



UNIVERSITY OF LEEDS

SOCIAL MEDIA GUIDELINES

Version 3 – May 2018

This document is subject to periodic revision.

Please check www.comms.leeds.ac.uk
to make sure you have the most recent version.

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Part one

GUIDANCE FOR COMMISSIONERS

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Social media offers us a great opportunity to reach and engage our audience(s) in a meaningful, authentic way with measurable results.

This guidance outlines social media best practice at the University, providing a breakdown of the major platforms' capabilities with an overview of your responsibilities as an account owner.

Tell us what you think

We welcome your feedback. Please let us know if anything in the guide is unclear or if you can't find the information you need – contact Martin Carter in Digital Communications: m.e.carter@leeds.ac.uk

Our six social media principles

The University follows a set of key principles which apply to all social media platforms and their respective owners:

1. Go to your audience

Building a new following on a new social account takes a lot of time, resource and budget. The University has a wide range of existing social media accounts, so take a look at the major accounts already in use either from a central University level, or in your local faculty or school.

The University encourages collaboration around social media, and working with others with similar audiences and objectives can save time and money. Further, different channels are used in different ways by our audience groups. This guidance covers the major platforms and who uses them.

2. Safety and security

Keeping your accounts safe is important. You should ensure your passwords are secure, complex and regularly updated. The IT website offers guidance on [selecting and storing passwords](#), with further advice on [using passwords and keeping them safe](#).

If you establish a University-related account, you are responsible for ensuring its legacy. Should you leave the University or transition to a new role, you must transfer ownership to a colleague or close the account.

3. Personal vs professional

When establishing your social channel, you need to decide if the account represents:

- your own identity as the account owner or
- a group, institution or body in the University's name.

Often, and particularly in an academic environment, dedicating time to developing your own personal account can be more valuable than setting up numerous professional accounts for projects or groups.

Personal accounts are more portable than institutional accounts, meaning should you move on, you can take your personal accounts with you. For advice, contact Martin Carter in Digital Communications: m.e.carter@leeds.ac.uk

4. Relevancy and value

Most social media networks run on algorithms, which determine how content is displayed to users. The underlying principle of getting your content to the most people, is relevance and value.

Ask yourself whether content you create is both relevant and valuable to your user. Using that as a quality check before you post will ensure you are sharing content that is truly newsworthy and useful to your audience.

For example: a post stating that libraries will be shut over Easter is relevant to current students, but also including a link to 'online resources and 24 hour IT clusters' adds value to the content.

Your account should only exist if your feed offers value to the user, faculty or service. Poorly maintained social media accounts with weak content or no clear audience are potentially brand-damaging for the University.

5. Design

Social media content relies heavily upon its aesthetic quality. Our design guidance from page 34 onwards will assist you in the creation of content which makes the most impact.

Accounts which use the University's name should follow our [identity management guidelines](#), upholding brand consistency and a standard of quality which reflects our history and stature.

Don't forget: many laws around copyright of images and video apply online as they do elsewhere, so ensure you have the correct permissions for everything you use.

6. Measuring success

Social media success should be measured by the value it brings to your communications objectives, and we'll soon be sharing guidance on best practice when it comes to measuring your social media performance.

Page branding

5

Avatars and banner images

Avatars

There is a standard avatar used across all University social media accounts. It is available in three colour options: black, green or red. If needed, you can request an avatar via the [University image library](#).

For permission to use the avatar, email webcomms@leeds.ac.uk before making your social media account live.

Page banners (cover photo) and text

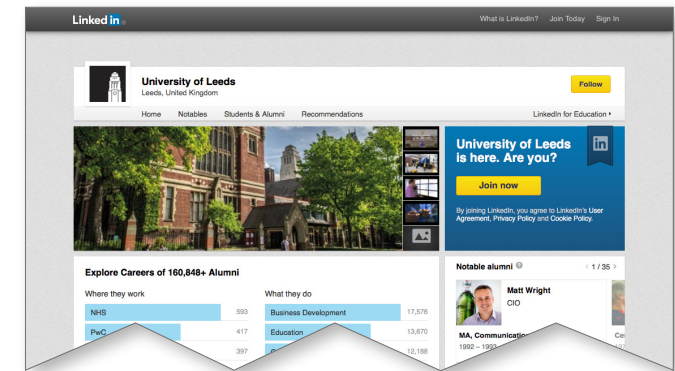
Text is not allowed in page banners for social media. These should only be photos, as the files are:

- aggressively compressed when uploaded to the platform, and
- often scaled down when viewed on a mobile device where text can get obscured by the avatar and occasionally cropped.

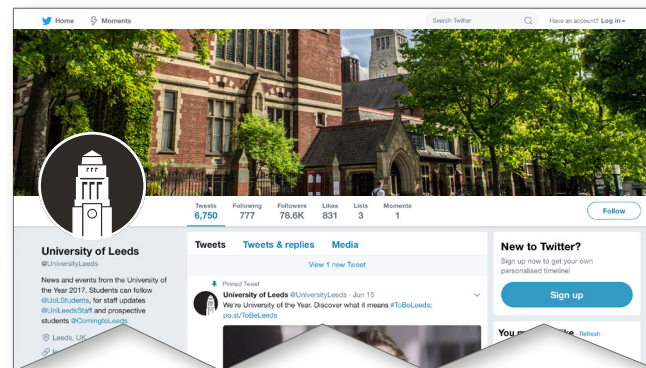
Facebook



LinkedIn



Twitter



Content considerations

6

Text in posts

On social media you have the opportunity to utilise written content alongside visual content (photos, graphics, video etc). It's important to consider how the two relate to each other.


For organic posts, the written copy will sit above the visual content.

For paid for advertising, the written copy will also sit above the visual content, and you may also have the opportunity to add a headline and description.

Whether you're creating an advertising campaign, or just some organic elements, planning the written copy alongside your visual content is best practise as it means the two work together and complement each other.

Creating the two elements independently can lead to a disparity and your post not being as effective.

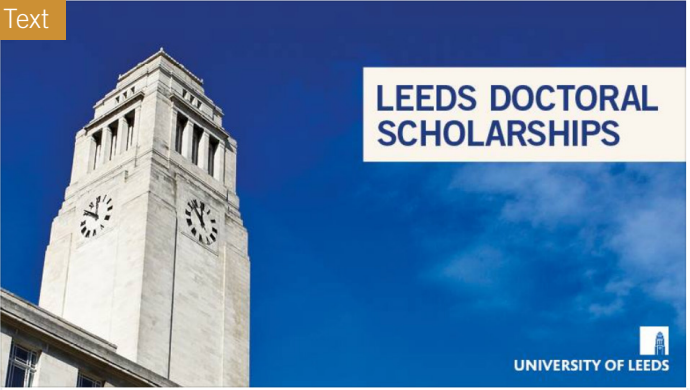
Paid for post

 **UoL test**
Sponsored · 🌐

Like Page

Further details and how to apply are available now on our website.
For more information please contact the Financial Support team:
finance@leeds.ac.uk

Text



LEEDS DOCTORAL SCHOLARSHIPS

UNIVERSITY OF LEEDS

Headline **Leeds Doctoral Scholarships**


Newsfeed link description Information about our Doctoral Scholarships for 2017 entry.

LEEDS.AC.UK

Apply Now

Like Comment Share

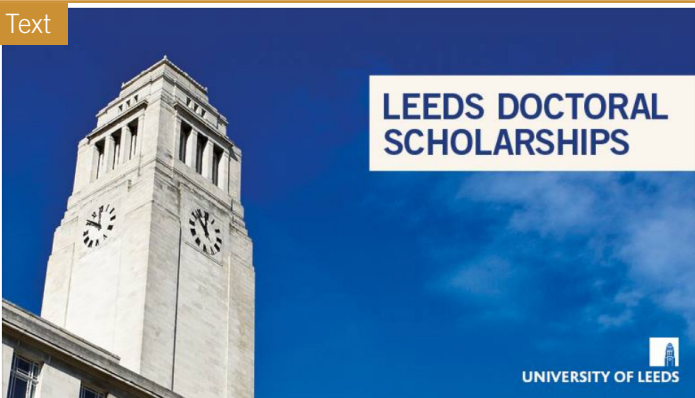
Organic post

 **UoL test**
Just now · 🌐

...

Further details and how to apply are available now on our website.
For more information please contact the Financial Support team:
finance@leeds.ac.uk

Text



LEEDS DOCTORAL SCHOLARSHIPS

UNIVERSITY OF LEEDS

Like Comment Share

Text on images

Platforms prefer you to use images without overlaid text and instead encourage you to use the written post, headline and description for your copy, particularly if posting on Facebook.

Facebook has a 20% threshold rule, which means that text overlaid onto images can only take up 20% of the space.


Our logo uses approximately 5% and so any additional text can only take up 15% or less of the overall design space.

There are some exceptions, including events advertisements. More information can be found [here](#).

Facebook also offer a tool to check how much text is on your image, available [here](#).


