



# UNIVERSITY COMMUNICATIONS

CENTRAL MICHIGAN  
UNIVERSITY

## 2024 – 2025 Social Media Best Practices

### Table of Contents

#### **Brand and Strategy**

Brand on Social Media	2
Strategy Worksheet Best Practices	3

#### **Platform Best Practices**

Facebook	4
Facebook Groups	6
Instagram	7
Instagram Stories	9
Threads	11
LinkedIn	12
LinkedIn Groups	13
X (Twitter)	15
TikTok	16

#### **Building Connections**

Community Management	18
Hashtags	19
Event Promotion	20
Annual Dates and Observances Calendar	21

## Brand on Social Media

Visit CMU's [Brand Guidelines](#) to learn how to effectively use official CMU voice and visuals to bring the CMU brand into your social media communications.

### Brand Training

Brand training workshops are the cornerstone for executing the brand effectively. View the CMU [brand guidelines](#) and receive your area's signature mark or lockup to use in social media, website and publications purposes. To sign up for brand training, please email Melinda Grossmeyer at [gross1md@cmich.edu](mailto:gross1md@cmich.edu).

### Signature Marks and Spirit Marks

Central Michigan University's marks represent us at the highest level. They act as our signature and stamp of quality. They are, and always should be, the most consistent element in our communications.

[Spirit Marks](#) are permitted only under specific circumstances and must be approved and created by Media Graphix before implementation. Do not attempt to develop a unique mark or any other mark; please contact Media Graphix or University Communications if you wish to discuss developing a graphic. Developing your own causes confusion and undermines our visual identity.

Use of university signature marks and lockups must comply with CMU's [Trademark Licensing](#) policies and brand standards.

### Social Media Profile Pictures

Your profile image must be an icon or image that accurately represents your college, department or service unit and should be unique to minimize confusion. We recommend that you use the official lockup provided to you by University Communications. You may not use the icon used by the flagship Central Michigan University social media channels. You may not design your own image, mark, or logo without discussing with University Communications.

### Tone and Voice

[Tone and voice](#) can't be fully conveyed by a list, so sign up for [brand voice training](#) to confidently write for CMU's official social media accounts. Keep this list for quick reference to verify that your voice and tone aligns with the CMU brand:

- Be clear and concise.
- Know your audience.
- Say one thing well.
- Focus on doing.
- Provide a benefit.
- Back it up.
- Give the reader something to do.
- Be confident, not cocky.

### Social Media Accessibility

Ensuring accessibility on social media platforms is critical for fostering inclusivity as well as expanding an account's reach. It both enhances the overall user experience and demonstrates a commitment to creating a digital environment accessible to all users.

[Creating Accessible Content – GAAD Toolkit](#)

## Strategy Worksheet Best Practices

The *Social Media Strategy Worksheet* is required to start a new official campus partner social media account, and UCOMM recommends that units complete a new strategy worksheet **every year**. It provides managers and moderators clear goals and benchmarks to guide their social media presence. The worksheet should be updated and reviewed annually with unit leaders to assess account growth, health and opportunities for improvement. The worksheet template can be found in the Social Media Campus Teams group.

### Glossary

- KPI (Key Performance Indicator) – A set of quantifiable measurements used to gauge the university's overall long-term performance
- Goal – the thing you want to achieve with your strategy
- Objective – the specific measurable steps that you take to achieve the goal
- Tactic – the actions you take to achieve the objectives

### Best Practices

- All CMU social channels should operate with these intentions in mind:
  - Reach, engage and connect with prospective students to support CMU's and the division/unit/ department's goals.
  - Create and facilitate an engaging online community for all identified audiences.
  - Act as stewards of the CMU brand and protect the university's reputation in times of crisis and by appropriately addressing misinformation and/or negative comments. (For more details on negative comments, please see our Comment Moderation Guide.)
- The overall goals of your channels should be created based on the goals of your department, unit or college, and should be aligned with what your area hopes to accomplish on social media.
- Your social media strategy should include **separate strategies for each platform**. Although there may be some overlap on your channels, audiences and tone vary between platforms, and those variations should affect your overall content and posting schedule.
- Your channels' objectives are the steps you need to take to meet established goals.
- The tactics are specific actions and include metrics and KPIs to track progress toward goals.
- For example, if your goal is to increase awareness about CMU application season, an objective could be to increase the number of times people click a particular link to the website. A tactic could be to increase the number of times someone clicks a link

# Facebook Page Best Practices

---

Facebook's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in Facebook's terms through the Social Media Managers Teams group. However, it is your responsibility to follow Facebook's rules - please make sure you're up-to-date and adherent to the rules.

## Privacy & Security

Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area. **Turn on two-factor authentication for your personal accounts.**

## Guidance

- [Getting started with a new Facebook page](#)
- [Getting started with a Meta Business Account](#)
- [How to schedule posts for Facebook and Instagram with Meta Business Account](#)
- [How to make someone an administrator of your Meta Business Account](#)
- [How to make someone an administrator of your Facebook page](#)
- [How to link your Facebook page and Instagram account](#)

## Audience

- Followers may be of any age and any gender, race or ethnicity.
- Data shows that the most active age group of Facebook users is 25-34 years old; however, it is also one of the most widely used platforms for adults 30 and older.

