

Social Media Guidelines

UCLA College's social channels are used to build the College's reputation, recognition and inform the community of activities such as research, events, news and student stories. UCLA College is active on Twitter, Facebook, Instagram and LinkedIn. Social content is planned in advance and limited to a certain number of posts in order to help users engage with the content. Our goal is to effectively communicate with our audience through quality content that is relevant and engaging to them.

If you have content you would like to go out on UCLA College's channels, please submit the request to the College Comms team via your divisional development director.

Overview

Social media can be an effective way to connect with the UCLA community to share news, information, and upcoming events. In sharing content, the goal is to connect with the audience and help them develop a relationship with the UCLA College brand.

The key components to making a compelling social post are:

- **Compelling Images** - High quality images or clear and simple graphics.
- **Concise copy with a clear call to action** - Easily read with a clear follow up action (ex. Learn More, Click Here, etc.).
- **Relevant or timely in nature** - Connects with wider news, holidays, or social trends.
- **Know your audience** - Message is tailored to a well-defined audience.

Main Social Channels

In general the following description of each channel applies:

- **Facebook** is the largest social media platform and appeals to a general audience. It is best for sharing news, upcoming events, and general information that appeals to a broader audience.
- **Twitter** allows for instant updates to followers. It is primarily used to share news and event reminders.
- **Instagram** is a social platform that focuses on visual content. Instagram users tend to be younger and are looking for genuine posts such as lifestyle shots, entertainment, educational content, and influencer generated content.
- **LinkedIn** is a social media site for professional networking. This makes LinkedIn ideal for sharing news related to research, job opportunities, and other professional development and networking content.

For examples of how each social channel is used, visit to our social pages: [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#)

Copy

For all social posts the copy should comply with the overall UCLA brand voice. Keep the copy concise and include a clear call to action if applicable. The tone can change based on audience and social channel as suggested here:

- **Facebook** - Personal, entertaining or informative. Copy should appeal to a broader audience.
- **Twitter** - Concise and informative. 280-character limit. No more than 3 hashtags recommended.
- **Instagram** - Focus on engaging visual content and provide context in copy. Should be entertaining or informative. No more than 5 hashtags recommended.
- **LinkedIn** - Professional copy but avoid technical jargon. Should be informative and knowledgeable. No more than 5 hashtags recommended.

For more guidance please review the [Copy and Editorial of Brand Guidelines](#).



UCLA College @UCLACollege

Today is #WorldMentalHealthDay, a day dedicated to raising awareness of mental health issues. NBA Champion @kevinlovefund spoke about his efforts to create an ongoing conversation around mental health issues at the first "Minds Matter" event! Watch here: college.ucla.edu/minds-matter/d...

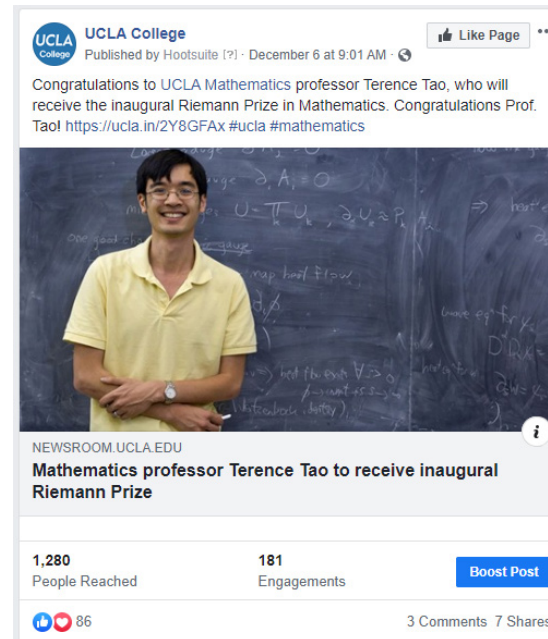
0:27 1.1K views

Kevin Love

8:01 AM · Oct 10, 2019 · Hootsuite Inc.