Be aware

If you add text to your image it may not reach as many people, even if it is less than their recommended 20% threshold. Text which exceeds 20% of the image will not perform well and in some cases, Facebook may even reject the graphic.

 **Image text: High**
Your advert may not run.


You may not reach your audience because there's too much text in the advert image. Facebook prefers advert images with little or no text. Unless you qualify for an exception, change your image before placing your order.



 **Image text: Medium**
Your advert's reach may be much lower.


Your advert's reach may be much lower than usual because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.



 **Image text: Low**
Your advert's reach may be slightly lower.

You may reach fewer people because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.



 **Image text: OK**
Your advert will run normally.



Content considerations

8

Call to action buttons

A call to action (CTA) button is offered on some ad formats on Facebook and Instagram. You can choose a CTA from a set list of options when you're setting your advert up.

The call to action you choose to display is worth consideration. If an inappropriate CTA is used with a different headline on your advert, it affects the relevancy score. For example if you're headline text was 'Explore campus' and you used the **Book Now** CTA button, your advert may not perform as well as one which is more relevant.

Facebook

Image	Video	Carousel
Call to action ⓘ	Call to action ⓘ	Call to action ⓘ
No button ▾	No button ▾	No button ▾
✓ No button	✓ No button	✓ No button
Get Showtimes	Get Showtimes	Request Time
Learn More	Learn More	Apply Now
Listen Now	Listen Now	Book Now
Send Message	Send Message	Contact Us
See Menu	See Menu	Download
Shop Now	Shop Now	Get Showtimes
Sign Up	Sign Up	Learn More
Watch More	Watch More	Listen Now

Instagram

Image	Video	Carousel	Stories
Call to action ⓘ	Call to action ⓘ	Call to action ⓘ	Call to action ⓘ
No button ▾	No button ▾	No button ▾	No button ▾
✓ No button	✓ No button	✓ No button	✓ No button
Request Time	Request Time	Request Time	Request Time
Apply Now	Apply Now	Apply Now	Apply Now
Book Now	Book Now	Book Now	Book Now
Contact Us	Contact Us	Contact Us	Contact Us
Download	Download	Download	Download
Get Showtimes	Get Showtimes	Get Showtimes	Get Showtimes
Learn More	Learn More	Learn More	Learn More
Listen Now	Listen Now	Listen Now	Listen Now
Send Message	Send Message		

Overview

Facebook is the largest social media network in the world, with billions of users. Facebook's users span all generations and demographics, allowing marketing and communications professionals to reach a potentially vast audience, but there are challenges to overcome.

Facebook's algorithm decides which content is shown to a user in a particular order. It achieves this by using countless variables (a great explainer is found in this video: [How Does Facebook Newsfeed Work?](#)).

Typically, Facebook will display posts from a user's friends and family first, followed by Groups they have joined. In third place are highly engaged posts from publishers, brands or celebrities.

You can give your content the best opportunity for visibility in the newsfeed by:

- Creating relevant, useful, timely, authentic and captivating content which sparks engagement and conversation.
- Spending time in the comments section of your post soon after publication – not dumping content and moving on.
- Deploying content formats which typically perform better, including Facebook Live, video and moving image. (Conversely, posting content without any supporting visual content, or posting links to YouTube, generally scupper your visibility.)
- Organising your community around a Facebook Group, rather than a Facebook Page, where relevant.
- Using budget to support your activity – all communications strategies which involve Facebook should be supported by paid activity.

The University's main Facebook Page can often support the promotion of activity, such as events or news stories. Similarly, there is a proliferation of institutional Facebook Pages which have a substantial following. You may find it preferable to collaborate with these Page owners, who can share content on your behalf.

Martin Carter in Digital Communications maintains a record of these accounts and can be contacted at: m.e.carter@leeds.ac.uk

To understand the breadth of opportunity through paid activity on Facebook, please contact Shona Orr in Digital Marketing: s.orr@leeds.ac.uk

Note that Facebook is blocked in China. For details of our Chinese social media presence, please see the end of this document.

The following pages give an overview of the types/formats of posts available on this platform.

Advertising on Facebook

When advertising on Facebook, you start with selecting your campaign objectives. Facebook offers the widest range of objectives, and groups them according to a typical conversion funnel:

- 1. Awareness:** brand awareness and reach.
- 2. Consideration:** traffic, engagement, app installs, video views, lead generation, messages.
- 3. Conversions:** catalogue sales, store visits.

Most paid campaigns run at the University are Awareness or Traffic campaigns. However, Facebook can be used for numerous campaigns, including advertising research or news stories, course and events promotion.

Targeting

Facebook also allows you to target very specific audiences. Detailed targeting includes:

- Demographics including education level, schools, fields of study as well as job titles and more
- Interests including Business and Industry, Entertainment, Family and relationships, Fitness and Wellbeing, Food and drink, Hobbies and activities, Shopping and fashion, Sports and outdoors, Technology.
- Behaviours including Anniversary, Automotive, Charitable donations, Consumer classification, Digital activities, Ex-pats, Financial, Mobile Device User, Mobile device user/device use time, Multicultural affinity, Purchase behaviour, Residential profiles, Soccer, Travel.
- More Categories including Facebook categories.

Facebook offers different ad formats, which we cover in these guidelines:

- Image
- Video
- Collections
- Carousel

Whatever format you choose, your content needs to be high quality in order to gain attention and engagement. There are also numerous call-to-action options depending on your campaign objectives, which gives a clear message to your target audience. You can see these on page 8.

Budgeting

With Facebook you can run campaigns from as little as £100 through to £10,000. Facebook breaks down your spend each day for the duration of your campaign, and calls this your Daily Budget.

It is key that the Daily Budget is substantial enough so that Facebook can collect decent learnings and then optimise your campaigns for the duration of the activity.

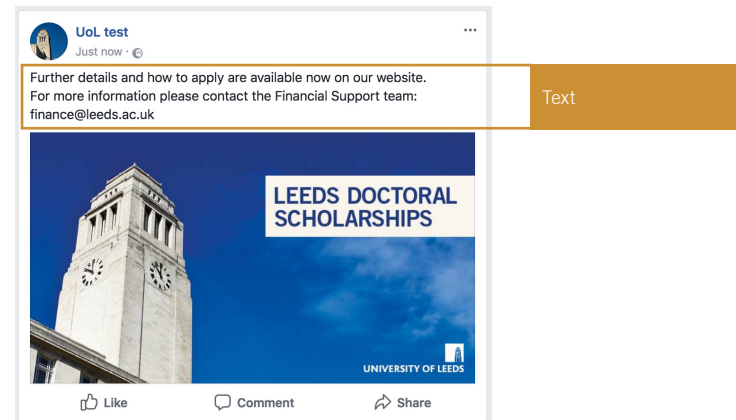
We recommend a Daily Budget of approximately £40–50, and at least a Daily Budget of £10.

Please contact Shona Orr: s.orr@leeds.ac.uk for help with Facebook paid for activity.

Photo (organic)

An organic Facebook photo can be viewed on a desktop and mobile. It is organic, and therefore will display within the feed of your followers and cannot be targeted. You will need to make sure your URL is included in your text as the image will not click through. The post can be used for a range of campaigns, including general brand awareness.

Content hierarchy



Text

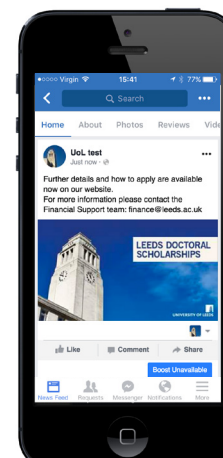
no max characters

Your text will appear along the top of the image. It should include your message and important information, such as dates. You need to include your URL here along with your call to action.

In stream examples



Desktop news feed.



Mobile news feed.

Photo (paid for)

Photo adverts can be viewed on desktop and mobile, and can be used for a range of campaigns. They are paid for and targeted at a specific audience. The advert presents the call to action and URL below the image. You can click through to a designated landing page directly from the image or from the call to action below it.

Content hierarchy

The screenshot shows a sponsored post from 'UoL test' for 'Leeds Doctoral Scholarships'. The content hierarchy is as follows:

- Text:** Further details and how to apply are available now on our website. For more information please contact the Financial Support team: finance@leeds.ac.uk
- Image:** A photograph of the University of Leeds clock tower with the text 'LEEDS DOCTORAL SCHOLARSHIPS' and 'UNIVERSITY OF LEEDS' overlaid.
- Headline:** Leeds Doctoral Scholarships
- Newsfeed link description:** Information about our Doctoral Scholarships for 2017 entry.
- Call to Action:** Apply Now
- URL:** LEEDS.AC.UK

Text

recommended max 90 characters

Your text will appear along the top of the image, and should include most of your message, including important information such as dates.

Headline

recommended max 25 characters

Here you can summarise your campaign and what you are trying to raise awareness of – most likely your campaign title.

Newsfeed link description

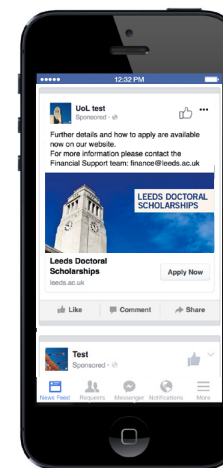
max 30 characters

This is a small addition to the content, most likely practical information regarding the call to action in the advert, such as what will happen when you click through.

