

Social Toolkit

FALL 2021

LIFE[®]
University

It's time to spread the word. And social media is one of the fastest and most cost-effective ways to broadcast our brand message. In an increasingly digital world, having an active voice on social platforms has become an important way to be recognized and heard.



SOCIAL MEDIA GOALS

Raise engagement.

Grow followers.

Post more consistently
and strategically.

First things first: Know your platform.

While most social media networks have a lot in common, there are some differences we should be aware of so that we're using them well.



Facebook: The social media giant offers a great space to give a little more than you would on other social accounts. There is no character limit, but moderation is still key. Most people have a Facebook account—even grandma. Use hashtags to help build brand awareness. Video content is king on Facebook. Upload videos often, and, when possible, go live.



Instagram: It's very popular with younger generations who use it (too often) to take selfies. Hashtags are commonly used on Instagram; use them freely, but don't overdo it. Post your best photography and video of all kinds. Use Instagram Stories for super timely content that will disappear in 24 hours and Reels for fun videos that catch people's attention.



Twitter: Short and snappy is the name of the game. With only 280 characters (upped from 140) at your disposal, being concise and clever is an art. Although its usership is lower than Facebook, its extremely public nature allows people to see posts without being active users. Hashtags were popularized by Twitter and are a great tool for this site. Twitter is a high-volume site; post often.



LinkedIn: LinkedIn is a great place to establish Life U as a thought leader. Engage with our professional audiences, post articles and share stories that reflect the deep expertise Life U is home to that reflect Life U's deep expertise in a variety of fields.



Ephemeral Social: Stories, Fleets, Snaps—there are many versions out there of timely content that disappears after the “moment” has passed. Almost every social platform has its version of ephemeral content. Best known are Snapchat (the OG of ephemeral content) and Instagram Stories. Ephemeral content should be hyper-timely and interactive. Generally, focus less on making this content feel highly produced. This is where most users (especially high school and college-aged) are spending their time on social.



YouTube: YouTube has long been the video archive of the internet. Today, Gen Z is all about it. They rely on it for everything from a good laugh to the latest news. It's especially popular with boys, who are a bit less likely to be on other platforms like Facebook, Instagram or Twitter. Bring the spirit of Life U to life on YouTube. Post videos about community culture, research, the campus experience, arts, athletics—you name it.



TikTok and Instagram Reels: These seemingly endless streams of short-form videos are becoming increasingly popular on social. Use them to showcase all that your campus has to offer, the student POV and to have some silly, lighthearted fun. These are great formats for relying on student-generated content. Much of TikTok's and Reel's video content is made by everyday people, so the pressure for slick, highly-produced content is low. For these types of content, err on the side of authenticity over high production value.

Tactics for raising engagement.

Press play. Post more videos. People want content that moves. Give it to them. Share student experience videos, short campus spirit videos, slideshows of photography or even an occasional silly GIF. Don't always feel compelled to post highly-produced video; social media is a good space to leverage user-generated video, especially for channels like TikTok and Reels on Instagram.

Play tag. Include hashtags (#) and/or mentions (@) as much as possible on your posts. This adds another layer of interactivity and is the most effective way to build social media relationships and get more eyes on our posts.

Make people feel good. When people mention, follow and engage with Life U on social media, reciprocate! Show users we're paying attention. A simple thanks for a like or mention or returning a follow makes users feel good about engaging. They'll be more likely to do it again. We can't reciprocate every little thing. Use your best judgment to stay engaged with our followers.

Share the load. Don't put the burden all on yourself. Not every post needs to be original content. Share articles, posts by other accounts and other curated content. This shows that we're attuned to what's going on out in the world.

Ask questions. Don't make it all about what we think and what we know. Ask our followers their thoughts and opinions. Give them a chance to talk about themselves. People like that.

Make it count. Choose the best content. Not every news item is post-worthy. Back up our brand story with examples worth sharing. Show off impressive projects and internships, our amazing faculty and staff, and how Life U is making an impact. No boring. No commonplace. Go after stories with oomph and aha.

Give a little. There's nothing people love more than free stuff. Use offers, contests with prizes and giveaways to drum up excitement and engagement.

Bring people home. Social media channels are launch pads for directing users to our other spaces (the website, events, etc.). A more active social presence will help bring new users to the website, notify people who may not have heard about our events and happenings, and broaden the reach of Life U stories and facts.

Let people know. Take every opportunity to encourage stakeholders to engage on social media. People can't use our hashtags or be part of our social media campaigns if they don't know about them. Publicize our social media platforms through other media channels (website, print materials, etc.).

Let them lead. Give students the opportunity to show and tell with account takeovers. Arrange for students, especially those with hands-on or visually compelling activities planned, to take over an account for a day. Students like to hear from other students in their own words, and this gives more authenticity to the Life U brand story.

Talk 'em up. We have an amazing faculty. Use our social channels to share the expertise and amazing teaching skills that we have here at Life U. Show professors in action, post stories and celebrate student-faculty relationships. Host star professors for Q&A sessions and account takeovers.

Be accessible. Life U is an inclusive community. Let's make sure it extends to social. Make sure our posts are optimized so that ALL of our followers can enjoy them. That means using captions for videos, alt text for images and making sure text is contrast compliant.

Tactics for growing followers.

Follow up. Follow everyone. Well, maybe not everyone. But do make it a point to follow and friend organizations who will help us get in front of our audiences. Think education advocates/experts, local and national nonprofits, and colleges and universities. Not only will we be able to see what they're all up to, but also, hopefully they'll share the love and follow us back.

Tap into your inner circle. Social is all about the numbers. People (especially students) gauge our legitimacy and presence in the industry based on our social following. So do whatever it takes to play the numbers game.

Join the club. Lots of social trends have become globally popular, like Throwback Thursday (#TBT). Join in. Show followers that we're there and in the know. Let's take a more active approach to our social media presence by joining the conversations that are currently trending.

Hashtag strategically. Hashtags are a great way to steer conversations on social media. When used well, they can expand our reach. They can be used in all kinds of marketing materials (print, swag, online) to push people to engage with us on social media. Use our own brand hashtags as much as possible.

Assemble your meme team. Call on faculty, students and parents who are already our biggest supporters and active social media users to become social media ambassadors. Treat these folks like our front line for sharing, liking and commenting on Life U social content and for getting the word out via their own channels in their own words. Make sure to arm them with our brand language, hashtags and key talking points. More folks sharing our content means more people becoming acquainted with us.

Link it up. When you feature curated content on social media, make sure you point followers back to that original content with URLs. Shorten links through services like bit.ly or Hootsuite. When you share links, make sure you include a photo to catch users' eyes. On Facebook and LinkedIn, erase the URL once you've pasted it in and it has loaded. Don't worry; the content will still be there.