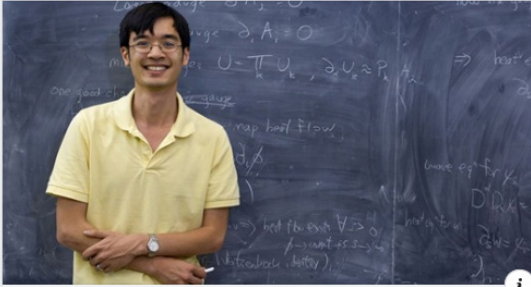
View Tweet activity

9 Retweets 34 Likes



UCLA College Published by Hootsuite [?] · December 6 at 9:01 AM · Like Page

Congratulations to UCLA Mathematics professor Terence Tao, who will receive the inaugural Riemann Prize in Mathematics. Congratulations Prof. Tao! <https://ucla.in/2Y8GFax> #ucla #mathematics


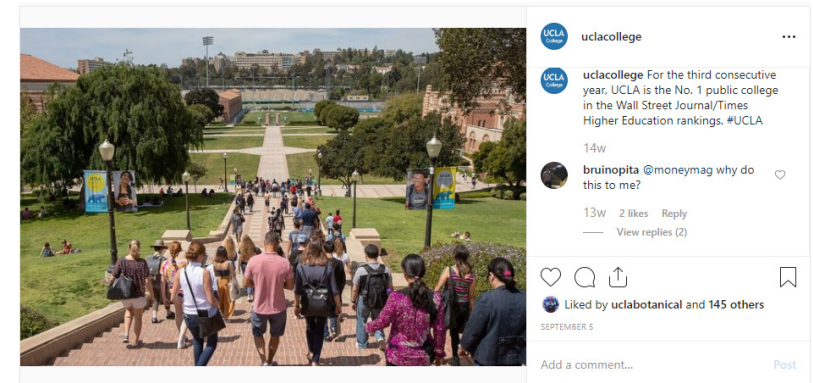


NEWSROOM.UCLA.EDU

Mathematics professor Terence Tao to receive inaugural Riemann Prize

1,280 People Reached 181 Engagements Boost Post

86 3 Comments 7 Shares



uclacollege

For the third consecutive year, UCLA is the No. 1 public college in the Wall Street Journal/Times Higher Education rankings. #UCLA

14w

bruinopita @moneymag why do this to me?

13w 2 likes Reply View replies (2)

Liked by uclabotanical and 145 others

SEPTEMBER 5

Add a comment... Post

Images - *Formats and Dimensions*

Each social media channel has different requirements for the format and dimensions of images. All images should be formatted as .JPG or .PNG and be no larger than 3 MB.

In general the following image orientation applies:

Horizontal (16:9): Facebook, Twitter, LinkedIn

Vertical (9:16): Instagram Stories

Square (1:1): Facebook, Instagram

Facebook

- 1200x630 pixels for posts

Twitter

- 1024x512 pixels for posts

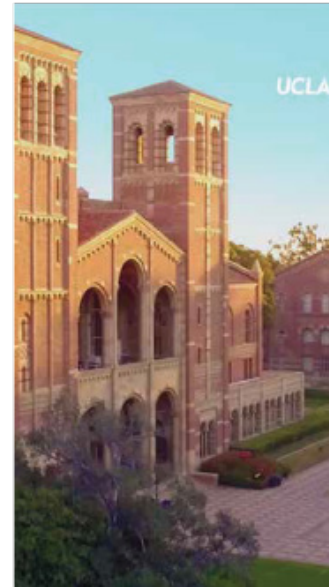
Instagram

- 1:1 square ratio, 1080x1080 pixels for posts
- 9:16 ratio, 1080x1920 pixels for IG Stories