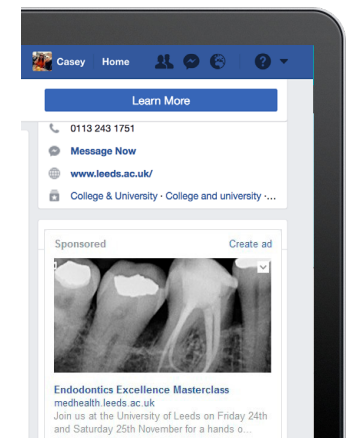
In stream examples



Desktop news feed.



Mobile news feed.



Side bar view.

Video (organic)

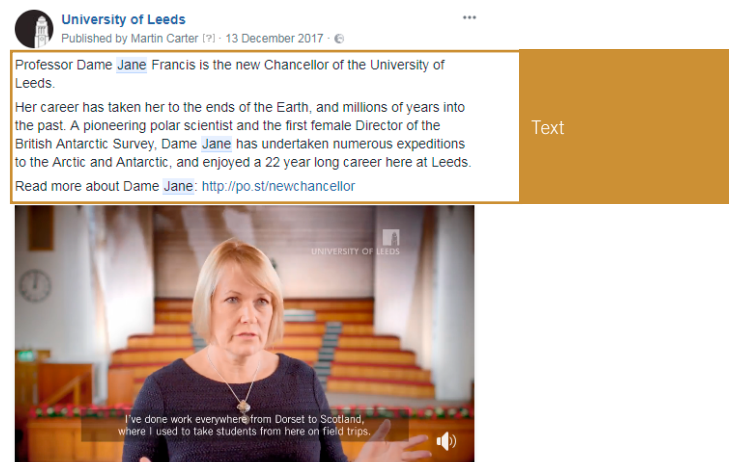
Videos can be uploaded onto Facebook and will auto-play in most users' newsfeeds. Typically, videos are found to perform better than static content.

As with photo content, your post accompanying the video can include text and links.

Most users watch video content without sound, so videos should have subtitles.

Further video guidelines are available which cover the commissioning and creation of video content, how to optimise videos to ensure they are seen by the most people, and guidance on the University's style.

Content hierarchy

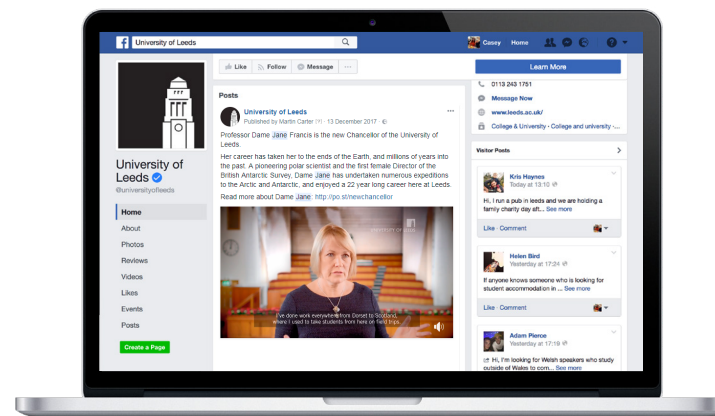


Text

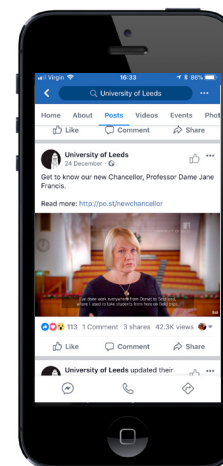
no max characters

Your text will appear along the top of the video. It should include your message and important information, such as dates. You need to include your URL here along with your call to action.

In stream examples



Desktop news feed.

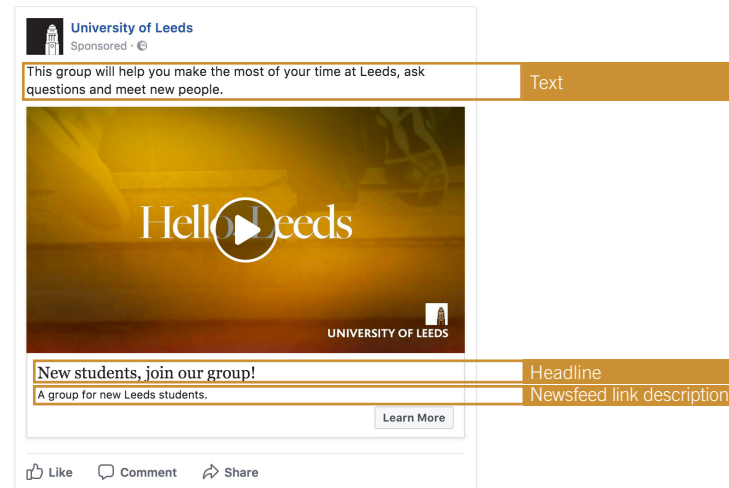


Mobile news feed.

Video (paid for)

Video adverts can be viewed on desktop and mobile, and can be used for a range of campaigns. They are paid for and targeted at a specific audience. The advert presents the call to action and URL below the image. You can click through to a designated landing page directly from the video or from the call to action below it.

Content hierarchy



Text

recommended max 90 characters

Your text will appear along the top of the video, and should include most of your message, including important information such as dates.

Headline

recommended max 25 characters

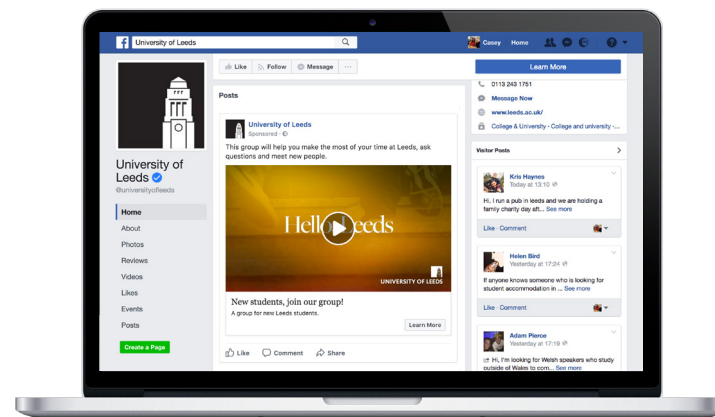
Here you can summarise your campaign and what you are trying to raise awareness of – most likely your campaign title.

Newsfeed link description

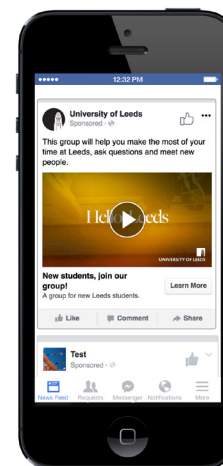
max 30 characters

This is a small addition to the content, most likely practical information regarding the call to action in the advert, such as what will happen when you click through.

In stream examples



Desktop news feed.



Mobile news feed.

Carousel

Carousel adverts can be viewed on a desktop or mobile device. The adverts are paid for and targeted at a specific audience, who can click through to a designated landing page that can be unique to each card.

You can have up to 10 images or videos with accompanying text. The recommended video length is up to 15 seconds with a maximum length of 60 seconds. This type of advert suits a campaign promoting an event, or something with a wider range of visuals.

Content hierarchy

University of Leeds Sponsored ·

Apply now to our Wellcome Trust funded 4-year PhD programme; 'The Molecular Basis of Biological Mechanisms', for the researchers of the future.
<https://goo.gl/QXamhw>

Leeds; Centre Of Excellence **Outstanding Research F**

Apply Now

13 7 comments 1 Share

Text recommended max 125 characters

Text will appear along the top of every image included in the carousel, so should be relevant to all images.

Headline recommended max 40 characters

A headline message will sit underneath your images. Each image has its own individual headline which should be related to the image.

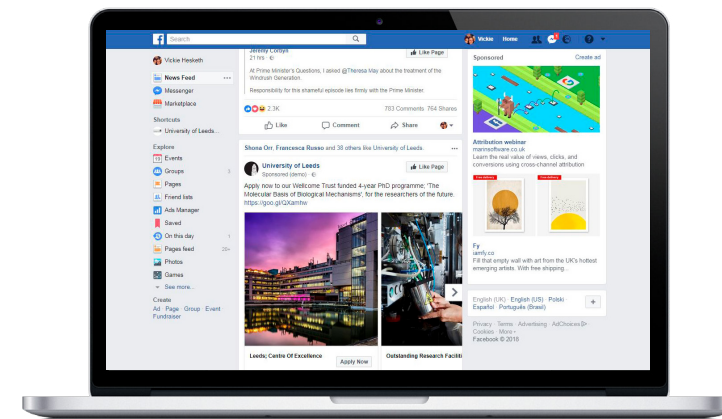
Description recommended max 20 characters

This is an optional accompanying description to each individual headline.

