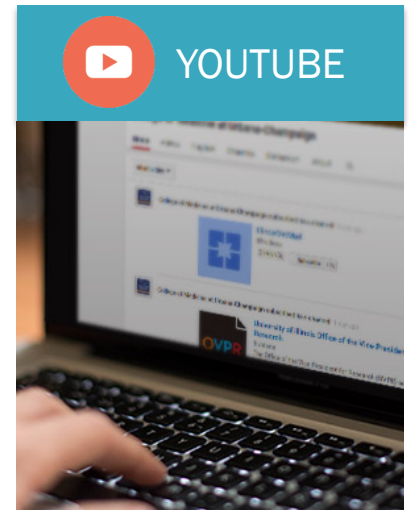
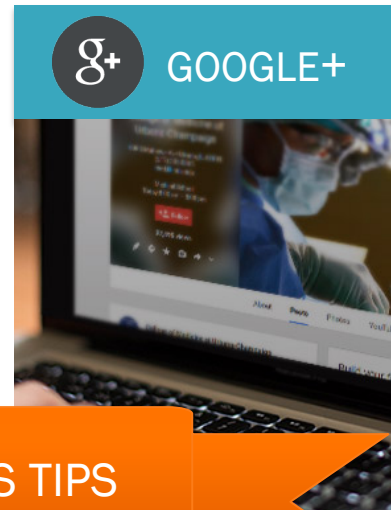
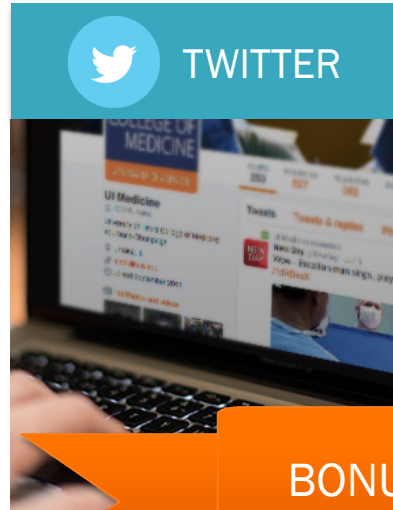


SOCIAL MEDIA STARTUP & BRANDING TIPS

CHANTELLE THOMPSON, COLLEGE OF MEDICINE AT URBANA-CHAMPAIGN

LAY OF THE "SOCIAL" LAND



BONUS TIPS



PINTEREST



SNAPCHAT



VINE



INSTAGRAM



LINKEDIN



VIMEO

A QUICK WORD ON BRANDING & THE 3 C'S OF SOCIAL

GET "IN THE KNOW" BEFORE YOU JUMP INTO THE SOCIAL SCENE



#ILLINOISSMC

BRANDING “SOCIAL” THE ILLINOIS WAY

Naming Guidelines:

Use Illinois or the Urbana campus – **do not use UIUC** in the name of your feed or account or in your content.

[More info](#)

Examples:

- Public Affairs at Illinois
 - College of xxx at Illinois
 - Department of xxx at Illinois
- Don't create logos to represent campus units - refer to your unit with text and use the Illinois logo. [Read more](#)
 - Departments and other campus sub-units should acknowledge their college, school, institute, or major administrative unit in text, most commonly in the “description” section of the account/feed. Each college, school, etc., has different guidelines; consult with your unit communications staff.

THE “3 C’S” OF SOCIAL

Concise

- This is not the place to put your unit’s entire history – boil it down to the best nuggets (TIP: Include keywords/phrases)

Compelling

- Think of it as your online “elevator pitch” – make it interesting

Complete

- Fill out your profile in its entirety (BONUS: Search Engines <3 it!)



BONUS C: Consistent

Create a consistent brand experience for your visitors by using the same account handles, language, tone, imagery, and profile image across social media channels.

GETTING STARTED WITH FACEBOOK

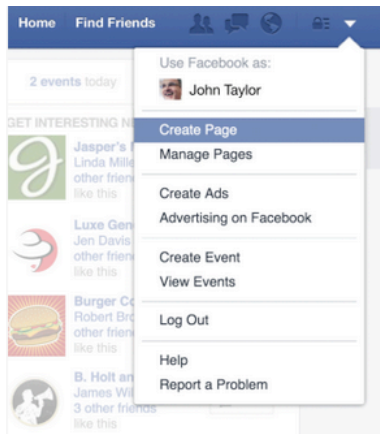
ACCOUNT CREATION AND COMPLETION TIPS



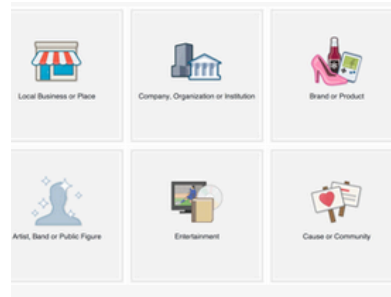
SETTING UP A FACEBOOK BUSINESS PAGE

To create a Page, you'll need to log into **your** Facebook account.
(If you're not on Facebook yet, [click here.](#))