Go viral. Okay, this is not so easy. But we're doing some awesome things at Life U that could really catch people's attention. When we have truly unique or groundbreaking news, we need to invest time and energy in promoting those stories so that they might have a chance to catch on. A good start: bold headlines, strong hashtags, epic imagery.

Tactics for posting more consistently and strategically.

Show some personality. On social media, we can break from more formal writing conventions. People come to social sites to be social. They don't want to be talked at—but talked to. Stay within the tone and style of our brand: smart, bold, supportive.

Timing is everything. Connect what's happening on our social sites with what's happening out in the world. Being timely is half the battle of being engaging. Get involved in conversations, the latest happenings in pop culture, buzzworthy stories and local events. Take every opportunity to connect to our expertise.

Think ahead. Sometimes you're posting on the fly—that's the nature of social media. For content that you know about ahead of time (facts, stories, quotes), do yourself a favor and schedule those in advance to ease the daily burden.

Find the balance. We should be using all of our social accounts to tell prospects the Life U story. Make sure there's a variety of content on each platform that gives the full picture.

Safety first. Make sure you're keeping your Life U social accounts secure. Use a shared email address for the account so that other members of your team can access it in your absence. Change the password regularly, and after anytime you've shared the credentials (like for takeovers).

Plan it out. This toolkit is great for making sure our team understands how we can leverage social media to support our brand. But we need to drill down deeper to make sure we keep things moving day-to-day. Create a social media plan that outlines hard goals for followers and engagement and that tracks with the overall marketing plan.

Who's the boss? Designate a social media manager (or two) who can take ownership of the social media process and create guidelines and goals for the whole social media team. This person should serve as the point of contact for all things Life U social.

Make it a machine. Establish a workflow for all social media content with clear responsibilities and roles for contributors. For example: Managers touch base daily as needed. Managers meet weekly to write and schedule posts and review analytics. Social team meets quarterly to discuss progress, ideas and goals. Faculty and staff send content to social media managers for consideration daily.

Keep track. Most social media sites have analytics tools that show which posts are performing well. Take advantage of these tools to see what people like on our social media channels. Hone in on what's working, what isn't and why. If something isn't working, change it. Use these metrics to inform the goals for your social media plans each year.

Cut it down. People don't read, especially on social media. Keep posts brief, even on platforms with no character limit – a good rule of thumb: no more than three concise sentences. Don't try and tell the whole story on social media; use links to push users to more information.

Keep calm. Carry on. Every once in a while, you'll find an unhappy post or comment from a follower. Address their concerns as best you can. Don't engage further if the follower is unrelenting or unreasonable.

Whenever new Life U materials are developed, ask yourself the questions:

“How can this translate to social media?”

“Will I need social media assets designed?”



SOCIAL MEDIA ASSETS

Plug and play
content that's
ready to use.

Social media bios

These are the Life U biographies for launching the brand on social media. There's a short version for platforms with character limits and a mid-length version for platforms where there is space to say a little more.

Short

We recognize all that is good and true and intrinsically you. We honor it. We stand in awe of it. And we'll help you tap into it. **#LifeItsInYou**

Mid

We believe that a willingness and desire to serve your community are just as important as academic pursuits. Live an inner-directed life, to give, to do, to love, to serve, out of your own abundance. **#LifeItsInYou**

Brand hashtags

These are the Life U brand hashtags. Use them to tell our story and celebrate our brand. Promote them heavily on and off social media as we begin to launch the Life U brand on social.

#LifeItsInYou

Use this brand hashtag to tell our stories, big and small, and to compel our community to join in and tell their own Life U stories. We want to create a curated set of social media content that shows how Life U and its people are making a difference.

#LifeU

This hashtag is an identifier and pride builder. Encourage our community to use it broadly to showcase their experiences at Life University.

Example posts

Text for social media posts that can be mixed and matched with various design assets or images.

At **#LifeU** we focus on active, engaged learning – small-group work, one-on-one mentoring with seasoned faculty and hands-on experiences, both on campus and online.

Our faculty will get to know you and your goals. They can help connect you to summer research positions and coveted internships with area businesses, hospitals and non-profits. Whatever your ambitions, they'll show you how to make them happen. **#LifeItsInYou**

Undergraduate degree programs at **#LifeU** range from business management to health sciences fields with both on campus and online options.

There's no reason for distance or time constraints to get in the way of your goals. **#LifeU** Online is designed so you can do it "your way," all the while receiving individualized education both on campus and off.

The Life U Fitness Center is packed with brand-new equipment and offers daily fitness classes and wellness activities. No matter what your fitness level, you'll find plenty of opportunities to get active and be your strongest, healthiest self. **#LifeItsInYou**

Our job is to show you how to nurture and grow what's already there. So get ready to reach for your dreams. Conquer your goals. We'll help make it happen. **#LifeItsInYou**

Aysia wasn't even sure she wanted to go to college; however, when she visited Life U, she knew it was the right place to help her pursue her dream of becoming a professional MMA fighter. Now she's balancing being on the wrestling team, a full-time student and working part-time at Starbucks. Don't worry though; she wouldn't have it any other way. **#LifeItsInYou**

Our commitment to our students is holistic. We want you to be successful in all things – mind, body, and spirit. That's why we have life coaches, leadership training, serene hiking and biking trails, and a network for giving back to the community. **#LifeItsInYou**, and we're here to foster it.

After graduating with a bachelor's degree in business and working a few jobs that left him unfulfilled, Marshall knew he needed to make a change. He started searching for ways to make his career meaningful and discovered a love for life and career coaching. Marshall now has his Master's in Positive Psychology, practices Zen Buddhism and serves as a career coach. He's never been happier. **#LifeItsInYou**

We all have it. The inner perfection. The potential for healing. The ongoing opportunity for personal transformation. At **#LifeU**, we recognize all that is good and true and intrinsically "you." We honor it. We stand in awe of it. And we will help you tap into it. **#LifeItsInYou**

From our founding as a chiropractic college, we've been committed to the healing art of correcting interference. Now a University with multiple programs of study, we may have broadened our reach, but our mission remains the same: helping all living systems express their optimal potential. **#LifeItsInYou**

Forget, for a moment, all that you have done. At **#LifeU**, we care about how you will contribute. What you will solve. Who you will heal. This is where, out of your own abundance, purpose springs to life. **#LifeItsInYou**