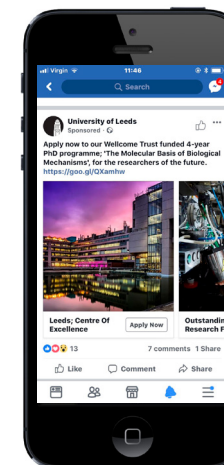
Call to action button Facebook provides options

The call to action button is the same for each image, although the click through URL for each card does not have to be the same. It affects the relevancy score if an inappropriate CTA is used with a different headline. For example 'Explore campus' and **Book Now**

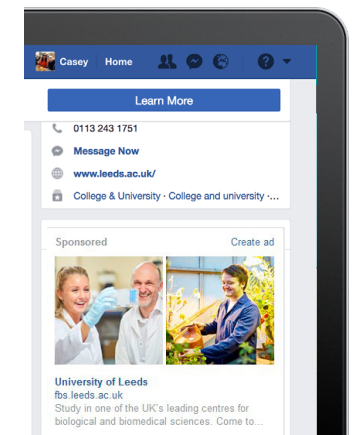
In stream examples



Desktop news feed.



Mobile news feed.



Side bar view.

Canvas

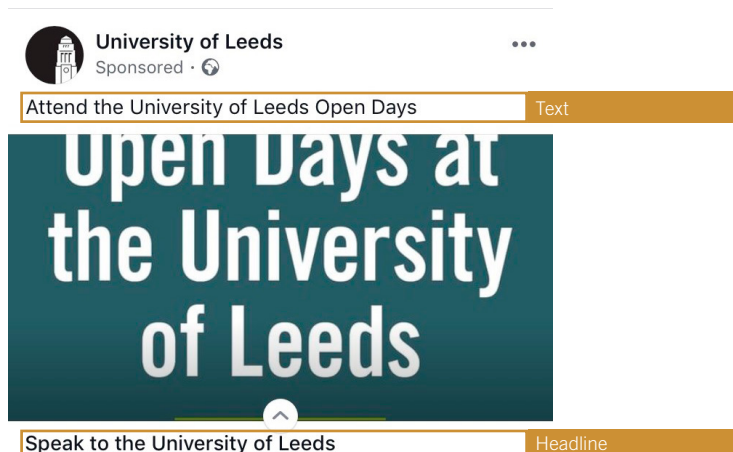
Canvas adverts are specifically designed for mobile devices and provide an immersive, high impact, full-screen app-like experience. They are paid for and targeted at a specific audience, with click-through buttons hosted throughout the advert, which take users to your featured website. They can host a range of content including video, image and text.

Before creating a Canvas ad, contact Shona Orr: s.orr@leeds.ac.uk

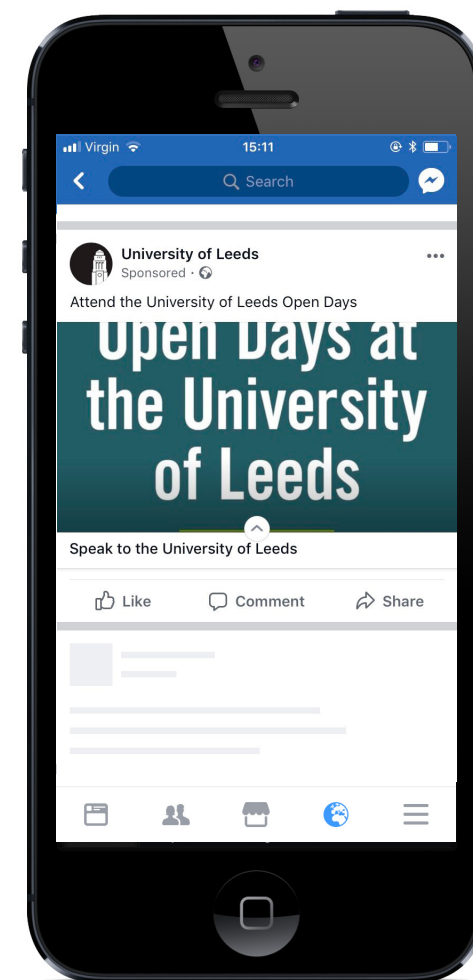
Read further guidance [here](#)



Content hierarchy (in stream)



In stream example



Canvas adverts are mobile only.

Collections

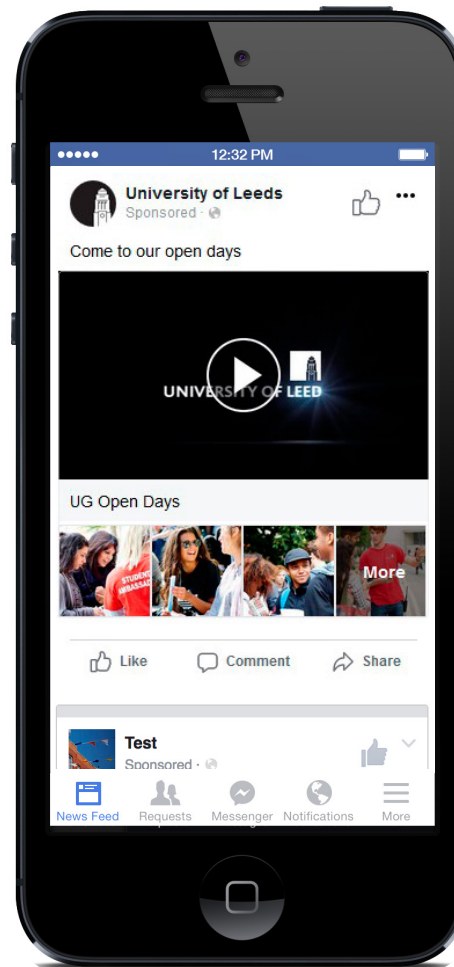
Collection adverts are specifically designed for mobile devices and provide an immersive, high impact, full-screen app-like experience. They are paid for and target at a specific audience, with click-through buttons hosted throughout the advert. Collections can host video and images.

This format has been designed more for the purpose of e-commerce. However by using a variety of imagery and video content the Collection can create a more compelling advert, which also has the added benefit of converting to a basic canvas ad when viewed on a mobile device.

Before creating a Collection advert, contact Shona Orr: s.orr@leeds.ac.uk

Further guidance is available [here](#)

In stream example



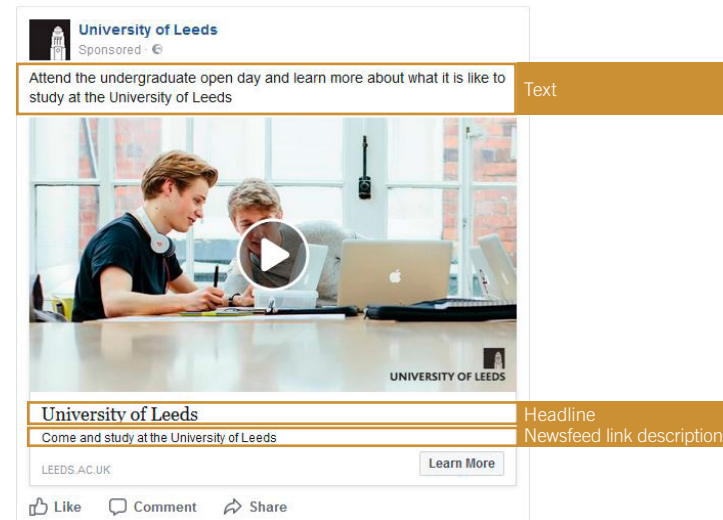
Mobile news feed.

Slideshows

Slideshow adverts can be viewed on desktop and mobile, and can be used for a range of campaigns. They are paid for and targeted at a specific audience. The advert consists of three to 10 images and transforms them into a slideshow. You can edit the transition and image duration and add music and text to each individual image. It presents the call to action and URL below the slideshow. You can click through to a designated landing page from the call to action.

Further guidance is available [here](#)

Content hierarchy



Text **recommended max 90 characters**

Your text will appear along the top of the video, and should include most of your message, including important information such as dates.

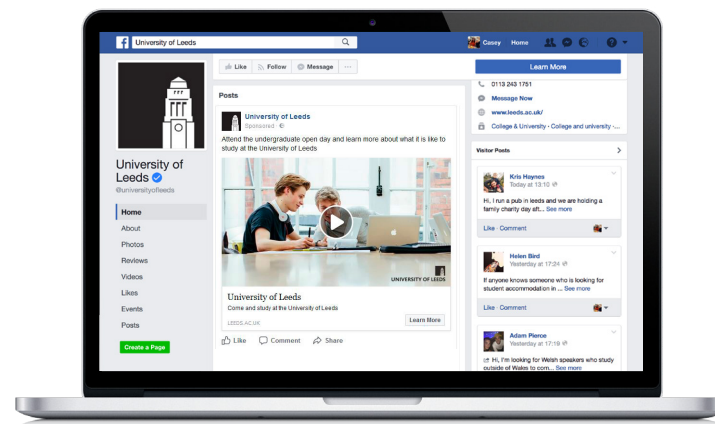
Headline **recommended max 25 characters**

Here you can summarise your campaign and what you are trying to raise awareness of – most likely your campaign title.