Step 1: Create a Page from your account



Step 2: Choose a business category for your Page



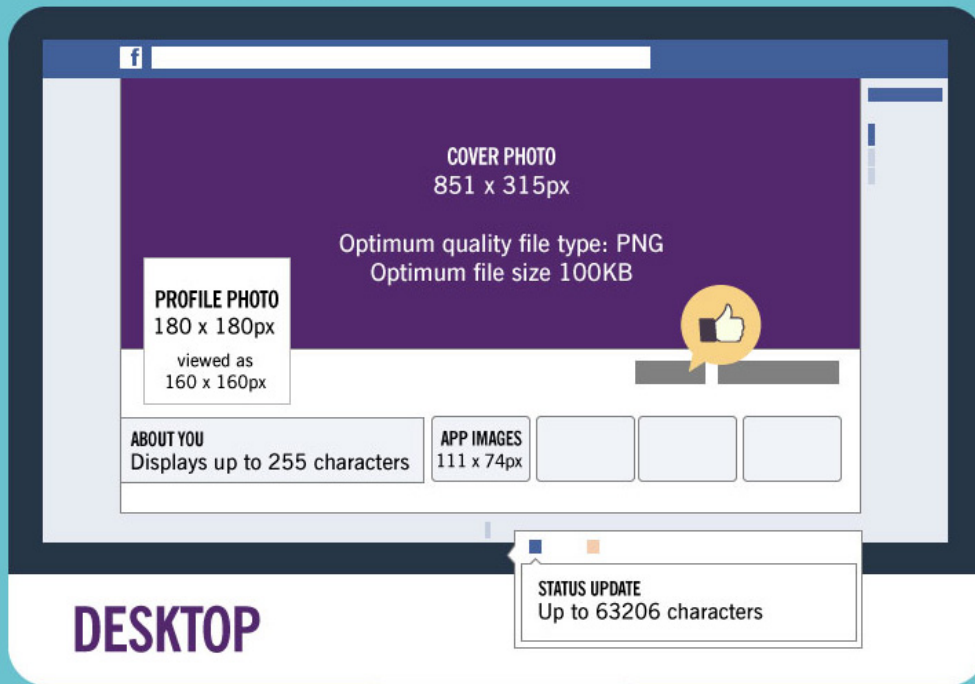
Step 3: Choose an industry-specific category

A screenshot of the 'Local Business or Place' category selection form. It features a dropdown menu for 'Choose a category', followed by input fields for 'Business or Place Name', 'Street Address', 'City/State', 'Zip Code', and 'Phone'. Below the form, there is a note: 'By clicking Get Started, you agree to the Facebook Pages Terms.' and a blue 'Get Started' button.

Step 4: Optimize and start connecting



Now that you've created a Page, you're the administrator and can control the content and settings on your Page with your Page Admin Tools. And you can always add someone else to help manage your Page in your Settings.



DESKTOP



PREFERRED VIDEO FORMAT

- Video Title 100 Characters
- H.264 video with AAC audio in MOV or MP4 format
- No more than 1280px wide
- Aspect ratio multiples of 16px
- Frame rate of video at, or below, 30fps
- Use stereo audio with a sample rate of 44,100hz
- Maximum <1 GB or 20 minutes
- Displays on timeline as 504 x 283 px



PREFERRED TIMELINE IMAGE FORMAT

- Recommended image upload size: 1200 x 1200px
- Upload up to 2048px x 2048px
- Suggest format: JPEG for fast upload, PNG for high quality images with text
- Displays on timeline as 504 px max width, height varies

MOBILE PLATFORM



Follow these handy guidelines when setting up and managing your Facebook page.

FACEBOOK CHEAT SHEET

GETTING STARTED WITH TWITTER

ACCOUNT CREATION AND COMPLETION TIPS



SETTING UP A TWITTER BUSINESS PROFILE

To create a Profile, you'll need to go to <https://twitter.com/signup>.



Step 1: @username

(aka “your handle”, 15 characters or less)

Step 2: Profile photo

(Maximum image size: 500x500 pixels. Image is automatically resized to fit.)