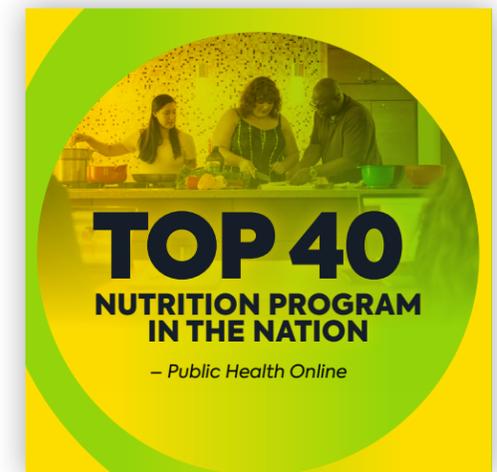
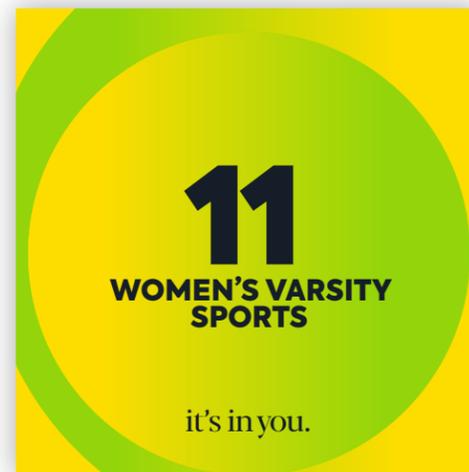
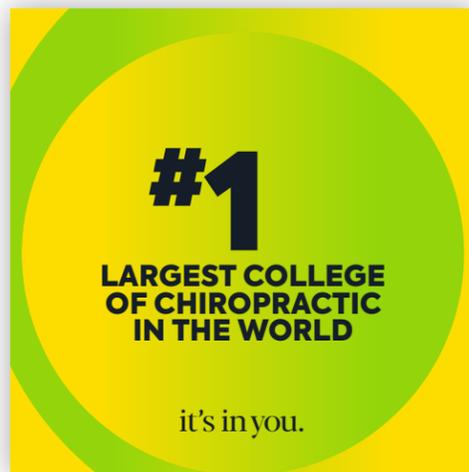
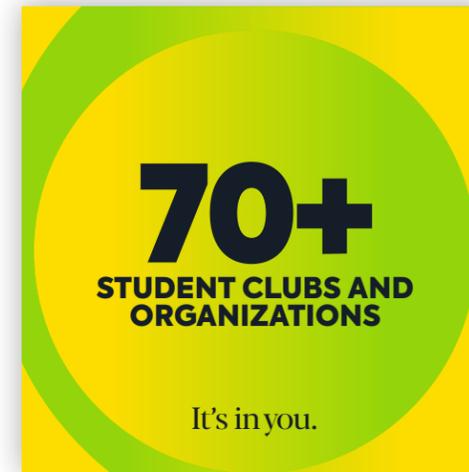
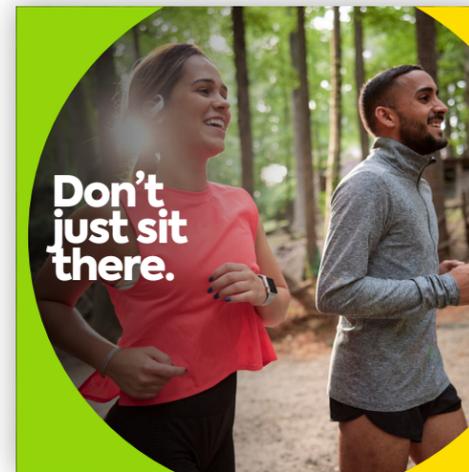
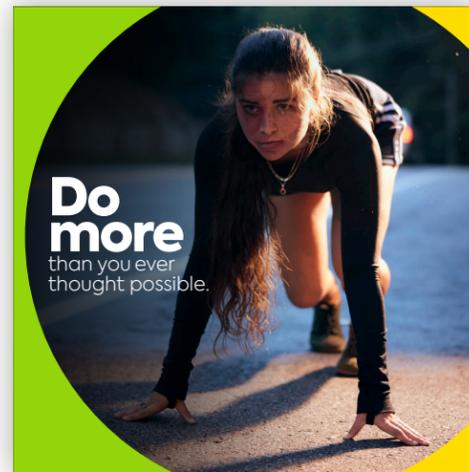
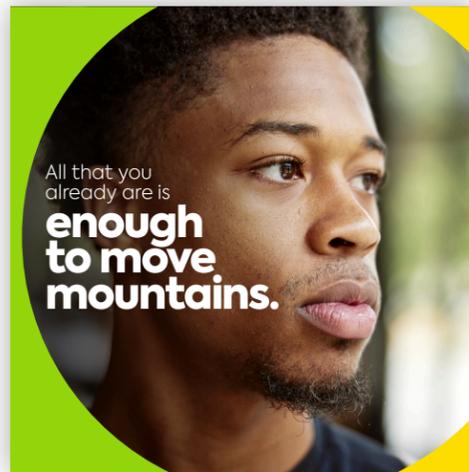
We offer 14 undergraduate degree programs, all taught in small classes, on one of the Atlanta area's most beautiful campuses. Let us make the most of everything you have to offer. **#LifeItsInYou**

What else will you find at **#LifeU**? Miles of walking and jogging trails. Lots of outdoor study areas, a zero-waste dining center complete with local and organically grown food and all this wonderfulness is a mere 20 minutes from metro Atlanta.