## Posting Frequency

Best practices for social media suggest posting to Facebook daily, and you should aim to post at least once per day<sup>1</sup>. Posting regularly ensures you regularly appear in followers' timelines. Lack of posting drives your pages' presence within the algorithm down. Avoid posting multiple times a day to avoid competition between posts.

## Community Management

Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week. Like relevant comments on your posts when your audience engages with you.

## Optimal Image Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

- Profile photo: 170 x 170 px
- Landscape: 1200 x 630 px
- Portrait: 630 x 1200 px
- Square: 1200 x 1200 px
- Stories and Reels: 1080 x 1920 px
- Cover photo: 851 x 315 px

## Additional Information Section

We recommend pages to use appropriate disclaimer language in your Facebook page's "Additional Information" in the "About" section. This positions your Facebook page as a legitimate source of information for your followers. Please see the following example:

---

<sup>1</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>

*We encourage you to share your thoughts and experiences about Central Michigan University with the community, and to use this page to network with others and ask questions. CMU is not responsible for the comments or posts created by visitors to this page. Community-generated content does not reflect the opinion of, or represent, the university. We reserve the right to remove any content that is racist, sexist, abusive, profane, violent, obscene, pornographic, advocates illegal behavior, is libelous, or that incites harmful behavior or threatens a person. Solicitation also may be removed at the discretion of the university. If you have questions or concerns, email [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu).*

If you are using this example for a Facebook page, please use the appropriate functional email account for your department.

### **Posting and Content**

- Avoid text-heavy graphics.
- Keep your text as short as possible. Posts less than 50 characters perform best.
- Keep your videos at 2 minutes or less for better engagement.
- To amplify university-wide updates or information, share the original post with your own caption/thoughts; do not create a new post, as it will compete with the original.

### **Linking Facebook and Instagram Accounts**

Facebook and Instagram are now owned by the same parent company, Meta, making it possible to link your accounts. Follow these steps listed below:

1. From your Facebook page, click “settings”
2. Select “Instagram” from the left-hand menu
3. Select “Connect Account” and click “Continue”
4. Enter Instagram Username and Password and select “Log In”

# Facebook Group Best Practices

---

## Audience

Your audience will depend on the topic and goal of your group. For example, CMU has a group for Parents, Families and Supporters – the audience is non-student parents and guardians who wish to play a role in their student's educational journey and who want to find information about the university.

## Posting Frequency

Facebook group posts should be driven by the group members. There is no best practice for posting frequency in Facebook Groups.

## Guidance

- [Getting started with Facebook groups](#)
- [How to create a Facebook group with a Facebook page](#)

## Community Management

Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week.

## Official Rules for the Facebook Group

Create a list of rules for your Facebook group. Consider the rules behind who can join, what they can and cannot post or comment, etc. Your rules should reflect the goals of your group. Here is an **example** of rules taken from an official CMU Facebook group for students:

1. **You must be a CMU student.** This group is for CMU students who are members of the Class of 2024. This group is not for parents, other classes, individuals promoting products or services, or other unrelated individuals.
2. **Respect community guidelines and don't spam.** Posts that violate Facebook's community standards for objectionable content will be removed. Solicitations and other forms of spam or irrelevant content will be removed at admin/mod discretion.
3. **Be kind and courteous.** Please respect fellow group members. Refrain from harassment, bullying or trolling. Group members are free to disagree and debate but are expected to treat each other respectfully.
4. **CMU policies and procedures.** The expectations set by CMU's policies and procedures apply in this Facebook Group (such as the Code of Student Rights, FERPA and other institutional policies).
5. **Respect everyone's privacy.** Being part of this group requires mutual trust. Authentic, expressive discussion makes groups great but may also be sensitive and private. What is shared in the group should stay in the group.

## Posting and Content

- Groups are forums that prioritize community content, making them more challenging to regulate than a Facebook Page. Be aware that while there is leeway in how much moderation is acceptable in groups, it is important that you still respect users' right to share their thoughts, concerns and feelings.
- Recruiting relevant faculty or staff to help moderate can significantly improve the quality of your group. These supporting moderators can help by accepting members, approving content, creating content and answering questions.
- Social media managers can and should create and share content in the group. Groups thrive on user-generated conversations, so create content that encourages conversations and posting from users.

# Instagram Best Practices

---

Instagram's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in Instagram's terms through the Social Media Managers Teams group; it is your responsibility to follow Instagram's rules.

**Make sure your Instagram account is a BUSINESS account.** Failure to adhere to business account rules could result in a university lawsuit. If you discover that your account is NOT a business account, please contact [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu) to discuss ways to update your account.

## Privacy & Security

Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

## Guidance

- [Getting started with an Instagram account](#)
- [FAQs about Reels](#)
- [How to link your Facebook page and Instagram account](#)
- [How to schedule posts for Facebook and Instagram with Meta Business Account](#)
- [How to make someone an administrator of your Meta Business Account](#)

## Audience

Most Instagram users are between the ages of 25-34.

## Posting Frequency

Best practices suggest posting to Instagram daily; we recommend you aim to post at least 3 times per week<sup>2</sup>.

## Community Management

Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week.

## Optimal Image Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

## Photo and Video Specifications

- Profile photo: 320 x 320 px
- Landscape: 1080 x 566 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080 px
- Stories and Reels: 1080 x 1920 px

## Posting and Content

- Limit hashtags to avoid cluttering your caption. 3-4 per post is recommended.
- Avoid text-heavy graphics, as most Instagram users engage with content on their phones.
- When sharing graphics, always add alternative text.
- Do not overuse emojis, as they are difficult to render using screen-reading devices.

