor social media pages share your content can help promote content to a wider range of audience. You can simply request another page to share your content through a direct message.

05 USE HASHTAGS TO SPREAD THE WORD

- Hashtags are a great resource to increase reach of your posts. Instagram allows 30hashtags and using anything from 15-30 can increase engagement to a large number of audience. Hootsuite provides a good guide to using hashtags for Instagram.

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07 Ask permission before tagging personal profiles

08 Engage with your audience by creating a call to action. For example, swipe up, add question boxes, polls.

09 Organize live sessions and talk about your upcoming events, future plans or just a Q & A session. Live sessions give your followers the opportunity to engage with you.

INSTAGRAM

- Instagram is inherently a picture platform and is best to tell a visual story
- Hootsutie is a great platform to learn tips and tricks of writing Instagram captions.Posting high quality and engaging posts, which ask the audience a question, gives them tips or conveys a message can help increase your presence on the platform.It is also important to remember that the platform changes very frequently and it is important to stay up to date with the latest trends.Post at optimal times. These can be accessed here.Make sure that the font you use is not too difficult to read and is of a good size for phone use. A great example of this is our LIVE post image.

FACEBOOK

- Facebook prefers a 20% text rule, which implies that in an image just 20% of the space should comprise of the text.
- You can reuse and recycle old posts on the platform

TWITTER

- Posts on twitter have a very short time span (about 18 minutes), so it is very important to put out content that has high engagement.
- Try to stick to the point as the platform allows just 280 characters.
- Creating twitter polls can increase engagement with the audience.

GENERAL INSTRUCTIONS FOR ALL PLATFORMS

- Handwriting fonts can sometimes be difficult to read and users tend to divert from handwriting fonts.
- Reply to all comments. This tells the algorithm that you are engaging with the audience.
- Use Canva to create images for these platforms. It provides free templates that have the optimal image proportion for all these platforms.

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Social media is the best method to engage with your followers It will allow you to provide informative and engaging content to your target audience. Utilizing these platforms will allow you to expand your network and create brand awareness.

Creating your brand on social media can assist in building your followers. A brand is the image that your audience has of your club. It is important to keep your brand consistent. For example, the Graduate Student Society (GSS) branding of blue and yellow is consistent throughout the social media accounts as well as the GSS website. GSS also follows a consistent theme for IG Live posts. When our followers view the IG Live Promo weekly they become familiar with the weekly content and continue to identify with the GSS branding.

Before launching your online presence, it is crucial to identify your target audience. In other words, the group you are trying to connect with. Knowing your target audience is integral to creating a successful brand As an example, Graduate Students (Current, Future and Alumni) is the GSS's target audience. All content created for our channels is geared toward what is important to our membership - GSS events, student services, campus updates, etc.
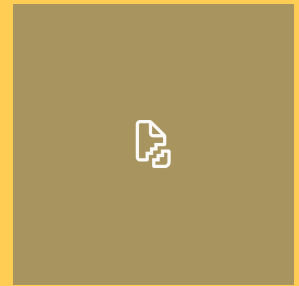
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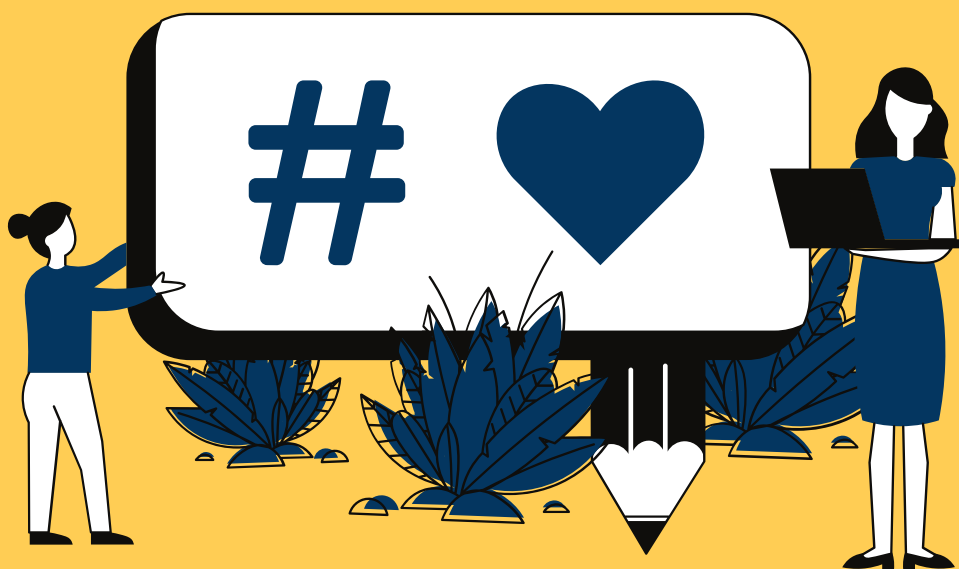
A few social media accounts to get started with are as follows

1 INSTAGRAM

2 TWITTER

3 FACEBOOK

4 TIKTOK

To start with, it is best to concentrate on one or two platforms.
We would recommend you get started with Instagram, Facebook
and Twitter and then extend to other platforms with time.

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Our logos

SOME OF THE WEBSITES WHERE YOU CAN GET MORE INFORMATION ABOUT SOCIAL MEDIA IS A FOLLOWS:

a)   https://later.com/

b)   https://hootsuite.com/

c)   https://neilpatel.com/what-is-social-media-marketing/

d)   https://www.canva.com/