

Georgia Tech Social Media Guide

SOCIAL MEDIA GUIDELINES

Social Media Guidelines

The Georgia Institute of Technology strives to be at the forefront of digital communication. Social media platforms enable the Institute to connect with current and potential students, alumni, staff, key industry players, academic colleagues, government officials, and media representatives. Utilizing social media platforms in successful and strategic ways can advance the best interests of the Institute. When representing Georgia Tech through social media, we recommend following some basic practices and procedures.

First, become familiar with [Georgia Tech's Code of Ethics](#) and the [Computer Security Policy](#). When representing Georgia Tech or communicating about Institute matters, students, or staff, you are expected to adhere to those guidelines and behave in a manner consistent with our institutional values.

If you are embarking on a social media endeavor on behalf of a university department or organization, discuss it with supervisors first to determine if it is the best logistical and strategic option. Contact Institute Communications (socialmedia@gatech.edu) or the **Social Media Council**. Our staff can help determine what social media platforms may be the best use of your time and effort. Institute Communications can also help you create a username and imaging that are consistent with the Georgia Institute of Technology brand efforts and maintain a sense of cohesiveness across the spectrum.

Social Media Guidelines

Respect copyright. Do not post any images or content from another source unless you are certain the content is in the public domain or the owner has granted permission. Never plagiarize. Properly cite all sources.

Be professional. You represent Georgia Tech at all times, and the rules for employee conduct apply to you on social media platforms. Do not post material that is harassing, obscene, defamatory, libelous, threatening, or embarrassing to any person or entity. Do not post jokes or comments based on an individual's gender, sexual orientation, race, ethnicity, age, or religion.

Be truthful. Credibility is critical. Avoid sharing unverified information as people may assume the information is representative of the Institute or your unit. Provide informed, well-supported opinions and cite sources.

Use licensed trademarks correctly. You must obtain prior approval before using any of Georgia Tech's licensed trademarks as a part of your blog or social media profile.

Avoid Endorsements. Be careful what you post, tweet, or retweet about another product, company, or individual. Sharing info on commercial products, vendors, and other third parties may appear to show favoritism to that entity – something that we must avoid as a tax-funded organization. Stick to factual information about a product or relationship only.

Stay in your lane. Do not comment on or convey information that is outside your area of expertise.

BRAND VOICE

Brand Voice

Capturing the unique personality of Georgia Tech

BOLDLY CURIOUS

We never shy away from asking, "What if?"
We're tenaciously inquisitive, always moving from what we know toward what's possible.

It is inquisitive, fearless, challenging the status quo and proactive.

It's not overconfident, reckless or macho.

INTREPID DOERS

You have to know the rules to break the rules, and we value book smarts and classroom instruction. But we also dare to do. We're hands-on, prototyping, iterating, and realizing our ideas.

It is gutsy, maker culture, tinkering, curiosity realized, and problem solving.

It is not common or low-brow.

BRANIACS

We're proud of being smart, thinking as a hobby, and showcasing how we can shape the world with our unique perspective.

It is smart, clever, intellectual, brilliant, confident, and enterprising.

It is not arrogant, esoteric, off-putting, or abstract.

UNCONVENTIONAL IMAGINATION

Call it unorthodox or a little odd, but our way of thinking isn't like everyone else's. And we like it that way. We're willing to be different to be amazing.

It is offbeat, nerdy, unexpected, creative, and fun.

It is not frivolous, absurd, silly, abstract, or without action.

CONFIDENT PROBLEM SOLVERS

We are mission-driven and striving to better the human condition, one problem-solving endeavor at a time. The world-class talent we've assembled for the job, both seasoned researchers and bright-minded students, is how we'll get it done.

It is rooted in our tradition of excellence, credible, qualified, and grounded. It is not braggadocious or condescending.

Brand Voice Guidelines

- Always sound human. Write captions that sound like spoken language. Be clear, approachable, and relevant.
- Our sense of humor centers on wit and wordplay, showcasing our offbeat way of thinking and cleverness. Use self-deprecation to elicit the lighthearted, “that’s-so-Georgia-Tech” response.
- We’re proud of our hometown and being part of the city of Atlanta. Highlight localism and our unique urban location when possible.
- Find intersections of the “wow-factor” of what our faculty, researchers, and students produce, the community/location, and the interesting humans behind our breakthroughs.
- Convey energy with active verbs.
- Apply the “modesty filter” to ensure we don’t sound pretentious or arrogant.

View our Social Media Style Sheet [here](#) (coming soon).