Step 3: Bio

(160 characters)

Step 4: URL

(TIP: Include a trackable link to your website)

Step 5: Header image

(Recommended size: 1500x500 pixels. Image is automatically resized to fit. Note that the header photo is cropped to a 2:1 aspect ratio on mobile.)

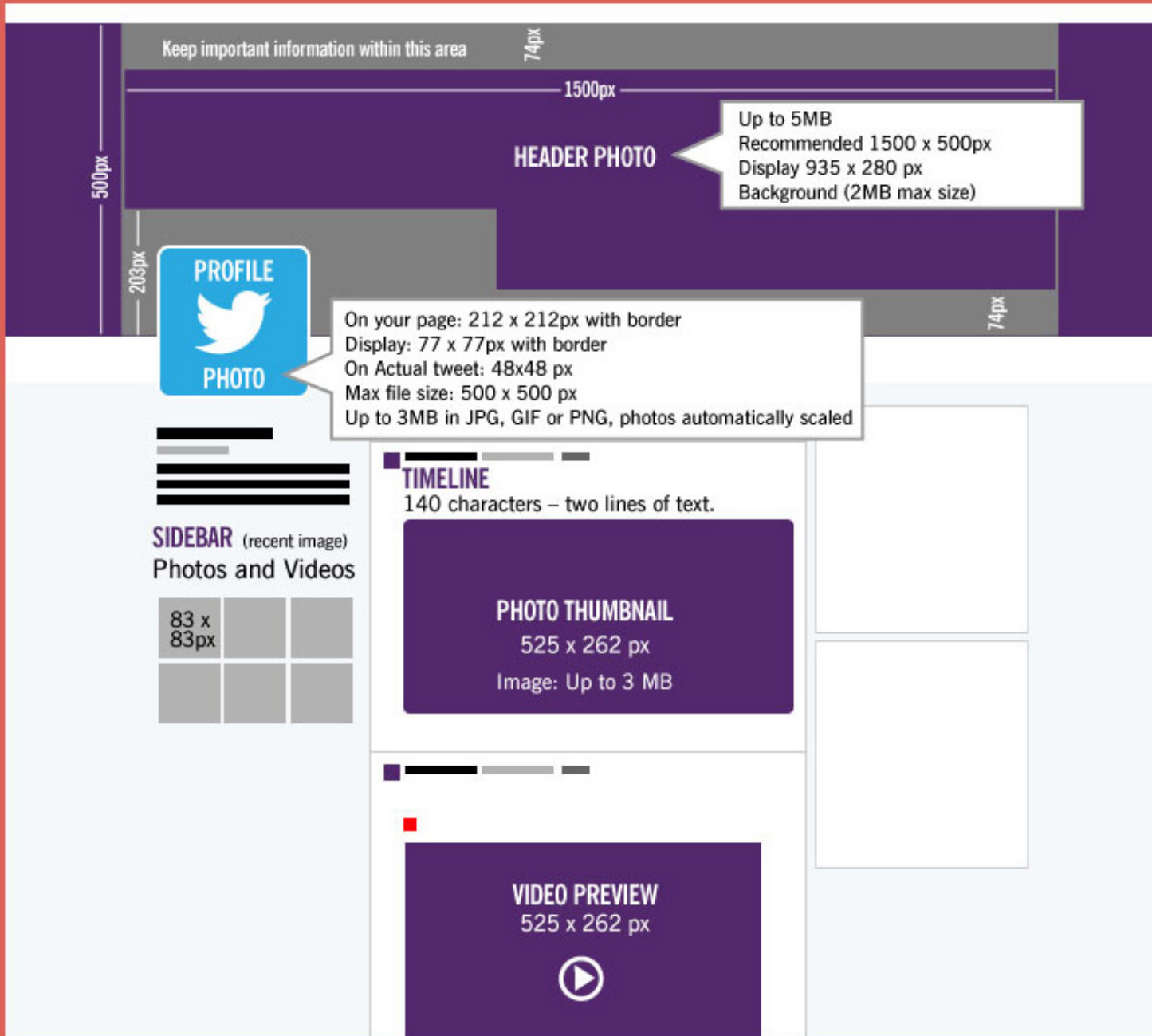
Step 6: Pinned Tweet

(Get maximum exposure at the top of your profile timeline for your best Tweets - Click on the “more” option on the Tweet you want to pin and select “Pin to your profile page.”)

PRO TIP: Create/Follow Lists

A list is a curated group of Twitter users. Viewing a list timeline will show you a stream of Tweets from only the users on that list. To create a List, go to <https://twitter.com/lists>.

Follow @UICOMUrbana “[University of Illinois](#)” List
(With over 300 officially Illinois accouts)



Follow these handy guidelines when setting up and managing your Twitter channel.