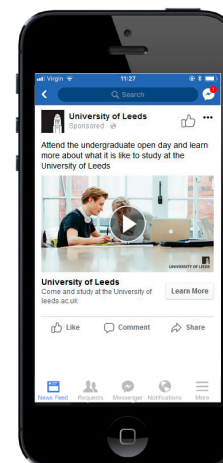
Newsfeed link description **max 30 characters**

This is a small addition to the content, most likely practical information regarding the call to action in the advert, such as what will happen when you click through.

In stream examples



Desktop news feed.



Mobile news feed.

Frames (organic)

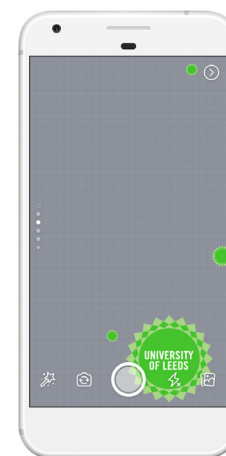
Facebook frames is a feature that allows you to create frame overlays, similar to Snapchat Geofilters (see page 31). Users can overlay these onto their profile pictures, and in the camera mode of Facebook. Frames are organic, but can be targeted using location and keywords. There is no link or click through displayed, so frames are best used for events or for general brand awareness. Contact Martin Carter, m.e.carter@leeds.ac.uk for more information.

Further guidance is available [here](#)

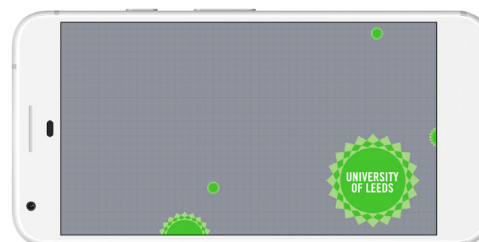
Original design



Camera overlay views

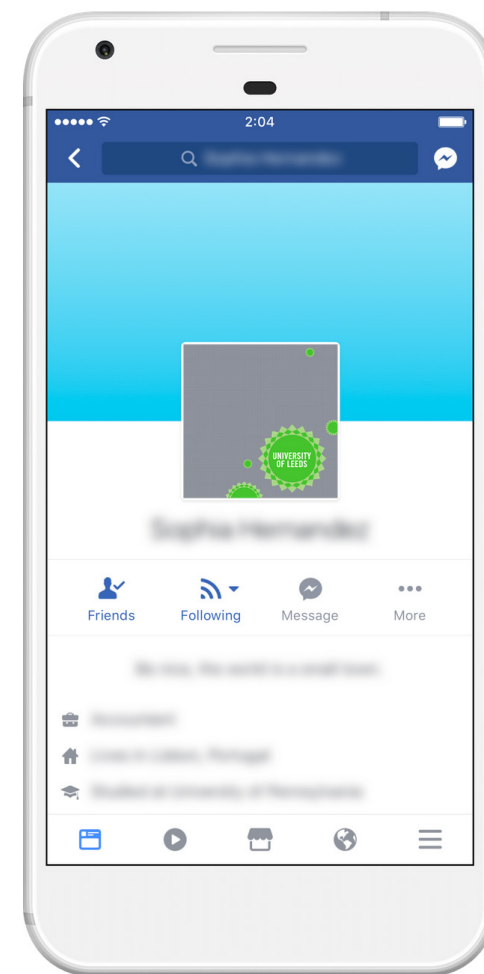


Portrait view.



Landscape view.

Profile picture view



Overview

Instagram is a photo sharing social media platform which gives its users the ability to snapshot, edit and share content from their daily lives, as well as follow and engage with other users, celebrities and brands.

Instagram has a slightly younger and urban-centric audience, but in recent years has become much broader. It is popular with influencers/celebrities and success on Instagram relies on a strong visual aesthetic.

The University's main Instagram account showcases all aspects of campus life. By publishing detailed captions with each post, our content provides an ongoing narrative about the University, and appeals to a wide audience of prospective students, current students and alumni.

Successful Instagram accounts stem from fields which are highly visual. Examples include art and design subjects, or accounts that actively promote a subject by reposting interesting user-generated images, such as students studying abroad with visually interesting placements.

Because of Instagram's reliance on regular, compelling, high quality visual content, these accounts require considerable resource to maintain and grow. We do not recommend creating new accounts unless there is a very clear, identifiable audience outside of the demand we fulfil through the corporate Instagram account.

Careful consideration and planning should be given to establishing an Instagram presence. To discuss, please contact Martin Carter in Digital Communications: m.e.carter@leeds.ac.uk

Advertising on Instagram

Instagram is owned by Facebook, so to advertise on Instagram the campaigns are built through Facebook's Business Manager.

The same practice used in Facebook campaigns also applies to advertising through Instagram. See the earlier Facebook section (page 9) for details on targeting and budgeting.

Advertising on Instagram is only advised when the creative content for your campaign fits the channel's style and our organic content.

Please contact Shona Orr: s.orr@leeds.ac.uk for help with Instagram paid for activity.

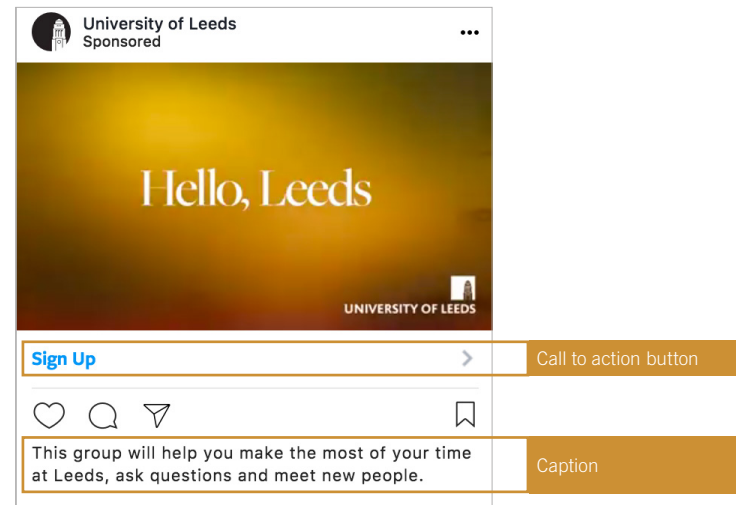


Photo

Photo adverts can be viewed on desktop and mobile. The placement of the advert can either be in the Feed, or in Instagram Stories between people's stories. They are paid for and targeted at a specific audience. The advert presents the call to action below the image. You can click through to a designated landing page directly from the call to action.

Further guidance is available [here](#)

Content hierarchy



Caption

recommended max 125 characters

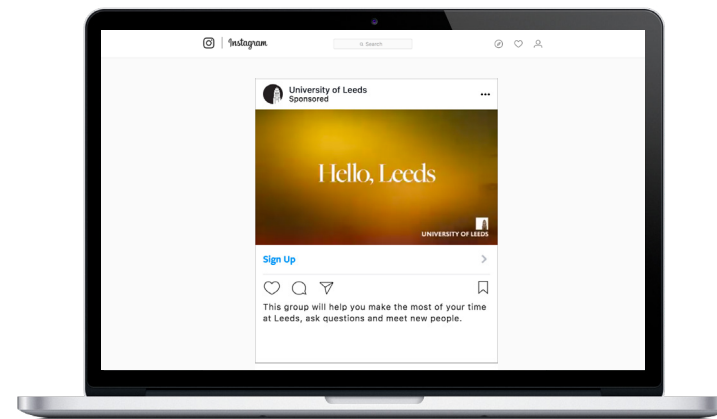
Your caption will appear below the video, and will be pulled through from the content you have used on your Facebook advert in the 'text' section. This is the only text pulled through from Facebook, and any information used in the 'headline' and 'Newsfeed description' will be dropped.

Call to action (CTA)

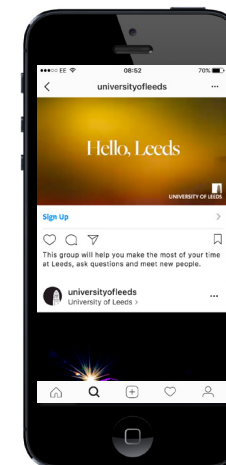
Facebook provides options

This full-width CTA will appear below your advert's photo. It is chosen from a set of recommended options on Facebook. If you do not choose a CTA button, a 'Learn More' CTA button that links to your website will automatically appear below your advert.

In stream examples



Desktop view.