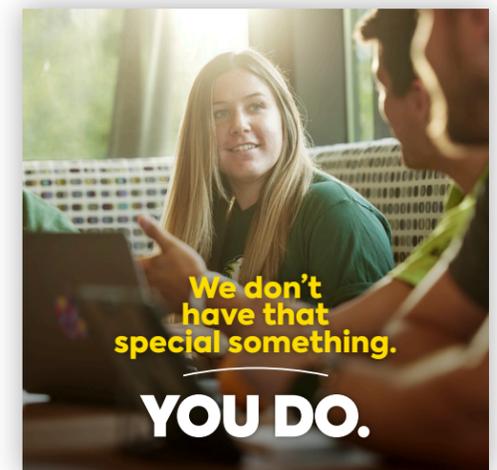
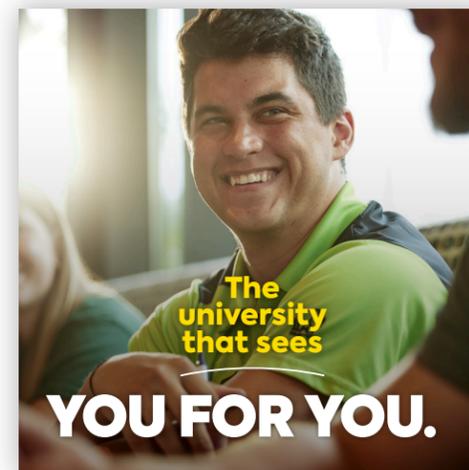
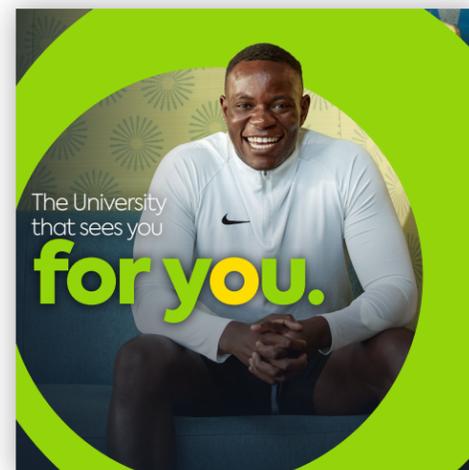
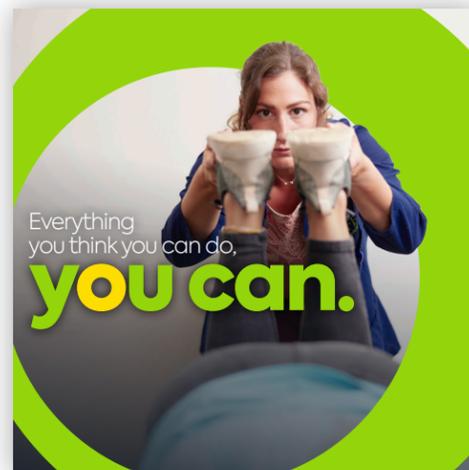
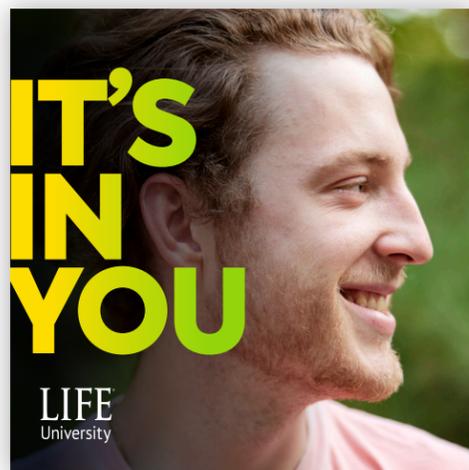
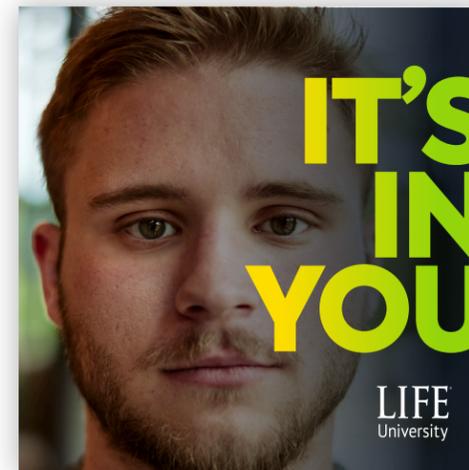
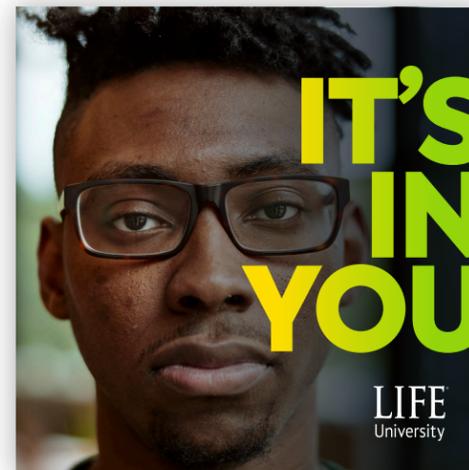
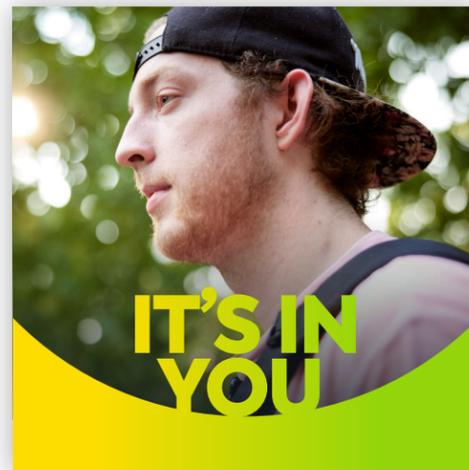
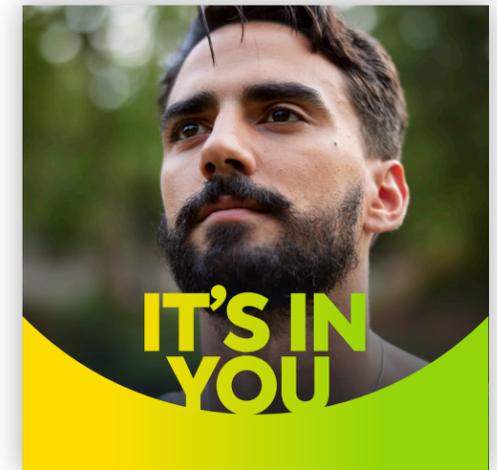
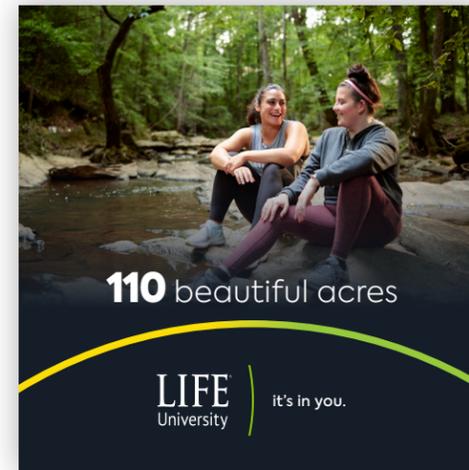
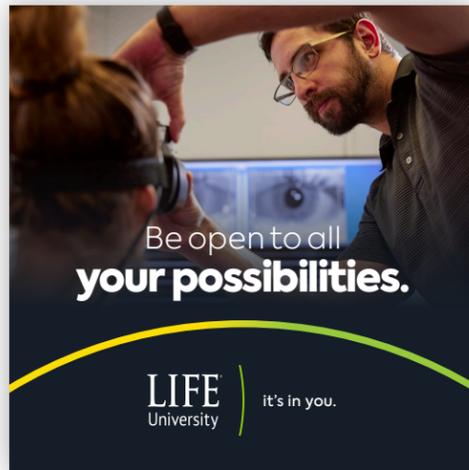
There's work to be done – in business, biology, the health sciences and more. We offer 14 undergraduate degree programs, just 20 minutes from downtown Atlanta. Start living. **#LifeItsInYou**