---

<sup>2</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>

- Keep text as short as possible. Posts between 138 and 150 characters perform best.

### **Reels**

- Limit hashtags to avoid cluttering your caption. 3-4 per post is recommended.
- The first 3 seconds must be engaging or have a hook to gain attention.
- 15-20 seconds is an optimal video length.
- The use of copyrighted music and sounds is PROHIBITED on any account associated with CMU. Please make sure your account is registered with Instagram as a business account. With a registered business account, any sound or song available in your sound library is safe to use as it has been properly licensed by Instagram for commercial use. Please DO NOT use any sounds or songs that have been downloaded from a third-party app or website. If you need assistance with creating a business account, or changing the designation of an existing account, please contact [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu).

### **CMU's Official Hashtags**

- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

### **Community Management**

Spam and phishing attempts commonly show up in Instagram direct messages. Take care when clicking links or responding to suspicious comments, posts, or messages. Generally, do not click any link a user sends you unless you know the person who sent it. Engage with followers who share content using CMU's official hashtags. Positive reinforcement will encourage them to continue sharing content in this manner.

- When appropriate, "like" people's comments on your posts, and respond.

### **Linking Facebook and Instagram Accounts**

Facebook and Instagram are now owned by the same parent company, Meta. Because of this, it is possible to link your accounts. Follow the steps listed below:

1. From your Facebook page, click "settings"
2. Select "Instagram" from the left-hand menu
3. Select "Connect Account" and click "Continue"
4. Enter Instagram Username and Password and select "Log In"



# Instagram Stories Procedures and Best Practices

---

Instagram's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in Instagram's terms using the Social Media Managers Teams group; it is your responsibility to follow Instagram's rules.

## Privacy

Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

## Guidance

- [FAQs about Instagram stories](#)
- [5 tips for Facebook and Instagram stories](#)
- [How Instagram stories are different than Facebook stories](#)
- [Post stories to Facebook and Instagram at the same time](#)

## Audience

Most Instagram users are between the ages of 25-34.

## Posting Frequency

Aim to post at least 2 stories per day.<sup>3</sup>

## Community Management

Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

## Posting and Content

- Create content that is cohesive and tells a story.
- Focus on finding videos or images that are simple and not cluttered or distracting.
- Avoid text-heavy graphics, as they can be hard to read in the time allotted.
- When relevant, save stories to your "Highlights" section, located at the top of your profile. Review content saved to highlights every three months to ensure it is still current and useful for viewers.
- Share engaging content, such as polls, quizzes, or countdown timers.
- Tag @CMUniversity to make it possible for UComm to share your content when appropriate.

## CMU's Official Hashtags

- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

---

<sup>3</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>

# Threads (An Instagram App) Best Practices

---

Threads' [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in Threads' terms through the Social Media Managers Teams group; it is your responsibility to follow Threads' rules.

**Make sure your Threads account is a BUSINESS account.** Failure to adhere to business account rules could result in the platform removing your Threads and Instagram accounts. If you discover that your account is NOT a business account, please contact [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu) to discuss ways to update your account.

## Privacy & Security

Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

## Guidance

- [Creating a Threads Profile](#)
- [Managing Your Threads Profile](#)
- [Posting on Threads](#)
- [Exploring Threads App](#)

## Audience

Most Threads users are between the ages 25-34.

## Posting Frequency

Aim to post at least two times per day<sup>4</sup>. Reposts count as content, as they show engagement on the platform.

## Community Management

Respond to all relevant/non-spam comments or tags within a 24-hour period during the work week. Before reposting a thread, view the profile of the original poster. Do not repost a thread from individuals who regularly share inappropriate content, as the repost may be seen as an endorsement of their content.

## Community Management

- Spam and phishing attempts commonly show up in Threads. Take care when clicking links or responding to suspicious comments, threads, or messages. Generally, do not click any link a user sends you unless you know the person who sent it.
- Currently, Threads does not have a direct messaging feature, however Meta is testing a feature that would allow Threads platform users to select a Message button within the Threads app, to send a message to a user which would appear in the recipient's Instagram direct messages inbox.
- Periodically check the Instagram application on your phone to look for messages that may have gone into the "Message Request" inbox. Instagram's privacy settings allow messages from unfamiliar accounts to go into "Message Requests" rather than your inbox.
- Engage with followers who share content using CMU's official hashtags. Positive reinforcement will encourage them to continue sharing content in this manner.
- When appropriate, "like" people's comments on your threads, and respond.

---

<sup>4</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>

### Optimal Image Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

### Photo and Video Specifications

- Profile photo: 320 x 320 px
- Image: 1070 x 1424 px

### Posting and Content

- Limit hashtags to avoid cluttering your thread. 3-4 per post is recommended.
- Avoid text-heavy graphics, as most Threads users engage with content on their phones.
- When sharing graphics, always add alternative text.
- Do not overuse emojis, as they are difficult to render using screen-reading devices.
- Keep your text as short as possible. Threads between 71 and 100 characters perform best.

### CMU's Official Hashtags

- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

*Please note that currently, there is no way to search via Hashtags on Threads.*

### Linking Instagram and Threads Accounts

Instagram and Threads are owned by the same parent company, Meta. **To use Threads, a user must have an Instagram account.** This is required because Threads utilizes the same username, as well as some backend infrastructure. The following or social network established with a user's Instagram account will carry over to the user's Threads account, unless otherwise specified.