TWITTER CHEAT SHEET

#ILLINOISSMC

GETTING STARTED WITH GOOGLE+

ACCOUNT CREATION AND COMPLETION TIPS



SETTING UP A GOOGLE+ BRAND PAGE

To create a Page, you'll need to log into **your** Google account.
(If you don't have a Google account yet, [click here.](#))

The image shows two side-by-side screenshots from the Google+ setup process. The left screenshot, titled 'Choose business type', has three categories: 'Storefront' (with a photo of a pizza), 'Service Area' (with a photo of a plumber), and 'Brand' (with a photo of a fabric). The right screenshot, titled 'Create your Google+ page', has a form with fields for 'Page name', 'Website' (with a placeholder 'http://www.yourbusiness.com'), and 'Type of page'. A blue circle with the number '1' is placed over the 'Page name' field. Below the form are checkboxes for terms and conditions, and 'Create page' and 'Back' buttons.

This screenshot shows the 'Add a profile picture' step. A blue banner at the top says 'Your profile is 6% complete' and '1 of 6'. A modal window is open with the text 'Be found by your customers' and 'Complete your business information, to help customers find you on Google Search, Maps, and Google+'. There is an 'Add profile photo' button and a 'Next' button. A 'Download on the App Store' button is also visible.

This screenshot shows the 'Claim a custom URL for your page' step. It explains that a custom URL is a short, easy-to-remember web address. A checkmark indicates 'We've preapproved this URL for your page:'. The URL 'google.com/+WordStream' is shown with a radio button next to it.

Step 1: Create a Google+ Page
(<https://plus.google.com/pages/create>)

Step 2: Complete your profile
(TIP: Info will be used in Google Search, Maps, and Google+)

Step 3: Verify your page, and claim your vanity URL
(In the "About" tab – must meet [eligibility criteria](#))

Step 4: Add the Google+ badge/link to your website to drive followers

Step 5: Link your YouTube channel to your page
(Optional)

This screenshot shows a Google+ profile for 'The Onion'. It has 1,815,166 followers and a 'Follow' button. The profile includes a bio, location (Chicago, IL), CEO (Steve Hannah), and founders (Tim Keck, Christopher Johnson). A 'Recent posts' section shows a commentary from 15 minutes ago. Blue boxes and arrows highlight the 'Google Knowledge Graph' link at the top, the 'the ONION' logo, and the 'Recent Posts from G+' link in the sidebar.

GOOGLE+ CHEAT SHEET

Follow these handy guidelines when setting up and managing your Google+ brand page.

GOOGLE+

PROFILE PHOTO

250 x
250 px

(Square image will
automatically become round)

COVER PHOTO

Ratio 16:9

Recommended size 1060 x 608 px

Minimum size 480 x 270 px

Maximum size 2120 x 1192 px

(Outer edges cropped on mobile)

IMAGE

Preview
497 x 373 px
Uploaded and viewed
up to 2048 x 2048 px



VIDEO

Preview 497 x 279 px
Upload up to 1080p resolution
Less than 15 mins unless linked with
a YouTube account (up to 20 GB)

FEED

Status Update up to
100,000 characters

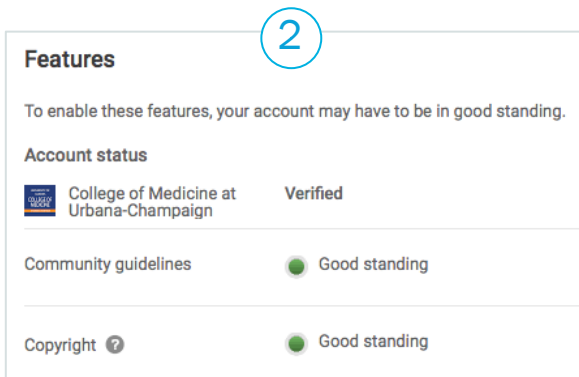
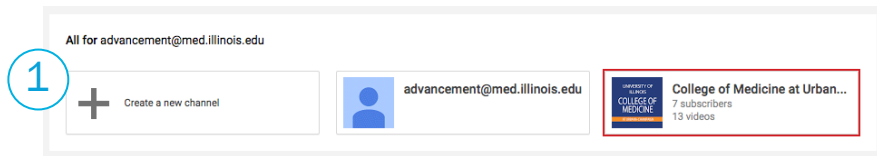
GETTING STARTED WITH YOUTUBE

ACCOUNT CREATION AND COMPLETION TIPS



SETTING UP A YOUTUBE BUSINESS CHANNEL

To create a Business Channel, you'll need to log into *your* Google account.
(If you don't have a Google account yet, [click here.](#))



Step 1: Go to All my channels

https://www.youtube.com/channel_switcher - If you want to make a YouTube channel for a Google+ page that you manage, you can choose it here. Otherwise, click **Create a new channel**.