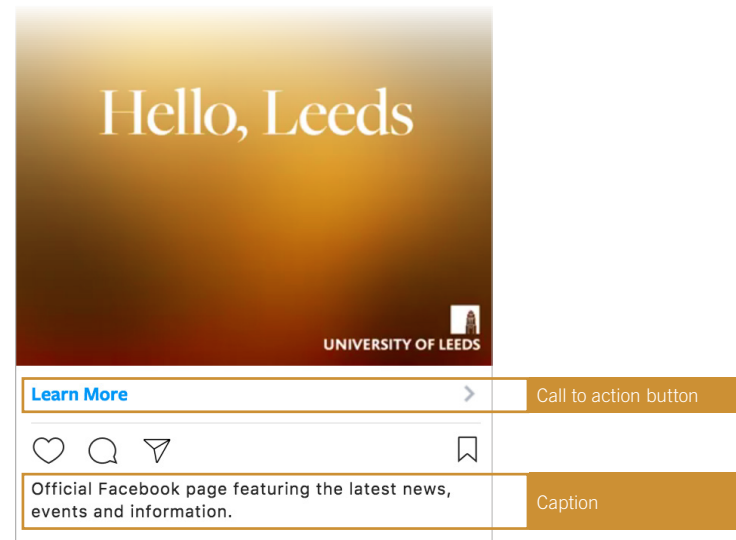
Mobile view.

Video

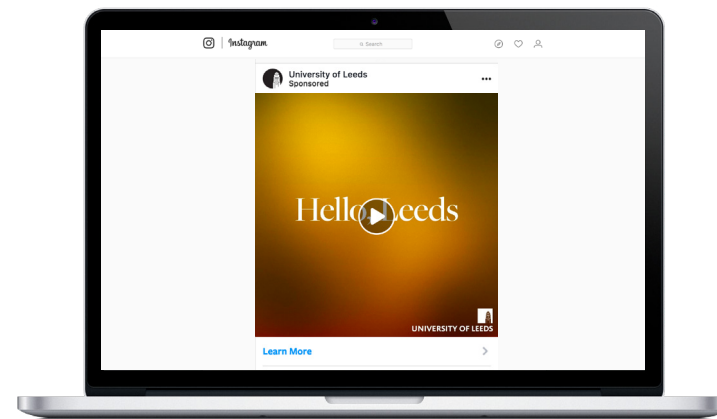
Video adverts can be viewed on desktop and mobile. The placement of the advert can either be in the Feed, or in Instagram Stories between people's stories. They are paid for and targeted at a specific audience. The advert presents the call to action below the video. You can click through to a designated landing page directly from the call to action.

Further guidance is available [here](#)

Content hierarchy



In stream examples



Desktop view.

Caption

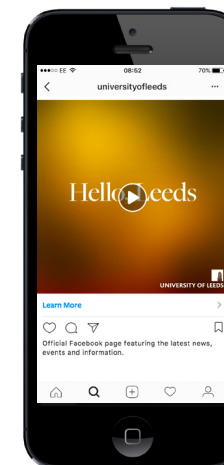
recommended max 125 characters

Your caption will appear below the video, and will be pulled through from the content you have used on your Facebook advert in the 'text' section. This is the only text pulled through from Facebook, so any information used in the 'headline' and 'Newsfeed description' will be lost.

Call to action (CTA)

Facebook provides options

This full-width CTA will appear below your advert's photo. It is chosen from a set of recommended options on Facebook. If you do not choose a CTA button, a 'Learn More' CTA button that links to your website will automatically appear below your advert.



Mobile view.

Carousel

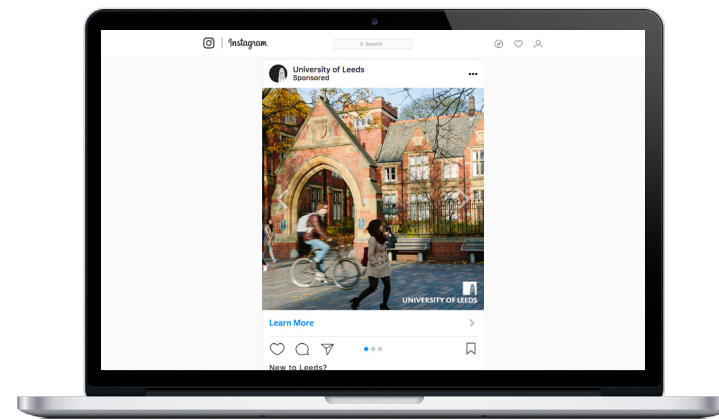
Carousel adverts can be viewed on desktop and mobile. The placement of the advert can either be in the Feed, or in Instagram Stories between people's stories. They are paid for and targeted at a specific audience. The advert presents the call to action below the image or video. You can have a maximum of 10 images or videos in the carousel advert. You can click through to a designated landing page directly from the call to action.

Further guidance is available [here](#)

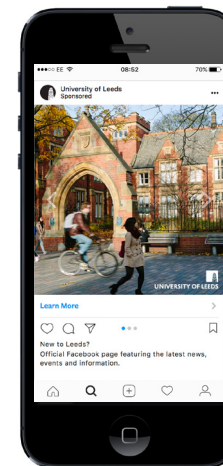
Content hierarchy



In stream examples



Desktop view.



Mobile view.

Text

recommended max 90 characters

Your text will appear below the headline, which is displayed below the carousel images in the post. It will appear for every image in the carousel, so ensure that the text is relevant to all images.

Headline

recommended max 40 characters

A headline message will sit directly underneath your advert's photos. Each image has its own individual headline which should be related to the image.

Call to action (CTA)

Facebook provides options

A full-width CTA will appear below your advert's photos. If you do not choose a CTA button, a 'Learn More' CTA button that links to your website will automatically appear below your advert.

Stories

Stories can only be viewed in full screen vertical format on mobile. Instagram allows both video and photo content with add-on filters, text overlay and drawing tools. They are targeted and will display when users are in the immersive viewer in the app. They are only displayed for 24 hours and so would be suitable for events on campus or announcements.

You have the option to add a call to action button in this advert, but cannot add text or captions, other than within the image or video files.

Please note: captions are not currently available. Any text must be part of the video or image files.

Further guidance is available [here](#)



Overview

Despite having fewer active users than Instagram, Twitter is usually seen as the second most important channel for businesses due to its ease of set up and maintenance.

In recent years, Twitter has been a focus for breaking news and is the go-to channel for journalists, political influencers, business leaders, academics and celebrities wishing to engage with the public and each other.

Twitter has a core, passionate and engaged audience, but the platform has found it hard to attract new users. It does not offer the breadth of user base enjoyed by Facebook, Instagram or YouTube.

Content is defined by timeliness and brevity. Users discuss topics in the news, referring to global and national events and trends, such as sports results or television programmes. Copy is limited to 280 characters (about two and a half sentences), and there are also restrictions on image size (5MB) and video length (2 minutes 20 seconds). This forces users to be creative and get to the point with their messages.

The University has a significant number of Twitter accounts – over 150 – which are used by schools, faculties, research groups and institutions. There are also a large number of staff, particularly academics, who use Twitter to engage in conversation around their research and other relevant topics.

You should consider whether a personal account (tweeting as yourself) or a business account (tweeting on behalf of the University) is right for you, and the Digital Communications team can advise on this.

The University's main Twitter account is used to showcase our research and education strengths through news stories, events, new research, campus life and corporate announcements. The Twitter account can also be used to promote your stories or events too. To discuss, please contact Martin Carter in Digital Communications: m.e.carter@leeds.ac.uk

Advertising on Twitter

Twitter's paid for advertising is arguably not as developed as Facebook's Business Manager. It is very similar to its organic element.

Twitter adverts have strict character limits (280 characters) within which you need to include your call-to-action, friendly (human-readable) URL and key content.

Twitter offers different promoted advert formats, such as:

- Tweets
- Image(s)
- Video
- Web card

Like Facebook, there are different campaign objectives you can choose to target your audience at different points in the conversion funnel:

1. Awareness
2. Followers
3. Website clicks/conversions
4. Tweet engagements
5. Promoted video views
6. App installs.

Although not as detailed in its targeting options as Facebook, Twitter also offers targeting beyond just demographic or location. You can target other people's followers – for example, if you had a message about public health or dentistry, you could target your advertising to those who follow the NHS's Twitter account, @NHS.

You can also target by keywords. This identifies your audience based on what terms they use in their tweets. You can set this list to: phrase, broad or exact, depending on preference but phrase is advised.

As Twitter has a smaller audience cohort it is always worth researching if your audience can be reached through Twitter. Campaigns around news and research stories, as well as postgraduate-focused campaigns, perform well on Twitter.

In regards to budget, like Facebook you can run a campaign on a limited budget, starting at £100. Again, it is important to consider campaign duration whilst putting a budget behind your paid for activity; giving it the chance to optimise and reach your defined audience.

Please contact Shona Orr: s.orr@leeds.ac.uk for help with Twitter paid for activity.

Single image tweet (organic and paid for)

An image tweet can be viewed on both desktop and mobile. It can be organic and display within the feed of all your followers, or can be paid for and targeted at a specific audience. You will need to make sure your URL is included in your text, as the image will not click through. The advert can be used for a range of campaigns, including general brand awareness.