Before downloading a Threads account, a user should be logged into the corresponding Instagram account for which they desire to also create a Threads account for. Once logging into the mobile app, a user can then download the Threads application via the app store. Once the download is complete, the application will automatically connect with the Instagram account you are logged in with.

A Threads account once created **cannot** be deleted, unless the corresponding Instagram account is also deleted. A thread (a post within the Threads app), also **cannot** be edited. You may only delete a thread. If you are reposting another accounts thread you **cannot** delete the repost.

If managing multiple Threads accounts, it is important to note that you **cannot** have multiple accounts logged into the app at the same time (differing from Instagram).

# LinkedIn Best Practices

---

LinkedIn's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in LinkedIn's terms using the Social Media Managers Teams group; it is your responsibility to follow LinkedIn's rules.

## Guidance

- [Getting started with a LinkedIn page](#)
- [How to add an administrator to your LinkedIn page](#)

## Audience

Most LinkedIn users are between the ages of 24-55.

## Posting Frequency

Aim to post at least once per day<sup>5</sup>.

## Community Management

Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

## Optimal Image Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

## Photo Specifications

- Profile photo: 400 x 400 px
- Landscape: 1200 x 627 px
- Portrait: 627 x 1200 px
- Square: 1080 x 1080 px
- Cover photo: 1128 x 191 px

## Posting and Content

- Posts between 100 and 140 characters perform best, but longer posts are acceptable on LinkedIn.
- Posts with auto-populating links perform best on LinkedIn.
- Make call to actions engaging.
- Make sure your profile is up to date.
- Be personable and engage with your LinkedIn community, share posts from your followers when appropriate.
- Reply to comments and keep your tone consistent with University tone and voice.

---

<sup>5</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>

# LinkedIn Groups Best Practices

---

LinkedIn's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in LinkedIn's terms using the Social Media Managers Teams group; it is your responsibility to follow LinkedIn's rules.

## Audience

Your audience will depend on the topic and goal of your group.

## Posting Frequency

LinkedIn group posts should be driven by the group members. There is no best practice for posting frequency in LinkedIn Groups.

## Guidance

- [LinkedIn Groups Best Practices](#)

## Audience

Most LinkedIn users are between the ages of 24-55.

## Community Management

Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

## Official Rules for the LinkedIn Group

Create a list of rules for your LinkedIn group. Consider the rules behind who can join, what they can and cannot post or comment, etc. Your rules should reflect the goals of your group. Here is an example of rules

## Posting and Content

- Groups are forums that prioritize community content, making them more challenging to regulate than a LinkedIn Page. Be aware that while there is leeway in how much moderation is acceptable in groups, it is important that you still respect users' right to share their thoughts, concerns and feelings.
- Recruiting relevant faculty or staff to help moderate can significantly improve the quality of your group. These supporting moderators can help by accepting members, approving content, creating content and answering questions.
- Groups thrive on user-generated conversations, so create content that encourages conversations and posting from users.

## Optimal Image Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

## Photo Specifications

- Profile photo: 400 x 400 px
- Landscape: 1200 x 627 px
- Portrait: 627 x 1200 px
- Square: 1080 x 1080 px
- Cover photo: 1128 x 191 px

## **Posting and Content**

- Posts between 100 and 140 characters perform best, but longer posts are acceptable on LinkedIn.
- Posts with auto-populating links perform best on LinkedIn.
- Make call to actions engaging.
- Make sure your profile is up to date.
- Be personable and engage with your LinkedIn community, share posts from your followers when appropriate.
- Reply to comments and keep your tone consistent with university tone and voice.

# X (Twitter) Procedures and Best Practices

---

X's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in X's terms using the Social Media Managers Teams group; it is your responsibility to follow X's rules.

## Privacy

Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

## Guidance

- [How to delete a Twitter/X account](#)

## Audience

Although X does not currently provide insights into the age groups of your followers, the general population on the platform is between the ages of 25-34.

## Posting Frequency

Aim to post 2 times per day<sup>6</sup>. Reposts (previously called “retweets”) count as content, as they show engagement on the platform.

## Community Management

Respond to all relevant/non-spam direct messages, comments or tags within a 24-hour period during the work week. Before reposting, view the profile of the original poster. Do not repost posts from individuals who regularly share inappropriate content, as the repost may be seen as an endorsement of their content.

## Optimal Image Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

## Photo Specifications

- Profile photo: 400 x 400 px
- Landscape: 1600 x 900 px
- Portrait: 1080 x 1350 px
- Square: 1080 x 1080 px
- Cover photo: 1500 x 1500 px

## Posting and Content

- Limit hashtags to avoid cluttering your post (previously called a “tweet”). 3-4 per post is recommended.
- Add alternative text when sharing graphics and photos.
- Do not overuse emojis, as they are difficult to render using screen-reading devices.
- Keep your text as short as possible. Posts between 71 and 100 characters perform best.

## CMU's Official Hashtags

- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)

---

<sup>6</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>

- #cmichGraduation (Commencement)

## TikTok Best Practices

---

TikTok's [Terms of Service](#) change often. UComm will regularly update social media managers and moderators about changes in TikTok's terms in the Social Media Managers Teams group; it is your responsibility to follow TikTok's rules.