Feed posts

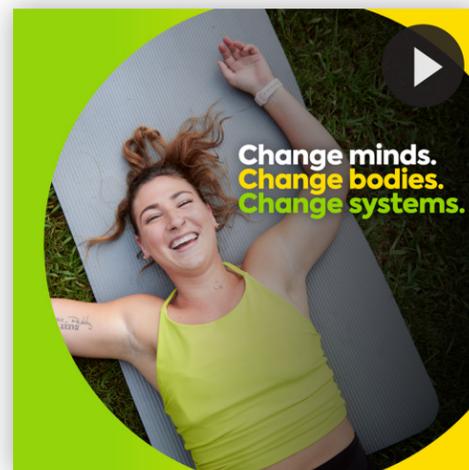
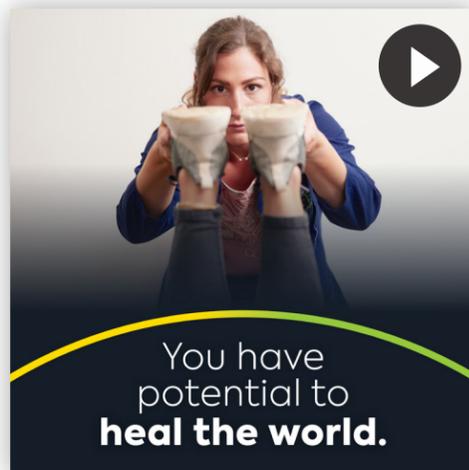
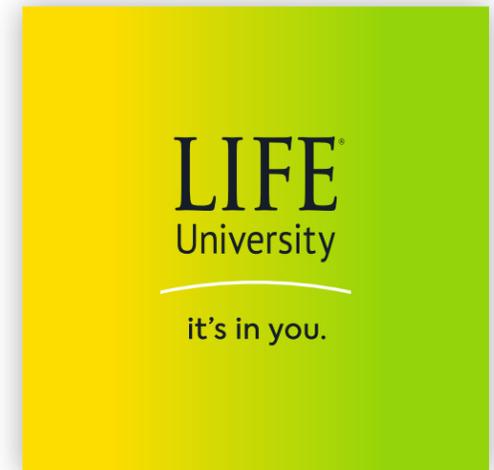
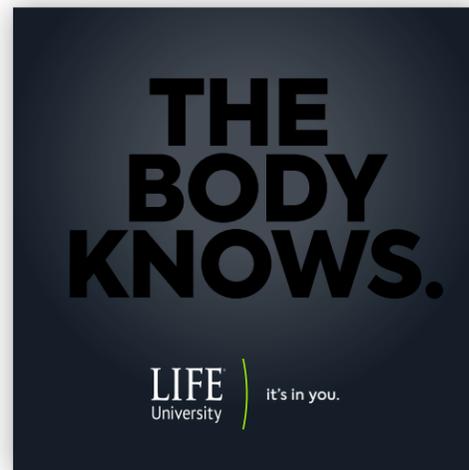
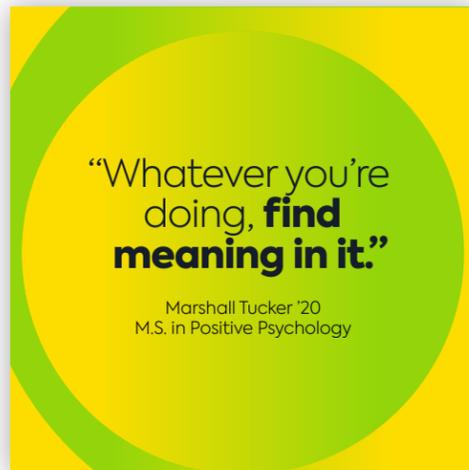
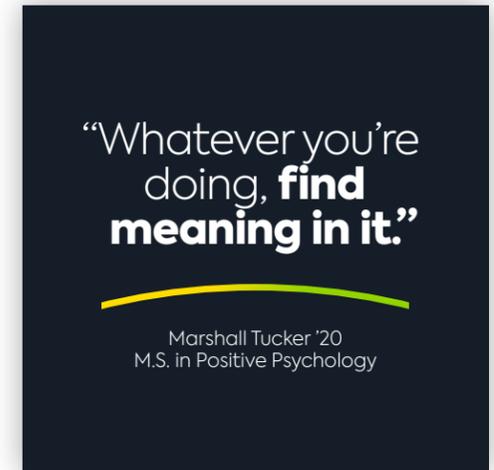
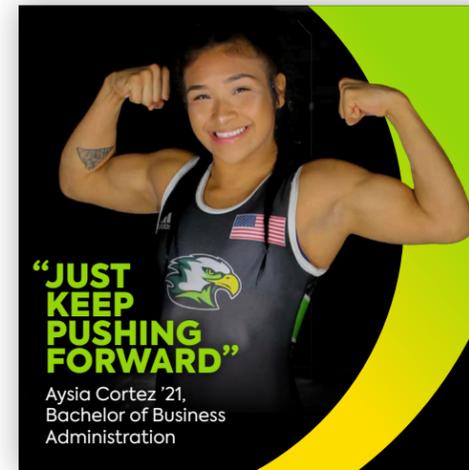
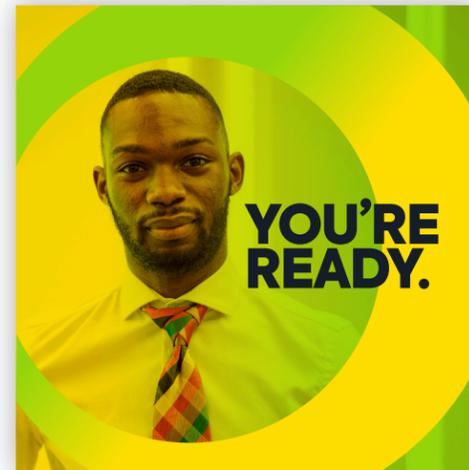
Pair these graphic images and videos with written text to share on social media. They can be mixed and matched with the example posts provided in this toolkit, or you can use them with new posts that you've written. Don't share them all at once. Spread them out over time, mixed in with other content you're posting to give them greater impact.