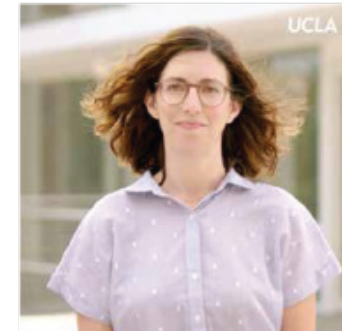
LinkedIn

- 1200x627 pixels for posts

Before submitting images, review the [Imagery section](#) of brand guidelines. Make sure you have the rights and permission to use any submitted images for your post.



vertical format (9:16 aspect ratio)



square format (1:1 aspect ratio)



horizontal format (16:9 aspect ratio)

Images - Sample Posts

UCLA 100 YEARS

Undergraduate Research SHOWCASE

PART OF UCLA Undergraduate RESEARCH WEEK

MAY 19, 2020

LIVE KEYNOTE: 12 PM


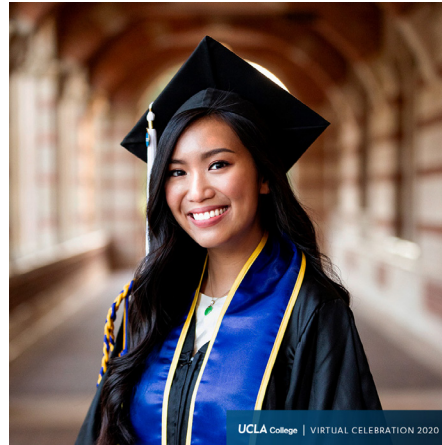
RESEARCH PRESENTATIONS

SESSION A: 12:30 - 2 PM

SESSION B: 2 - 3:30 PM

SESSION C: 3:30 - 5 PM

URWEEK.UGRESEARCH.UCLA.EDU



2020 NOBEL PRIZE LAUREATE AND
UCLA COLLEGE PROFESSOR OF
ASTROPHYSICS

ANDREA GHEZ
OFFICIAL NOBEL LECTURE

DEC. 7 AT 12 A.M. PST
(DEC. 8 AT 9 A.M. CET)


WATCH HERE:
[HTTP://OW.LY/OK4D50CCEJZ](http://ow.ly/ok4d50ccejz)



THANK YOU

#NATIONALTEACHERSDAY



 HEARD IT HERE

UNDERSTANDING THE 2020 ELECTION OUTCOME

TUESDAY, NOVEMBER 17
5:30 P.M. PDT

UCLA College | Social Sciences
Political Science

UCLA College

ACTOR, SOCIAL JUSTICE ACTIVIST,
BESTSELLING AUTHOR AND SOCIAL MEDIA STAR

GEORGE TAKEI

WILL DELIVER AN ADDRESS
TO OUR SPRING CENTENNIAL GRADUATES

VIRTUAL CELEBRATION

FRIDAY, JUNE 12, AT 3 P.M.

[COLLEGE.UCLA.EDU/COMMENCEMENT](http://college.ucla.edu/commencement)



Guidelines and Additional Information

Copyright Laws

Be sure to follow the laws governing copyright and fair use of copyrighted material owned by others, including UCLA's own copyrights and brands. Refer to the [UC copyright policy](#) here.

Code of Conduct

UCLA's social media channels are an integral of the university brand and they call for a different approach than personal accounts. When you represent the university on social media platforms, it is important to adhere to UCLA's values and follow [UCLA's principles of community](#), [UC diversity statement](#), [UC statement of ethical values and standards of ethical conduct](#) and all other applicable policies.

Photos

Before submitting photos, make sure to review the [Imagery section of brand guidelines](#). We also recommend reviewing the best practices and specs outlined by each social media platform's own guidelines, keeping in mind requirements for both resolution and dimension.

Copy

Before writing and submitting copy, review the [Copy and Editorial](#) as well as [Fundamentals](#) sections of Brand Guidelines. UCLA's brand voice remains the same in all contexts. However, tone can change and flex depending on audience, and this is especially true on social media.

Crisis Communication

In the case of an emergency that impacts or involves the campus community, UCLA College will defer to the [Bruins Safe Online](#) for communication updates, reference materials, and instructions. You can follow [UCLA BruinAlert Twitter here](#).