**Make sure your TikTok account is a BUSINESS account.** Failure to adhere to business account rules could result in a university lawsuit. If you discover that your account is NOT a business account, please contact [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu).

### Privacy

Maintain a list of usernames and passwords for all your social channels; these must be shared with the Vice President or senior leader in your area.

### Guidance

- [Getting started with a TikTok account](#)
- [How to be creative and use trends on TikTok](#)
- [More information on TikTok stories](#)

### Audience

Most TikTok users are between the ages of 16-24.

### Posting Frequency

Aim to post at least 3 times per week<sup>7</sup>.

### Community Management

Respond to all relevant/non-spam direct messages, comments, or tags within a 24-hour period during the work week.

### Optimal Video Sizes

Images that are not optimized for the web may appear cropped or pixelated, which can make your content look unprofessional. Resize your images appropriately before uploading. We recommend using [Adobe Express](#) for quick photo resizing.

### Video Specifications

- Profile photo: 200 x 200 px
- Landscape: 1920 x 1080 px
- Portrait: 1080 x 1920 px
- Square: 1080 x 1080 px
- Stories: 1080 x 1920 px

### Posting and Content

- Limit hashtags to avoid cluttering your caption. 3-4 per post is recommended.
- The first 3 seconds need to be engaging or have a hook to gain attention.
- 15-20 seconds is optimal video length.
- Be mindful of text placement on videos so it does not get in the way of the caption area.
- Preview your video before posting to make sure text is not cut off.

---

<sup>7</sup> <https://blog.hootsuite.com/how-often-to-post-on-social-media/>



- The use of copyrighted music and sounds is PROHIBITED on any account associated with CMU. Please make sure your account is registered with TikTok as a business account. With a registered business account, any sound or song available in your sound library is safe to use as it has been properly licensed by TikTok for commercial use. Please DO NOT use any sounds or songs that have been downloaded from a third-party app or website. If you need assistance with creating a business account, or changing the designation of an existing account, please contact [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu).
- Review the sound you're using; make sure there are no hate speech, racial slurs or other problematic language in the name of the artist or sound, and make sure the creator doesn't have any red flags (for example, no political figures), since using their sound could be an endorsement of their behavior.

### **CMU's Official Hashtags**

- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

### **Community Management**

- Engage with followers who share content using CMU's official hashtags. Positive reinforcement will encourage them to continue sharing content in this manner.
- When appropriate, "like" people's comments on your posts, and respond.

# Community Management

---

## Social media as an open forum:

Social media platforms were created as online “public forums,” intended to be open to public discussion and debate. In most cases, the platforms allow users to interact freely, without limitations to their free speech — much in the same way that college campuses provide an open forum for its students, faculty, staff, alumni and visitors to interact.

As an institution of higher learning and an inclusive marketplace of ideas, CMU actively encourages the robust, free and open exchange of ideas — on our campus and on our social media channels. CMU invites members of its community to explore, discuss and challenge ideas, including those related to challenging and/or sensitive topics. We encourage faculty and students to exercise their academic freedom, and we promote active citizenship in all its forms.

On social media, we encourage this behavior while also asking users to adhere to CMU's core values while interacting on our platforms. We invite followers to engage one another with compassion and respect, and to help us to bring CMU's culture of inclusion and support into our online spaces.

## Dealing with negative posts/comments and spam:

Not every follower will adhere to our values, and individuals may choose to post negative comments on our social media channels. Some will go so far as to include name-calling, racial slurs and other hate speech, direct threats and profanity. Others may spam our posts with rants or suspicious commercial offers.

CMU's University Communications team is currently working with CMU's General Counsel to develop an appropriate policy to govern behavior related to review and removal/hiding of posts and comments that include profanity, direct threats, racial slurs, spam, inappropriate solicitations and more. These are incredibly nuanced and complex considerations, and CMU's policy must be written in a way that protects the right to free speech while also protecting students, faculty, staff, alumni, parents, visitors and the reputation of the university.

Until the policy is finalized, here are a few guidelines to help you decide how to interact with negative posts or comments and spam.

1. Generally speaking, CMU DOES NOT recommend DELETING comments or posts from other users. HIDING the comments allows the original poster to continue to see their thoughts while keeping them hidden from other users.
2. If the post or comment includes direct threats, hate speech or racial slurs, you may immediately HIDE the comment. Please take a screenshot of any direct threats and report them to CMUPD; screenshot racial slurs and hate speech and report them to OCRIE.
3. If the post or comment includes negative assessments of your area in general, but does not include threats, racial slurs or hate speech, it should not be hidden or deleted.
4. If someone posts commercial offers (items or services for sale, advertisements for their organization not affiliated with CMU) in your comments, you may HIDE them.
5. If a suspected BOT is posting spam comments on posts, you may BAN (which deletes the comment and prevents future posts) them so long as the posts contain solicitations or commercial offers.

When in doubt, reach out to UComm. Together, we can discuss a course of action!

# Hashtags

---

Hashtags were originally created to categorize content and allow social media users to connect in a simple fashion. Adding a hashtag to your post allows your content to show up on the hashtag page with other user content that also has the same hashtag.

Once you post content that includes a hashtag, the hashtag becomes a clickable link. Followers can click it and go immediately to the hashtag page to see other content.

Having easily accessible hashtag pages with CMU content allows social media users from around the world to interact with one another under the CMU brand and get a sense of student life without setting foot on campus.