Feed posts

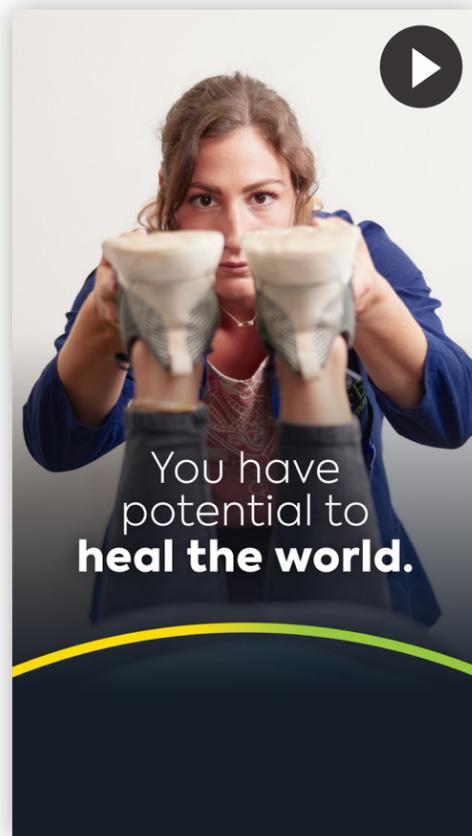


Feed posts



Story posts

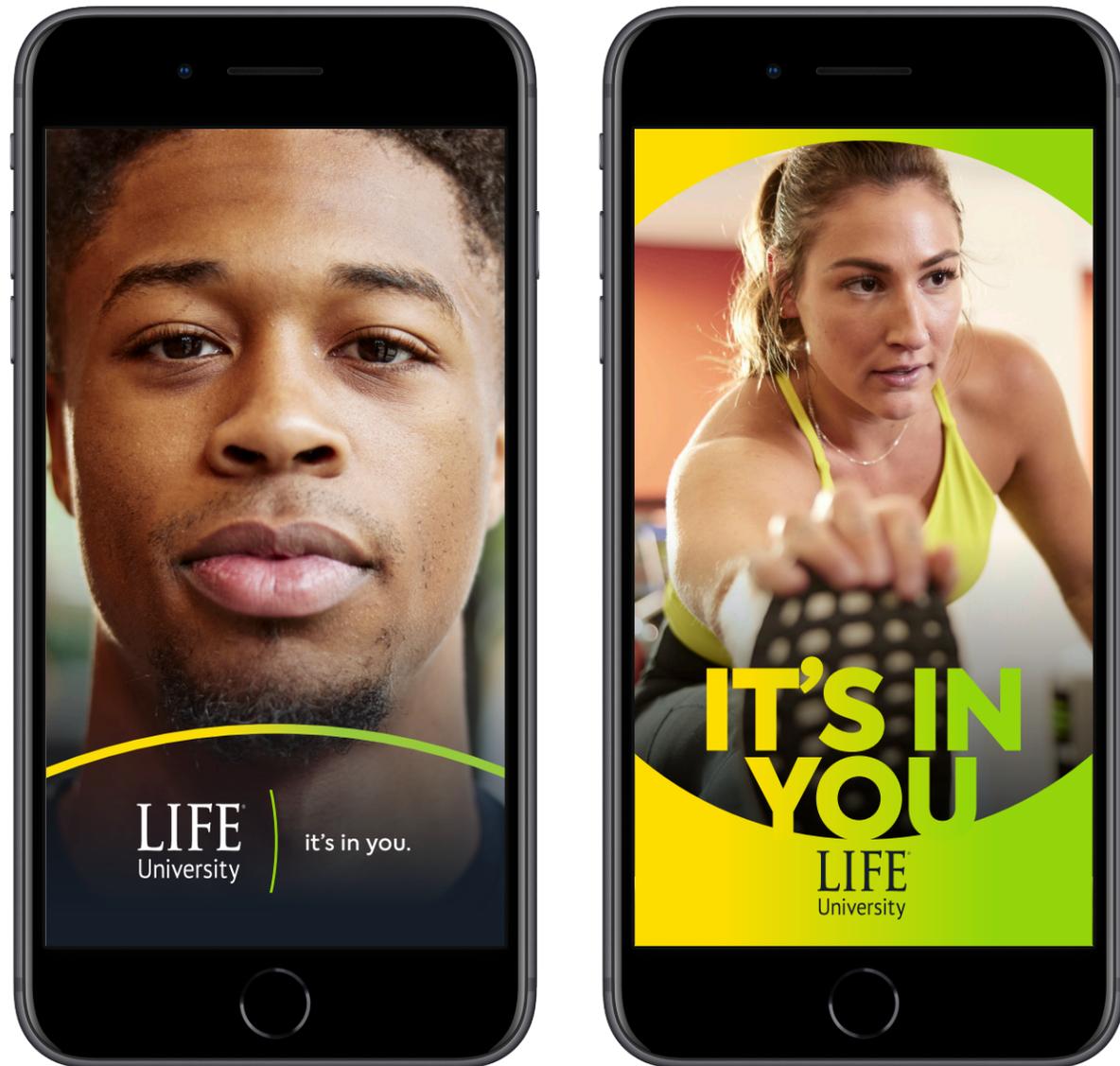
These videos are created specifically for use in the stories format featured on several social media platforms, which provides a fullscreen, immersive effect when viewed on mobile.



Geofilters and stickers

Interactive content that users can add to their photos on social media to show their Life U pride.

Geofilters



Animated stickers



LIFE[®]
University

it's in you.

Profile assets

Primary Profile Images

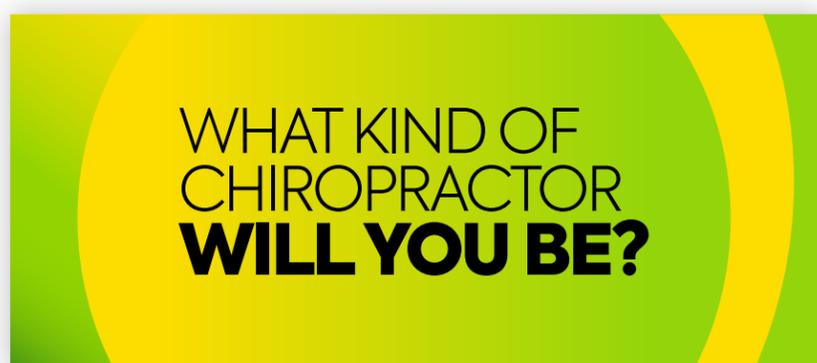
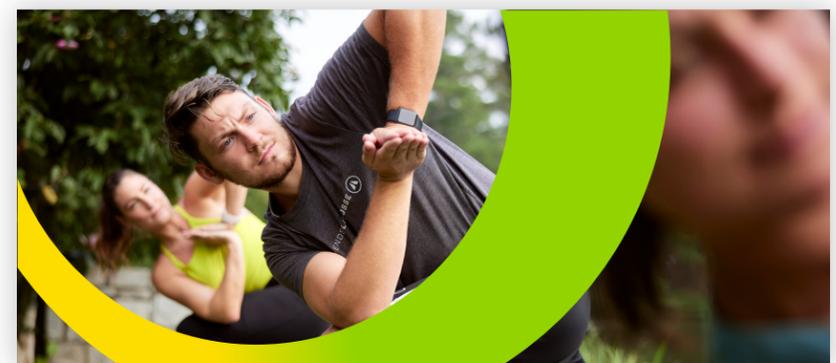
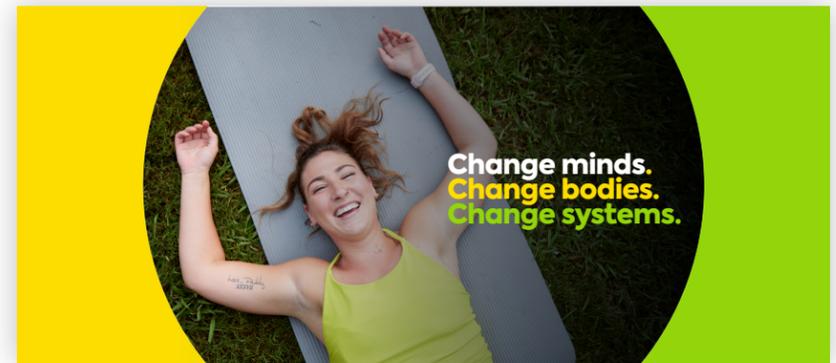