GENERAL SOCIAL MEDIA BEST PRACTICES

Creating Content

- The best way to increase engagement is creating and sharing good content. **Social media platform algorithms reward engagement** because engaging content keeps users on the platform longer – which helps social media companies sell advertising.
- What makes good social media content?
 - Story, narrative, or information that connects with your audience.
 - Strong visual component.
 - Timeliness – a given post is temporally relevant to the audience.
- Tailor content for social platforms and audiences.
 - Social platforms are not created equally. Recognize the unique audiences on each platform and post content that will elicit engagement.

Social Media is Social

- Is your content reflective of your audience?
- Use the social function of your platforms.
 - Find accounts and people to follow in your own community.
 - Follow students – especially students who actively engage with your accounts.
- Make your platforms a two-way street.
 - Ask questions, use polls, use easy engagement strategies.
 - Spend time monitoring your following to identify trends or seek out user-generated or user-inspired content.

Best Practices: Facebook

- **Craft shorter captions.** Make sure to get to your most important information before the “Read More” line break.
- **Share images instead of video.** Slick, well-produced videos are not performing as well as raw, in-the-moment video clips. Images are receiving far more engagement.
- **Link in body of text.** Posts without links are performing far better than posts with links. Try posting a comment with the link instead of in the body of the caption.
- **Post videos natively:**
 - Do not use YouTube links.
 - Avoid posting through third parties. Facebook wants to keep you on the platform and will suppress posts with link outs.
- **Reserve best content for Facebook.** Be selective and post content that performs highly on other platforms as it makes sense for the audience.

Best Practices: Instagram

- **Imagery is important, but so is subject and caption.** Use images that resonate with your audience. Use captions that provide information or details that the image cannot.
- **Students engage with student-led posts** and generate engagement through comments, likes, and shares.
- **Following students** can yield content:
 - Browse the feed for user-generated content and post ideas.
 - Develop relationships and open communication pathways with audience. Ask students and audiences to share details about interesting and exciting things they might be doing.
- **Utilize simplistic engagement techniques:**
 - “Drop a 🐝 or a ❤️ in the comments if...”
 - Use Instagram polls to generate activity.
 - Seek out collaborations that make sense for your posts and reach out to those accounts before requesting.

Best Practices: Instagram Stories

- **Stories can function as entertainment content and information delivery.**
 - Can post low-engagement content without suffering consequences in the algorithm.
 - Stories can be a space to draw attention to upcoming events, organizational messages, or individual recognitions. These are content items that **will not perform well** on the feed.
- **Use stories when...**
 - You can link to other content.
 - You have multiple visual assets and information points.
 - You want to engage directly with an audience — often in real time.

Best Practices: X

- **Images outperform videos.**
 - As on Facebook, well-produced, high-end video production is not performing well on X in comparison to shorter, in-the-moment clips. Use video when images cannot properly convey a message or capture the essence of a story.
 - Horizontal and vertical images are acceptable. Over 85% of X users view through the mobile application, so a vertical presentation of imagery is completely acceptable.
- **Following your audience is key.**
 - A following that is comprised of your most active audience accounts will cue you into the conversations and topics they are most interested in. Take advantage of opportunities to engage with the audience by liking, re-posting, quote re-posting, and commenting on your audience's posts as is relevant to your account.
- **Quote posts amplify and create engagement opportunities.**
 - When possible, quote re-post instead of simply re-posting. A quote re-post provides an opportunity to expand a topic of interest with new or highlighted information and also gives you a chance to deploy your brand voice. Quote posts can allow you to make other posts relevant to your audience.
- **Frequency is important.**
 - X is a live feed of scrawling information. The shelf life for X posts is lower than other platforms, so frequency is important to stay relevant to your audience.

Best Practices: LinkedIn

- **Recognize the audience.** Content that addresses industry trends and opportunities for thought leadership will perform well on LinkedIn. Try to tag companies and individuals, both internally and externally from Georgia Tech, to increase engagement opportunities.
- **Use similar posting tactics as Facebook.** Caption writing for LinkedIn and Facebook should be similar. Videos, including the high-end production value styles, will perform better on LinkedIn. Make sure videos with sound are captioned properly.
- **Finding a connection for audience.** Be informed on your audience and the topics that generate engagement, conversation, and sharing practices on your posts. This is the platform for individual congratulatory posts and faculty announcements.