- Hashtags are mainly used on Twitter, Instagram, TikTok and LinkedIn. The hashtag feature is available on Facebook, but we do not recommend using hashtags for this platform.
- Spell out hashtags in CamelCase (see below) to make them easier to read.
- Use at least 3 hashtags per post and no more than 5 per post.
- Double-check the meaning of a hashtag before utilizing it. Look at the other content using the hashtag. Carefully consider if CMU branded content is appropriate for that hashtag page.

## Hashtags at CMU

We highly encourage all social media managers to use CMU's official hashtags. Using the same set of hashtags consistently allows our CMU online community to easily interact with us and one another.

### CMU's Official Hashtags

- #LifeAtCentral (General, campus life)
- #FireUpChips (Campus spirit, athletics, points of pride)
- #ForeverMaroonAndGold (Alumni)
- #cmichGraduation (Commencement)

### What is CamelCase?

CamelCase is the practice of writing phrases with no spaces or punctuation and capitalizing the first letter of each word. Example: #LifeAtCentral. CamelCase is also helpful for visually impaired people who are using a screen reader. CamelCase makes it easier for the software to recognize and read your text.

# Event Promotion

---

Promoting an event on social media is a great way to increase awareness about the event and boost attendance. Here are some best practices for event promotion, in general and by platform.

## Before the Event

- At least 1 week prior to your event, post about the details to get people interested.
- In all posts, link to the relevant event landing page on the cmich.edu calendar webpage.
- Use relevant hashtags on Twitter and Instagram (e.g., #LifeAtCentral).
- If you're sharing graphics, include alternate text for web accessibility.
- Consider using countdowns on platforms like Instagram stories to build excitement for the event.

## Day of the Event

- Post reminders on relevant channels.
- Respond to comments and questions.

## After the Event

- Thank attendees, partners, sponsors and/or volunteers with a post.
- Recap with photos/videos from the event.

## Instagram

- Try using photos instead of event graphics to avoid cluttering the Instagram feed.
- Use Instagram Stories to display information in small, digestible chunks. Don't put everything on one slide – break it up into multiple story posts.
- Use Instagram Highlights to keep information about the event up for more than 24 hours.

# Annual Dates and Observances Calendar 2024

*This document focuses on the events that CMU has historically celebrated. It also includes a list of observances provided by the CMU Office for Institutional Diversity, Equity, and Inclusion. It does not include ALL holidays, observances and events that may be celebrated. If you would like to request a change to this calendar, please email [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu).*

## January

### Holidays and Observances

- New Year's Day – January 1
- Solemnity of the Blessed Virgin Mary (Catholic) – January 1
- Gantan-sai (Shinto) - January 1
- Epiphany (Christian) - January 6
- Feast of the Nativity (Eastern Orthodox Christian) - January 7
- Sankranti (Hindu) - January 15
- Tu BiShvat (Jewish) - January 25
- National Mentoring Month
- Martin Luther King Jr. Day – Third Monday of January
- Inauguration Day – January 20 (Every 4<sup>th</sup> Year)
- Holocaust Remembrance Day – January 27
- National Certified Registered Nurse Anesthetist week – Last Week in January

### Annual CMU Events

- Martin Luther King, Jr. Week – Third week of January
- Jewish Heritage Week – the week of Holocaust Remembrance Day
- Spring semester starts second week of January
- IMPACT mentor training – end of January

### Admissions Cycle

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Housing applications open
- Multicultural Advancement Scholarship and Leadership Advancement Scholarship deadline
- Monthly Transfer Visit Day

## February

### Holidays and Observances

- Black History Month
- American Heart Month

- Financial Aid Awareness Month
- National Engineer’s Week – Third full week in February
- Imbolc (Wiccan/Pagan) - February 1
- International Day of Black Women in the Arts – February 1
- Lunar New Year
- National Girls & Women in Sports Day – February 1
- National Women Physician’s Day – February 3
- Laylat al Miraj (Islamic) - February 8
- Lunar New Year (Confucian/Taoist/Buddist) February 14
- Valentine’s Day – February 14
- International Day of Women and Girls in Science – February 11
- Super Bowl – February 11
- Random Acts of Kindness Day – February 17
- President’s Day – February 19

### **Annual CMU Events**

- CMU Film Festival
- Class registration opens (mid-February)
- OBU Fashion Show
- Sibs and Kids Weekend

### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Students receive scholarship packages
- Orientation registration opens for Fall starts
- FAFSA Deadline – February 15, 2023
- Fire Up Fridays – on campus events for admitted students
- Monthly Transfer Visit Day

## **MARCH**

### **Holidays and Observances**

- Women’s History Month
- National Physician’s Week – last week in March
- Nineteen Day Fast (Bahá’í) - March 1 - 19
- Read Across America Day – March 2
- Great Lent (Eastern Orthodox Christian) March 3 – April 19
- Mardi Gras (Christian) – March 4
- Ash Wednesday (Christian) – March 5
- Lenton Season (Christian) March 5 – April 17
- International Women’s Day – March 8
- Daylight Savings – March 10

- Ramadan (Islamic) March 11 – April 9
- Pi Day – March 14
- St. Patrick’s Day – March 17
- Norooz (Wiccan/Pagan) March 19
- Naw Rúz (Bahá’í) March 19 – 20
- Purim (Jewish) 23 – 24
- Holi (Hindu) - March 25
- World Theatre Day – March 27
- Doctor’s Day – March 30
- Transgender Day of Visibility – March 31