Colleges/Schools and Departments/Centers Example Profile Images



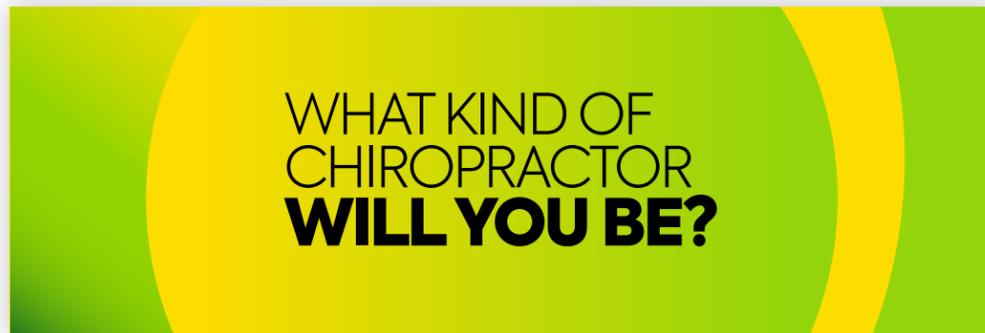
Profile assets

Facebook Banner Images



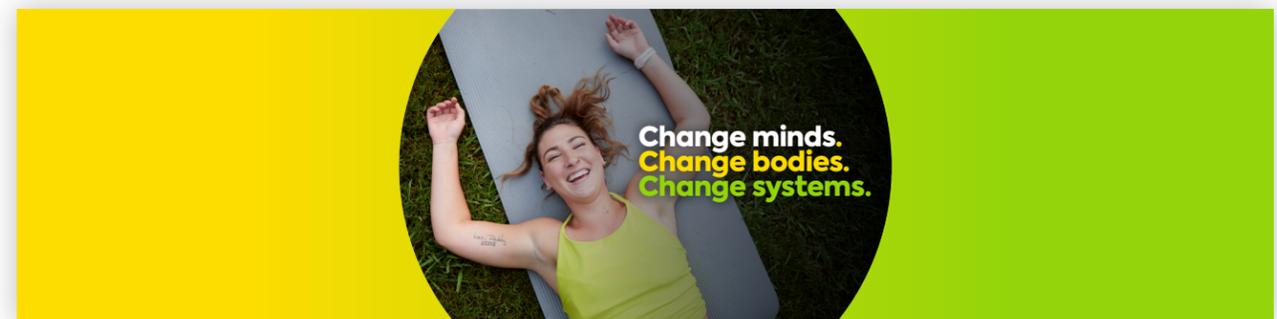
Profile assets

Twitter Banner Images



Profile assets

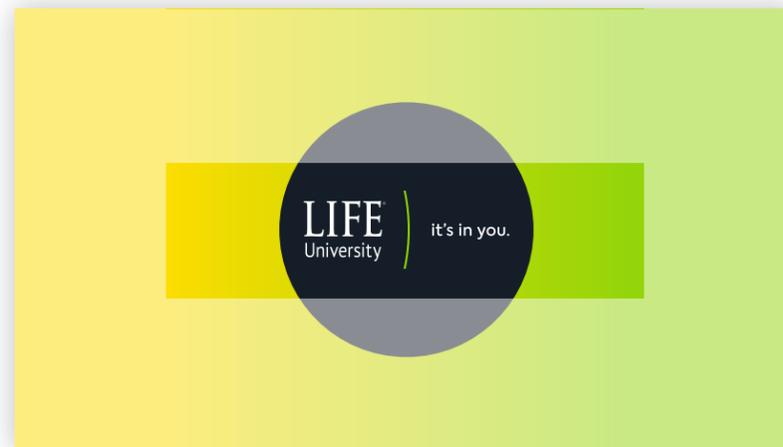
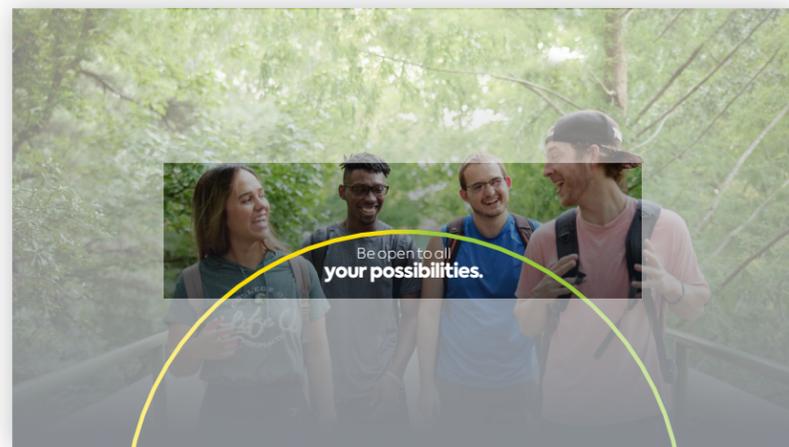
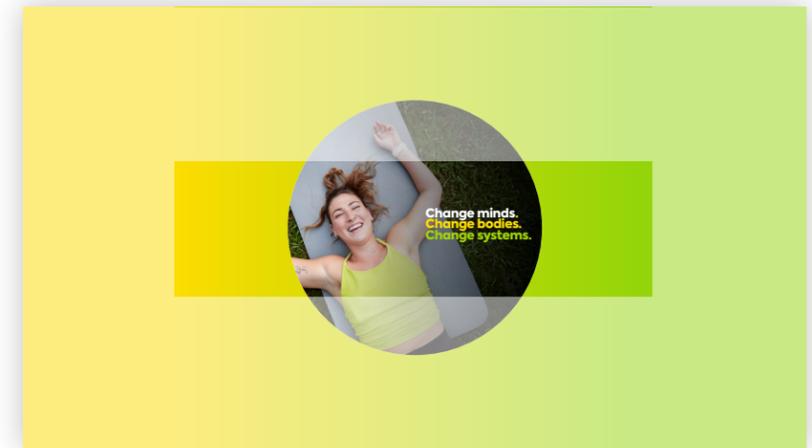
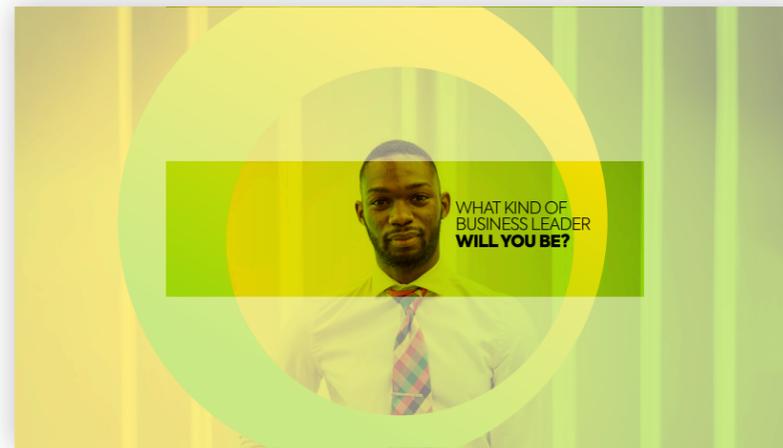
LinkedIn Banner Images