Further guidance is available [here](#)

Content hierarchy

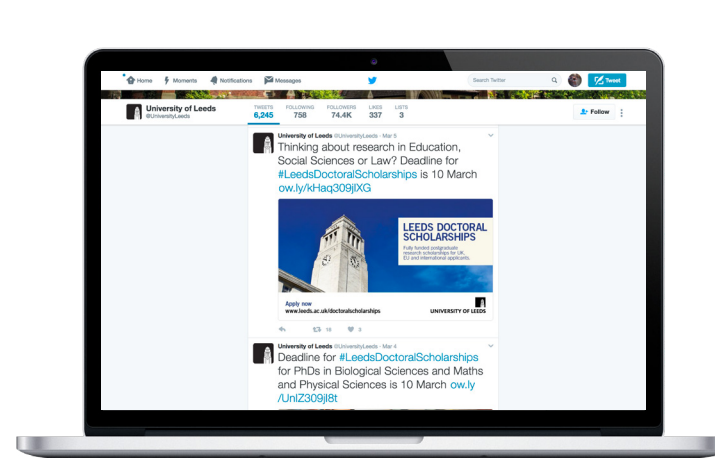


Text

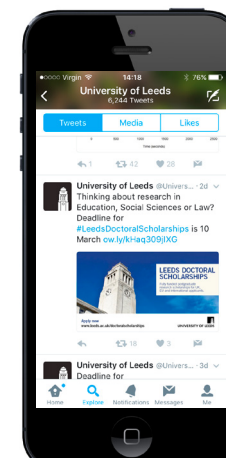
max 280 characters including URL

Your text will appear along the top of the image and should include your message, call to action and URL (if needed). It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it.

In stream examples



Desktop news feed.



Mobile news feed.

Website card

A website card can be viewed on desktop and mobile. It is paid for and targeted at a specific audience who can click through to a designated landing page directly from the image and call to action. This is ideal for a variety of web content, including blog posts, news articles, product pages and business descriptions. With a title, description and an image, the card is designed to give viewers a preview of the content before they click through to the featured website.

Further guidance is available [here](#)

Content hierarchy



Text

max 256 characters

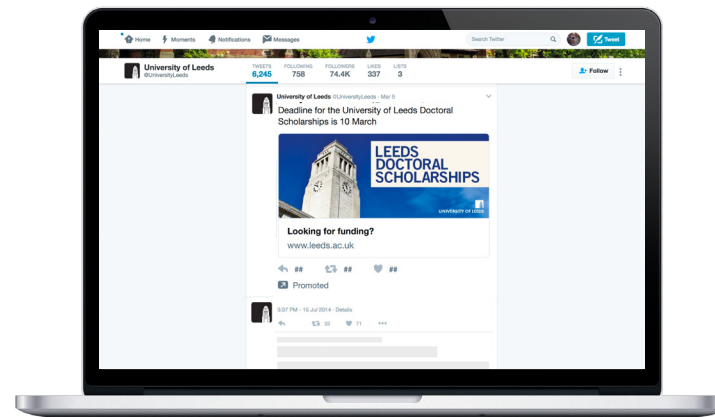
This text will appear along the top of your image and should include the bulk of your message. It can host live hashtags, so if you are using one for your campaign, this would be the ideal place to put it.

Headline

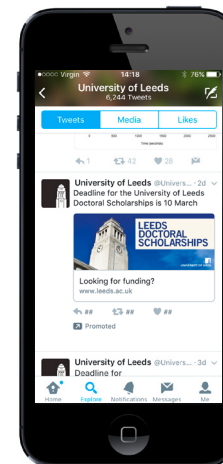
recommended max 50 characters

Here you add a title related to the website you are linking to. It should be a short summary of the content, including any important information such as format (text, video, PDF etc).

In stream examples



Desktop news feed.



Mobile news feed.

Overview

LinkedIn is the professional-networking social media platform, where users maintain profiles based on their career, accomplishments and skills. LinkedIn grew initially as a recruitment and job-hunting website, but over the years has established itself as a place for thought leadership and discussion, particularly about business and work itself.

LinkedIn offer Pages for organisations and brands, and the University's main LinkedIn Page is the largest social community we have across all platforms. Our page is popular with alumni and also boasts large international reach.

LinkedIn's newsfeed is dictated by an algorithm, which gives visibility to highly engaged posts and also posts from authoritative sources, such as the BBC. Content on LinkedIn has a longer shelf life than other channels. You can expect to see engagement and clicks on posts up to seven days after publication; much longer than on other channels.

Due to the level of detail LinkedIn users add to their profile, advertising can be incredibly well targeted across a number of factors. As such, this platform is a powerful tool for those wanting to reach business decision makers or influencers in certain industries.

Advertising on LinkedIn

Unlike other social channels, LinkedIn's paid for objectives are not as broad and constitute:

1. Awareness
2. Website visits
3. Website conversions (*not currently recommended*)

It is slightly more expensive to advertise on LinkedIn than it is other social media channels, particularly for awareness campaigns. The campaign objectives and ad formats are more limited on LinkedIn by comparison, but better suited for the channel.

Whilst more expensive, targeting on LinkedIn is arguably even more detailed than other channels, as it is based on the user's profile. You can target:

- location
- company name
- company industry
- company size
- job title
- job function
- job seniority
- member schools
- fields of study
- degrees
- member skills
- member groups
- member gender
- member age (grouped 18-24, 25-34, 35-54, 55+)
- years of experience
- company followers
- company connections (targeting the first-degree connections of the employees at the company you select).

LinkedIn is a great channel for reaching organisations and prominent figures, so if research has been conducted in partnership with an organisation, for example, paid for can promote that to people who work for that business/industry.

On LinkedIn, you can either use Sponsored Content, Text Adverts or InMail ad formats. The former two options are strict in their characters but you can pull video in through YouTube for Sponsored Content.

Sponsored content looks similar to organic content from a LinkedIn Company Page (e.g. the University's Company Page), whilst Text Ads are smaller and akin to Google Display Network adverts.

InMail is an e-mail ad format that can be personalised and delivered to a user's personal inbox on LinkedIn. As this is sent from an individual user, the named sender would be displayed as 'Digital Marketing Assistant' or 'Faculty Marketing Executive', for example.

If InMail is something you are interested in, as it is a more personalised way of communicating, you should designate an appropriately named sender.

Please contact Shona Orr: s.orr@leeds.ac.uk for help with LinkedIn paid for activity.

Text adverts


A text ad can be viewed on both desktop and mobile. The size and format of the advert will vary depending on the platform it is being viewed on. It is targeted and is a cost-effective way of reaching a large audience. The advert will be served alongside a LinkedIn member's feed.

The image will display very small and therefore should not include any text or the logo. A bold and eye-catching image will work best at such small size. If you don't have a suitable image, the University avatar can be used. The accompanying text will also need to be concise and include your call to action.

This type of advert would be suitable for applications and sign-ups, such as jobs and funding.

Further guidance is available [here](#)

Content hierarchy

Ads	
	<p>Looking for funding?</p> <p>Deadline for the University of Leeds Doctoral Scholarships is 10 March.</p>
	<p>Headline</p> <p>Description</p>

Headline

25 character max

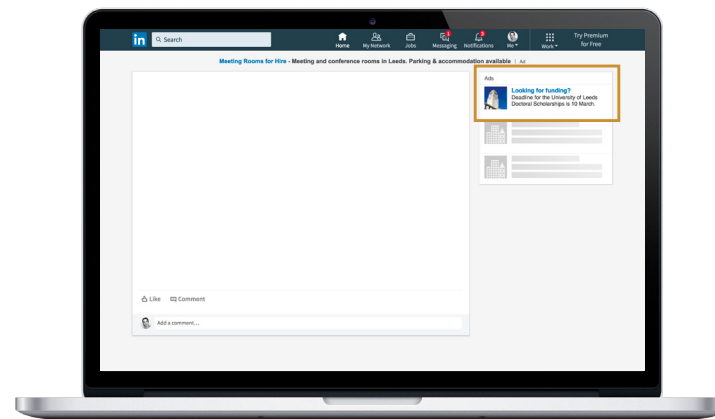
Here you summarise your campaign and what you are trying to raise awareness of – most likely your campaign title or call to action.

Description

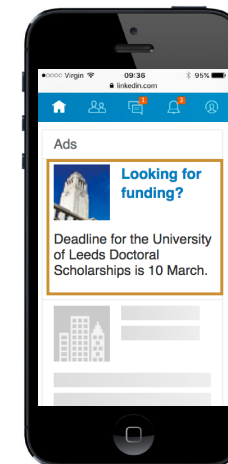
75 character max

This should be a short summary of the content you are linking to, including dates and important information. It should entice the reader to click through to find out more.

In stream examples



Desktop news feed.



Mobile news feed.



1. Long 2.Tall 3.Square 4.Horizontal

Sponsored content

Sponsored content can be viewed on both desktop and mobile. It is targeted and will appear directly in a LinkedIn member's feed, as well as appearing on other pages (jobs searches, "my network", etc) and on the University's page feed.

You must include your URL and call to action in your text on this advert, as the image is not a click through. This type of advert is suitable for campaigns and general brand awareness.