### Annual CMU Events

- Match Day – March 17 (2023)
- White Coat – March 12 (2023)
- Celebrating Life Powwow
- ERPsim Competition
- Spring Break – first week of March
- Gentle Break – end of March

### Admissions Cycle

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Gift incentive for students to deposit before April 1, deadline typically extended to May 1
- [Fire Up Fridays](#) – On campus events for admitted students
  - March 31
- [Transfer Visit Days](#)
  - March 14
- Maroon and Gold Dinners

## APRIL

### Holidays and Observances

- Community Service Month
- Earth Month
- Financial Literacy Month
- National Poetry Month
- National Volunteer Month
- Occupational Therapy Month
- Sexual Assault Awareness Month
- Stress Awareness Month
- National Library Week (last week of April)
- National Student Employment Week – First full week of April
- Undergraduate Research Week – Second to last week of April

- April Fool's Day – April 1
- World Health Day – April 7
- Ugadi (Hindu) - April 9
- Eid al Fitr (Islamic) - April 10
- National Siblings Day – April 10
- Vaisakhi (Hindu/Sikh/Buddist) - April 13
- Thomas Jefferson's Birthday – April 13
- Holy Week (Christian/Catholic) April 13 – April 19
- Palm Sunday (Christian) – April 13
- Tax Day – April 15
- National American Sign Language Day – April 15
- Maundy/Holy Thursday (Christian) - April 17
- Rama Navami (Hindu) - April 17
- Good Friday (Christian) - April 18
- Easter Sunday (Christian) - April 20
- Ridván (Bahá'í) - April 20
- Mahavir Jayanti (Jain) - April 21
- Passover (Jewish) 22-30
- Earth Day – April 23
- National Dissertation Day – April 26
- Pay It Forward Day – April 28
- Ninth Day (Bahá'í) - April 28

### **Annual CMU Events**

- Threads fashion show – early April
- New Venture Challenge
- Diversity Symposium
- Apply for December commencement – April 1
- Final exams
- CMU Pride Month (celebrated by CMU while students are on campus, but the national Pride month is in June)
- CMU Asian American Pacific Islander Heritage Month
- ASA Fashion Show
- Gus Macker
- Student Creative and Research Endeavors Exhibition

### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Gift incentive for students to deposit before April 1, deadline typically extended to May 1
- Priority scholarship consideration application deadline for transfer students
- [Transfer Visit Days](#)
  - April 18



- Maroon and Gold Dinners
- Junior Day – April 6 (on campus event for hs juniors)
- [Fire Up Fridays](#) – On campus events for admitted students
  - o April 21, April 28

## May

### Holidays and Observances

- ALS Awareness Month
- Brain Cancer Awareness Month
- Military Appreciation Month
- Asian American Pacific Islander Heritage Month
- Mental Health Awareness Month
- Food Allergy Awareness Month
- Jewish American Heritage Month
- Teacher Appreciation Week (first week of May)
- National Women’s Health Week
- Beltane (Wiccan/Pagan) - May 1
- Twelfth Day of Ridván (Bahá’í) - May 1
- National Public Radio Day – May 3
- Eastern Orthodox Holy Friday (Eastern Orthodox Christian) - May 3
- National Teachers Day – May 3
- National Weather Observers Day – May 4
- Pascha (Eastern Orthodox Christian) - May 5
- om HaShoah (Jewish) - 5 - 6
- National Nurses Day – May 6
- National Teacher Appreciation Day May 7
- National Fitness Day – May 7
- Mother’s Day – May 12World Meteorology Day – May 20
- Declaration of the Báb (Bahá’í) - May 22
- Vesak (Buddhist) - May 23
- Lag B’Omer (Jewish) - May 26
- Ascension of Bahá’u’llá (Bahá’í) - May 27 – May 28
- Memorial Day (Last Monday of May)

### Annual CMU Events

- Exams
- May Commencement
- Orientation training

### Admissions Cycle

- First Time in Any College (FTIAC) Student application push to keep deposited students engaged so that they enroll

- Transfer student application push
- Decision Day – May 1
- [Transfer Visit Days](#)
  - May 19

## June

### Holidays and Observances

- African American Music Appreciation Month
- Entrepreneurs “Do It Yourself” Marketing Month
- Pride Month (CMU celebrates this with students in April)
- Men’s Health Education and Awareness Month
- Caribbean-American Heritage Month
- PTSD Awareness Month
- Student Safety Month
- Learning Disabilities Week (Mid-June)
- National Business Etiquette Week (First full week of June)
- D-Day – June 6
- Feast of Pentecost (Christian) - June 8
- Best Friends Day – June 8
- Loving Day – June 12
- Army Birthday – June 14
- Flag Day – June 14
- Nature Photography Day – June 15
- Worldwide Day of Giving – June 15
- Father’s Day – June 16
- International Picnic Day – June 18
- Juneteenth – June 19
- Summer Solstice – June 21
- National Selfie Day – June 21
- World Music Day – June 21
- Public Service Day – June 23
- PTSD Awareness Day – June 27

### Annual CMU Events

- Orientation

### Admissions Cycle

- First Time in Any College (FTIAC) Student application push to keep deposited students engaged so that they enroll
- Transfer student application push
- Submit official transcripts deadline – June 1
- [Transfer Visit Days](#)