Profile assets

Use the full color rectangles at the center of these images as guidelines for placement in the YouTube banner.

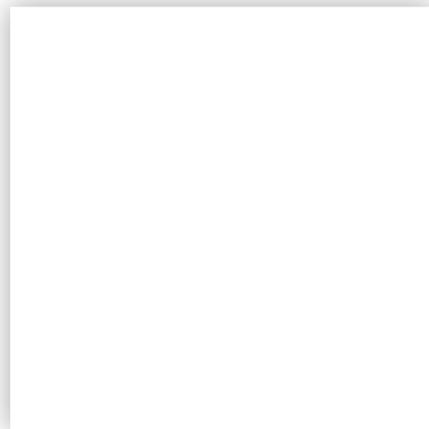
YouTube Banner Images



Design templates

Use these InDesign templates to update the design assets. There are templates for each post image style, profile images and banner images. Reuse the posts that have worked well, and update them over time to reflect new student stories, facts and information.

Feed Post



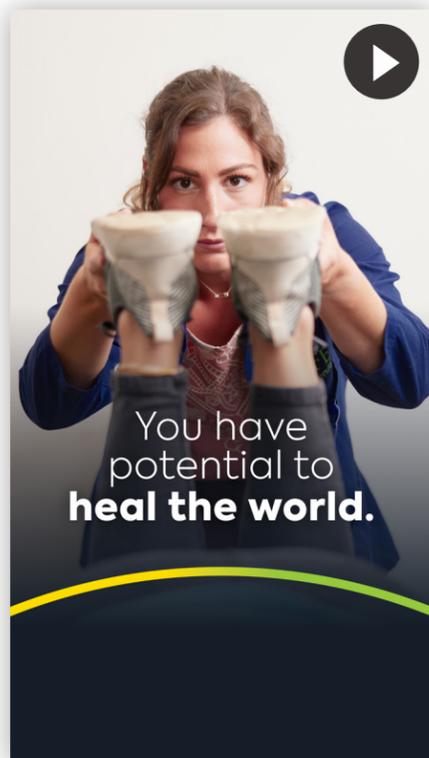
Facebook Banner Image



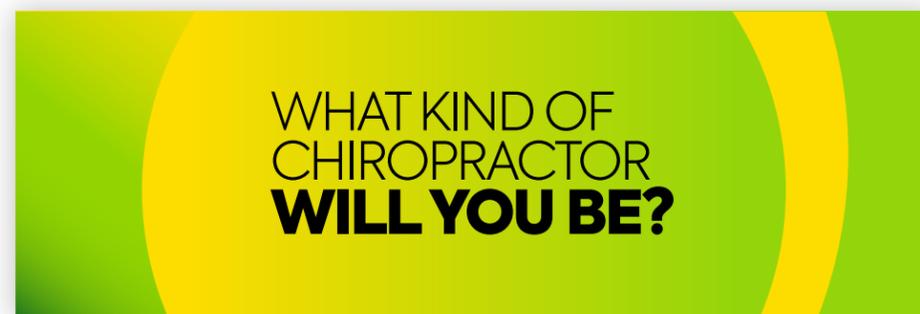
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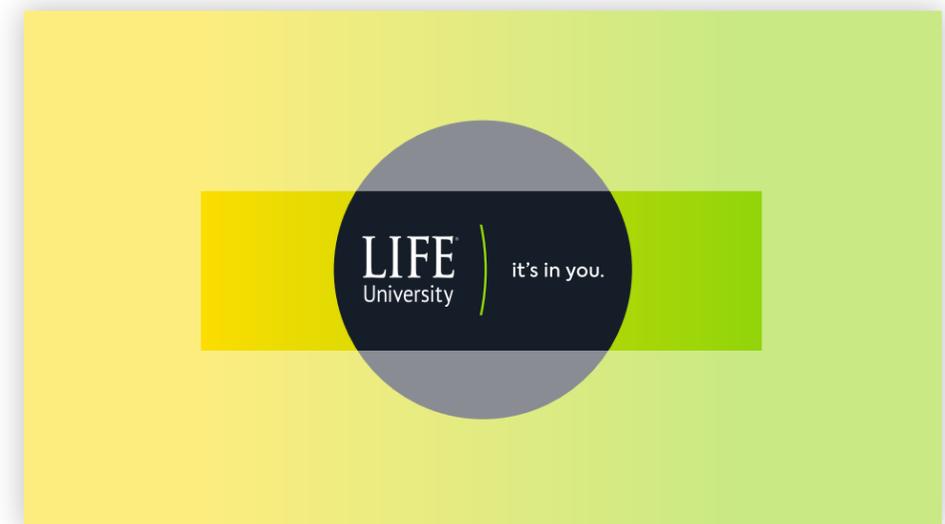
Story Post



Twitter Banner Image



YouTube Banner Image



Profile Image



The *it's in you* brand platform was born from the creative collaboration of Life University and Mindpower in 2021.

WANT TO LEARN MORE? CONNECT: [MINDPOWERINC.COM](https://www.mindpowerinc.com).