Analytics, Metrics, and Data

- **Which metrics should I value?** Not all posts are created equal!
 - Content items will perform differently – use like-for-like content to measure success. Don't fall for vanity metrics like "likes"!
- **Facebook**
 - Reach and shares – Are people seeing this? Is this post circulating?
 - Comments – Is this post generating conversation?
 - For video – How many one-minute views?
- **Instagram**
 - Accounts reached – How many non-followers did this post get to?
 - Saves – Are people interested enough to return to your feed?
 - Profile visits and follows – Did this post interest people in your account?
- **X**
 - Reach – The most telling metric for X.
 - Re-posts – Was this content something people want others to see?

SOCIAL MEDIA ENGAGEMENT

Social Media Engagement

Measuring social media engagement is important because it provides you with insights into **how well your content is resonating** with your customers and helps you determine the success of your social media posts.

While there are many ways to measure social media engagement, **most businesses calculate it through an engagement rate**. This is done by dividing the total engagement volume (number of likes or shares) by the number of followers on your page.

Total engagement and the rate of engagement are primary indicators to social media platform algorithms. **Prioritizing content that will induce engagement is the No. 1 goal of our strategy for Georgia Tech's flagship social media accounts.**

Engagement



Time on Platform



Value for Advertisers



Algorithm Development



**An Algorithm That
Rewards Engagement**

Engagement and the Audience

Engagement is critical for building a following and developing brand recognition

By measuring and monitoring the engagement of posts, we identify and discover the themes and topics that interest our audience on each individual platform.

We can also make reasonable determinations about the type of content that does not perform well based on a lack of engagement. The engagement on each post has an effect on how the algorithm views our accounts. A series of low-engaging posts will negatively affect future posts, so a consistent flow of content that performs to average standards is critical.

The next slide identifies categories for Georgia Tech's flagship accounts that consistently yield above average engagement.

What Our Audience is Telling Us

These are some of the most engaging themes across our social platforms.



What Does Not Drive Engagement

Types of content that perform poorly on our accounts

Call-to-Action

A call-to-action post on the main feed of a social media platform may drive a few extra people toward the desired result, but engagement is very low. **Feeds are consumed and populated by the algorithm asynchronously**, so it is important to understand that the message being sent may not be received immediately.

*Call-to-actions can be used in platforms that are consumed in short time periods, like Instagram stories.

Marketing and Commercial Content

All content coming from a brand is essentially marketing material, but posts with heavy marketing, branding, or commercial language and imagery perform poorly when it comes to our engagement standards.

Our goal is to tell strategic stories that enhance Georgia Tech's profile and brand by finding the intersection between marketing and authentic story-telling.

How can we present information or branding opportunities without it feeling like a marketing tactic to our audience?

- Find images that support branding.
- Find stories and curate them for social media consumption habits.
- Use our brand voice and social network to establish a meaningful connection with our audience.

What Does Not Drive Engagement

Types of content that perform poorly on our accounts

Bulletin Board

It's very easy to look at an account with hundreds of thousands of followers as a one-way communication tool to inform a mass audience. However, the algorithms do not allow this to happen because bulletin board content does not produce high levels of engagement.

The quality of design, the saliency of the topic, or the guarantee free pizza or popcorn cannot save this type of content from being one of the least engaged across all social media platforms.

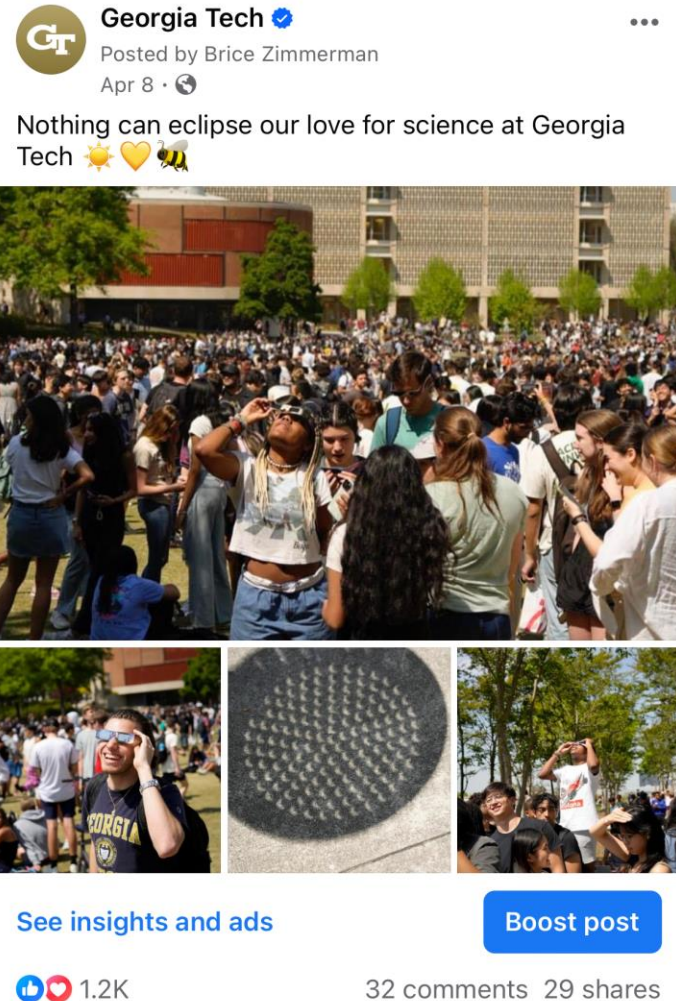
How we avoid bulletin board content:

- Find a story that makes the content relevant to a large section of your audience and not just those that are in the vicinity.
- Use other social media tools to highlight events and initiatives to drive up interest — Instagram stories can be extremely helpful.

CAPTIONS

The Purpose of Captions

What are you trying to convey to your audience?



Georgia Tech ✓
Posted by Brice Zimmerman
Apr 8 · 🌐

Nothing can eclipse our love for science at Georgia Tech 🌞💛🐝

See insights and ads [Boost post](#)

👍❤️ 1.2K 32 comments 29 shares

Before you sit down to write your caption, ask yourself one simple question:

What do I want this caption to achieve?

- Engagement — comments or likes or shares?
- Navigation to other content — link in bio?
- Informative — brevity or length? Detail or generic?

Captions Are an Engagement Tool

Pluck the highlights that will engage and entertain your audience.

Georgia Tech @GeorgiaTech · 3/14/24
3.1415926535897932384626433832795028
841971693993751058209749445923078164
062862089986280348253421170679821480
86513282306647093844609550582231725
359408128481... [Show more](#)

69 341 1.2K 123K

Georgia Tech @GeorgiaTech · 3/14/24
👉 Found the character limit 🤪

6 8 237 13K



Liked by evanalmighty973 and 6,102 others
georgiatech The actual weight of water suspended in the air divided by the maximum weight of water the air can suspend gives a decimal that, when multiplied by 100, tells you... the rain is finally stopping 🌧️

@typarker_photography



[View insights](#)

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Liked by evanalmighty973 and 7,791 others
georgiatech Bill Stanley was Georgia Tech's first African American architecture graduate. His wife, Ivenue Love-Stanley, was the first African American woman to earn her architecture degree at Tech. They met on his last day on campus — her first — in 1972. Founded in 1978, their firm, Stanley, Love-Stanley, P.C., is the second largest African American architectural practice in the South. Together they designed Tech's Olympic Aquatic Center, built to host swimming, diving, and water polo at the 1996 Olympic Games in Atlanta. #BlackHistoryMonth

Captions Should Be Easily Consumable

Keep it concise and use these tips.



[View insights](#)

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Liked by evanalmighty973 and 6,822 others
georgiatech This is not cool. It is COLD 🥶

[View all 54 comments](#)



[View insights](#)

[Boost post](#)



Liked by evanalmighty973 and 10,002 others
georgiatech Lightning strikes at 270,000 mph. The only thing moving faster on campus tonight was us hitting "share" on this post of amazing images taken this evening by @typarker_photography ⚡



Georgia Tech @GeorgiaTech · 3/15/24

At age 83, Allan Estroff is the oldest undergraduate student at Georgia Tech. In 1957, Allan enrolled in the School of Textile Engineering, but left after two years. After six decades building a career, he's returned to Tech to finish what he started 🍷 | c.gatech.edu/OldestStudent