- June 16

## July

### Holidays and Observances

- National HIV Awareness Month
- National Hot Dog Month
- National Ice Cream Month
- National Picnic Month
- National Parks and Recreation Month
- International Joke Day – July 1
- National Financial Freedom Day – July 1
- Independence Day – July 4
- Fashion Day – July 9
- World Emoji Day – July 17
- International Self Care Day – July 24
- Parent's Day – July 28
- International Day of Friendship – July 30

### Annual CMU Events

N/A

### Admissions Cycle

- First Time in Any College (FTIAC) Student application push to keep deposited students engaged so that they enroll
- Transfer student application push
- July 17 -- Discover CMU
- [Transfer Visit Days](#)
  - July 14

## August

### Holidays and Observances

- Black Business Month
- National Fishing Month
- Financial Awareness Day – August 14
- Never Give Up Day – August 18
- World Humanitarian Day – August 19
- World Photography Day – August 19
- College Colors Day – August 19
- National Radio Day – August 20
- Women's Equality Day (Susan B. Anthony Day) - August 26

### Annual CMU Events

- IMPACT
- Leadership Safari
- Mainstage
- Get Acquainted Day
- Convocation
- Move-in
- First day of Fall Semester

### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Application for Admissions opens August 1
- Orientation and housing registration open for transfer students starting in Spring
- Monthly Transfer Visit Day

## **September**

### **Holidays and Observances**

- Biodiversity Month
- Childhood Cancer Awareness Month
- Classical Music Month
- College Savings Month
- Food Allergy Awareness Month
- Hispanic Heritage Month (September 15-October 15)
- National Suicide Prevention Month
- Banned Books Week – Third week in September
- World Letter Writing Day – September 1
- Labor Day – First Monday in September
- National Grandparents Day – September 8
- 9/11 Remembrance Day – September 11
- LGBT Center Awareness Day – September 15
- Constitution Day – September 17
- Citizenship Day – September 17
- National POW/MIA Recognition Day – Third Friday in September
- National IT Professionals Day – Third Tuesday in September
- National Pepperoni Pizza Day – September 20
- American Business Women’s Day – September 22
- September Equinox – September 22
- National Voter Registration Day – Fourth Tuesday in September
- National Public Lands Day – September 28
- International Coffee Day – September 29
- Orange Shirt Day – September 30

### **Annual CMU Events**

- CMU and You Day

### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Competitive Scholarships applications open
- Merit awards are a major application driver
- Monthly Transfer Visit Day
- CMU and You Day – visit event

## **October**

### **Observances and Holidays**

- Celiac Disease Awareness Month
- Computer Learning Month
- Diversity Awareness Month
- Domestic Violence Awareness Month
- Dyslexia Awareness Month
- Emotional Wellness Month
- National Book Month
- National Breast Cancer Awareness Month
- National Cyber Security Awareness Month
- Financial Planning Week – First Monday-Sunday week in October
- Mental Illness Awareness Week – First full week in October
- National Chemistry Week – Third full week in October
- National Food Bank Week – Week that has October 16 in it
- National Newspaper Week – First full week of October
- National Physician Week – October 6-12
- International Music Day – October 1
- World Pet’s Day – October 4
- World Teacher’s Day – October 6
- Child Health Day – October 7
- National Diversity Day – First Friday in October
- National Coming Out Day – October 11
- Indigenous Peoples Day – October 12
- World Child Development Day – Second Tuesday in October
- Multicultural Diversity Day – Third Monday in October
- Community Media Day – October 20
- World Statistics Day – October 20 (celebrated every 5 years – last celebrated in 2020)
- World Student Day – Third Friday in October
- Clean Up the Earth Day – October 22
- Accounting Day – October 24
- Diwali – October 24
- Make a Difference Day – fourth Saturday in October

- Halloween – October 31

### **Annual CMU Events**

- Homecoming

### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Application waiver month
- FAFSA application opens
- Monthly Transfer Visit Day
- Fall 2 start – 10

## **November**

### **Holidays and Observances**

- Native American Heritage Month
- Daylight Saving Time Ends – November 3
- General Election Day – Tuesday after First Monday (Even Numbered Years)
- Marine Corps Birthday – November 10
- Veteran’s Day – November 11
- Thanksgiving Day (Fourth Thursday)
- Black Friday – November 29
- Native American Heritage Day – November 29

### **Annual CMU Events**

- America’s Thanksgiving Parade Presented by Gardner White – November 23
- National First Generation College Student Day – November 8
- International Students’ Day – November 17
- Giving Tuesday – November 28

### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Centralis Application Deadline
- Monthly Transfer Visit Day

## **December**

### **Holidays and Observances**

- Cyber Monday – December 2
- Giving Tuesday – December 3
- Pearl Harbor Remembrance Day – December 6

- December Solstice – December 21
- Christmas Eve – December 24
- Christmas Day – December 25
- New Years Eve – December 31

#### **Annual CMU Events**

- Exam week/finals
- Midnight Scream tradition
- December commencement

#### **Admissions Cycle**

- First Time in Any College (FTIAC) Student application push
- Transfer student application push
- Push FAFSA application completion – December 1
- Scholarship priority consideration application deadline – December 1
- Spring/ Summer Extra Credit Program (typically begins accepting students)