Step 2: Fill out the details/verify to create your new channel

TIPS:

- Make sure you review all of the options for Features and Upload Defaults (this is where you privacy settings are).
- Get familiar with the Video Manager link (on the left)

YOUTUBE

CHANNEL ART:

mobile

640 x 175px

tablet

768 x 175px

desktop

1060 x 175px (max width)

web tv

2120 x 1192px

Best upload as 2560x1440 px

VIDEO

Upload up to
2560 x 1440 px

Title

Up to 100 characters

Description

Up to 5000 characters

VIDEO FORMATS

.MOV	.MPEGPS
.MPEG4	.FLV
.AVI	3GPP
.WMV	WebM

Follow these handy guidelines when setting up and managing your YouTube channel.

YOUTUBE CHEAT SHEET

PINTEREST

PROFILE PHOTO

165 x
165 px

Recommended
square images up
to 600 x 600 px

Company Name:

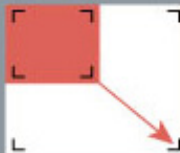
37 Characters

Description:

160 characters

PINS IN FEED

238 px x adjusted image height
Expanded size 736 px x image height



238px

This is my board

COVER IMAGE

217 x
147px

Images on websites needs to be
a minimum of 80 x 80 to be
able to be pinned

TINY
THUMB 51 x
51px

Follow

284px

BOARD PINS PREVIEWS

238px x height

xh

INSTAGRAM

FEED PROFILE IMAGE

40 x
40 px

PROFILE IMAGE

110 x
110 px

Title: 100 characters

Bio: 150 characters



5 Thumbnail
161 x 161px

570px

PHOTO

510 x
510 px



VIDEO
3-15 secs

LIGHTBOX VIEW
612 x 612 px

BANNER



6 Small thumb 205 x 205 px
1 Large thumb 410 x 410 px

IMPORTED BY PHONE

Usually a lower resolution of 612 x 612 px

Taken by Instagram app: 2048x2048 px

VIMEO

PROFILE IMAGE

300 x
300 px



VIDEO UPLOADS

standard definition

4:3 640 x 480 px

16:9 640 x 360 px



VIDEO UPLOADS

high definition

720p HD video

1280 x 720 px

1080 HD Plus/PRO

1920 x 1080 px

LINKEDIN

LOGO

Company Name: up to 100 characters

Profile 100 x 60 px

Comment logo 50 x 50 px

Up to 2 MB

COVER PHOTO
646 x 220 px

PRODUCTS & SERVICES

BANNER IMAGE
646 x 220 px

PRODUCT
THUMBNAIL IMAGE
100 x 80 px

Title: up to 100 characters

Description: up to 2000 characters

UPDATES Description: up to 700 characters

SUMMARY Description: up to 2000 characters

GROUPS Group Logo
up to 100 x 50 pixels, maximum size 100KB

LOGO Small Logo
up to 60 x 30 pixels, maximum size 100KB

PNG/JPEG/
GIF format Hero Image
minimum 646 x 200 pixels, maximum size 2 MB

SHARED LINK

THUMBNAIL
180 x 110 px

Description:
up to 230 characters

CAREERS

COVER PHOTO
974 x 238 px

VINE



Shared on Facebook
and Instagram feeds

SQUARE VIDEOS

480 x 480px

Recorded on device

Uploading **previously recorded videos** only available through third party apps e.g. VineUp

SNAPCHAT



PHOTO: up to 10 secs

VIDEO: up to 10 secs

viewable for

STORIES: up to 24 hrs

Recorded on device

Uploading **previously recorded photos** and videos only available through third party apps e.g. Latersnap



Click to Download the Entire
Cheat Sheet as a PDF

ILLINOIS REFERENCES

Social Media Directory

To add your accounts, contact your Chief Communication Officer and have them update your unit's listing in the Illinois Directory to be added to the Social Media Directory.

Use this list to identify your Chief Communication Officer.

Join the Social Media Listserv

Send an email to socialmedia-request@lists.illinois.edu to subscribe to the campus social media information exchange list.

Submit Content

If you have news that you would like the main campus social media feeds to consider posting, please submit it using [this form](#). The short URL for the form is <http://go.illinois.edu/contactsocialmedia>.

THANK YOU!
FOR YOUR ATTENTION



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@mktdiva



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#ILLINOISSMC