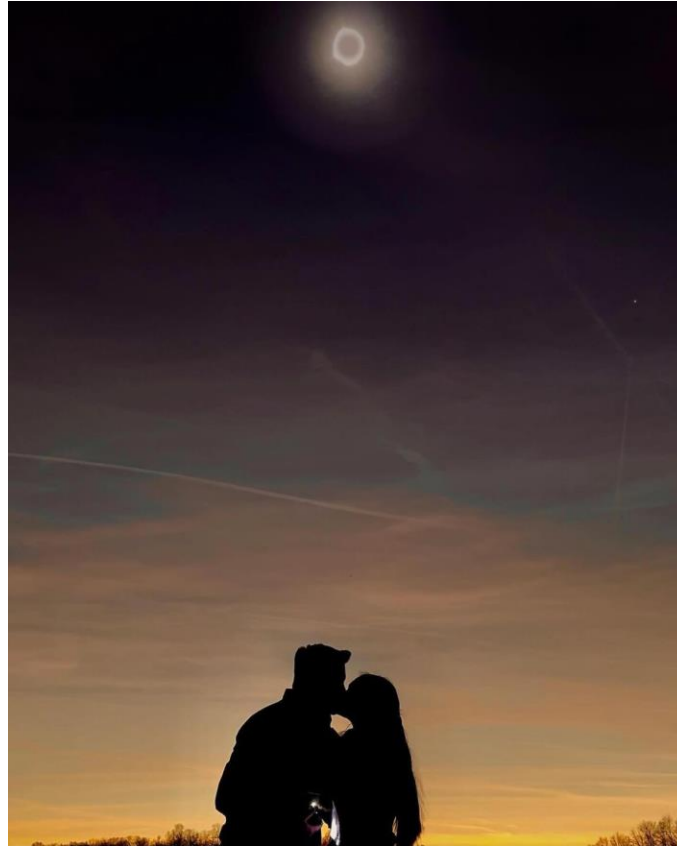
Georgia Tech Scheller College of Business and Sch...

4 5 143 6.7K

- Make your captions short but strong.
- Be brief, but say what you need to.
- Too long and you risk losing engagement.

Going to Great Lengths...

Keep it concise and use these tips.



[View insights](#)

[Boost post](#)



 Liked by [evanalmighty973](#) and **11,214 others**
[georgiatech](#) Two Yellow Jackets will never forget where they were during Monday's celestial event. Nathaniel Greve and Corinne Hill traveled to Wapakoneta... [more](#)

- Keep it clean – aesthetic of caption is equally as essential as the imagery.
- Add line breaks for long captions.
- Don't overwhelm or stress out audience.
- Get to essential information first.
- Give something useful – tips, thoughts, good story, or details that the image can't convey.

****This will get your audience interested in sharing and add value to your content.**

Review and Edit

Review by another person is fundamental.

Hi Brice,

Here are edits to Friday's post, followed by the rationale:

Twitter

A permanent tribute to the **impact of** women from Georgia Tech is coming to campus. **The Pathway of Progress features 2,964 tensioned, mirrored tiles. The installation honors 70 inaugural graduates, as well as 98 women and historical events significant to Georgia Tech.** #SheCanDoThat #WeCanDoThat

Facebook/LI

A permanent tribute to the impact of women from Georgia Tech is coming to campus. A physical installation and digital experience, the Pathway of Progress celebrates 70 inaugural alumnae, as well as 98 women and historical events significant to Georgia Tech.

Instagram

Georgia Tech is unveiling a permanent tribute to **the impact of** women of **Georgia Tech.** The Pathway of Progress will be a physical and digital experience, featuring 2,964 tensioned, mirrored tiles inscribed with individual stories. The ground level will serve as a gathering space for reflection, contemplation, and celebration of the ongoing work by women from Tech.

Once completed, this tribute will recognize an inaugural 70 graduates, as well as 98 women and historical events significant to Georgia Tech. Read more with the link [in](#) our bio.

- Cut "impact of" from opening sentences, as the tribute is to the *women* of GA Tech who have made a significant impact, but saying 'tribute to the impact' takes away from the fact that the tribute is to the women themselves. The shorter version is more direct/effective.
- Tried to simplify the sentences in the Twitter and the FB/LI posts.
- Added the necessary qualification that those being featured are inaugural 70 graduates, as well as 98 women and historical events significant to Georgia Tech to the Twitter version.
- Included "in" in the final sentence of the IG post. Perhaps that final sentence could read: "To read more, click the link in our bio."

- **Check your captions for spelling, grammar, and clarity.**
- **Read them aloud to test if it sounds natural, like spoken language.**
- **Use emojis or line breaks to make it easier to read.**

HASHTAGS

How to Use Hashtags Properly

The most misunderstood tool in social media



Best Practices

- Keep hashtags short and unique.
- Research popular hashtags.
- Monitor and track.
- Use camel case for readability.
- Mix high and low density hashtags.
- Spellcheck your hashtags.
- Don't include special characters.

Prioritize trending and popular hashtags – blend and bend those to be relevant to your posts.

Use location hashtags.

Don't create one-off hashtags unless you are confident they will be used.