Further guidance is available [here](#)

Content hierarchy

University of Leeds
Promoted

Join us at the University of Leeds for a hands on Endodontics Excellence Masterclass on the 24th and 25th November. Book now: <http://ow.ly/POh730fNgms>

Description

Endodontics Excellence Masterclass at the University of Leeds
medhealth.leeds.ac.uk

Headline

9 Likes • 2 Comments

Like Comment Share

Headline

70 characters max

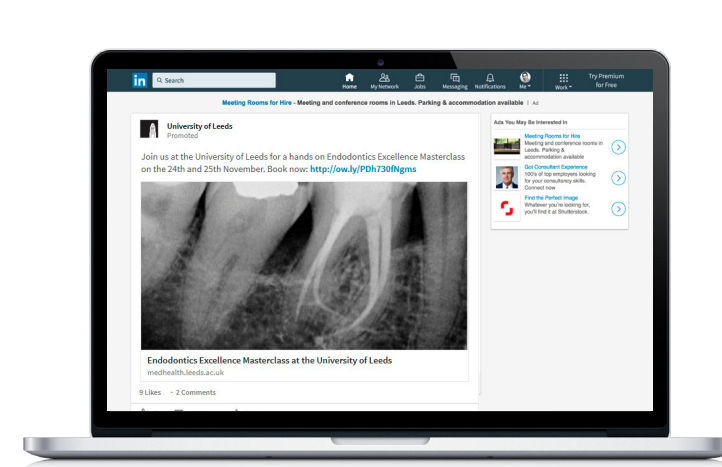
This is where the main message of your advert should be.

Description

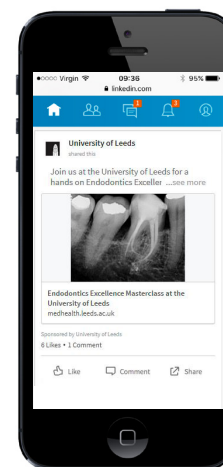
100 characters max

Here you provide more information, although for most desktops and mobile devices the ad description will not be visible. However, we do advise writing one, as with Facebook, it automatically fills in the description based on the URL.

In stream examples



Desktop news feed.



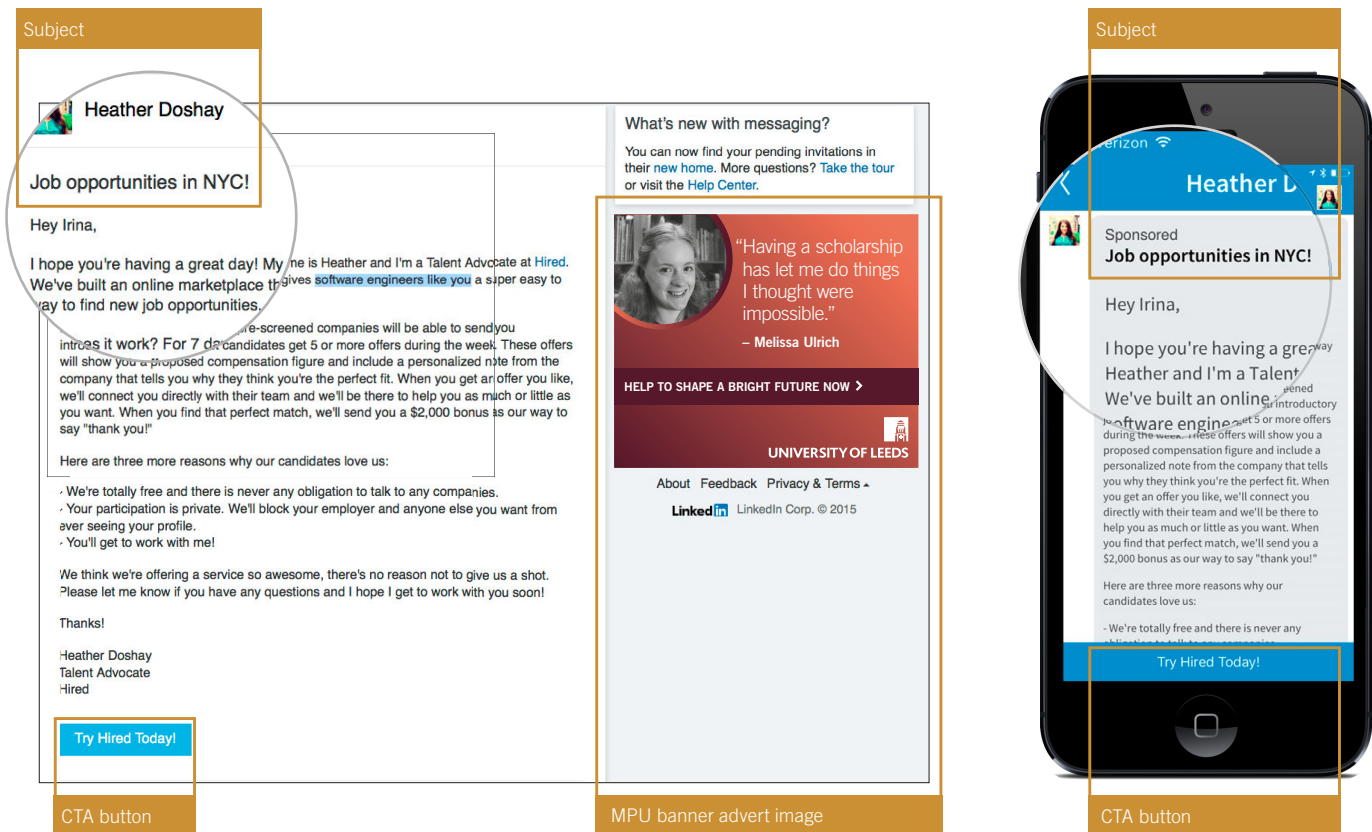
Mobile news feed.

Sponsored InMail

Sponsored InMail allows you to send marketing messages directly to your target audience's LinkedIn inbox.

Whilst the message itself is text-based, with a simple call to action button at the bottom, you are also given the option to display a banner advert to the right of the message. The banner advert will only be viewable on desktop. Whilst optional, if you do not choose to include a banner advert in your campaign, users may see an advertisement from another advertiser in that slot.

In stream examples



Text

Be concise, personal and relevant. Keep your copy under 1000 characters and include a body link.

1000 characters max

Image (MPU advert)

Use a strong visual. Enhance your message but do not distract from it.

Geofilters

Geofilters are visual overlays that users can apply to Snapchat messages. A geofilter can only be viewed on a mobile in the app. It is paid for and targeted using a specific geographical location (eg campus).

There is no call to action or click through on geofilters, so it would be suitable for general brand awareness. A typical use might be graduation ceremonies, open days or a special event.



Overview

Most Western social media channels, including Facebook, WhatsApp, Instagram, YouTube and Twitter are blocked in China, meaning we are unable to use these as routes to communicate with people who live there.

Alternative social media channels like WeChat and Weibo are omnipresent in China. WeChat, in particular, is incredibly popular – it's the second most used social network in the world with over 900 million active users. WeChat is used for everything from searching the internet and chatting with friends, to paying for taxis and doing day-to-day banking.

WeChat looks like a hybrid of Facebook, WhatsApp and Google, and Weibo has similarities to Twitter. The prominent language on these apps is Mandarin.

We work with an external digital agency to maintain our Chinese social media networks who grow our channels, respond to comments and promote the University. If you have messages that are specifically targeted to a Chinese audience, contact Sam Miles in the International Office for how to push your messages through these accounts: s.a.t.miles@leeds.ac.uk

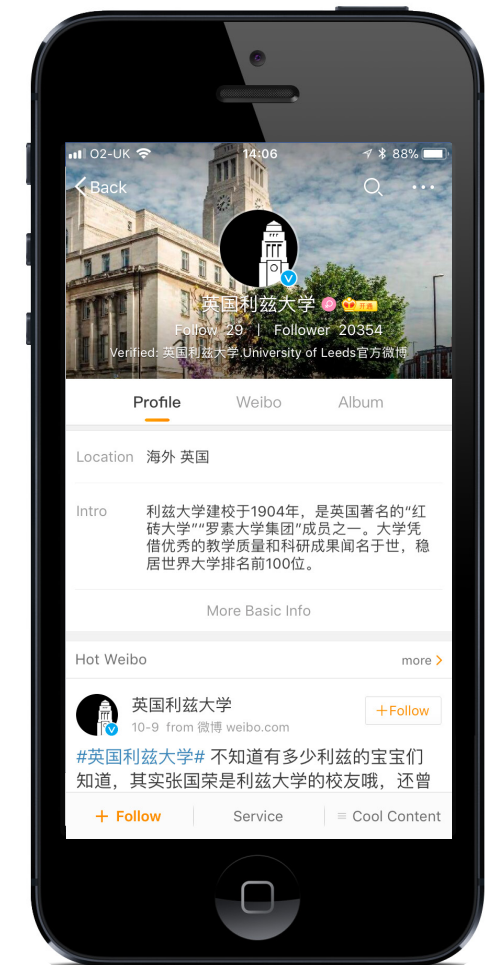
Please be sure to provide:

- proposed posted date
- call to action (which can be a URL)
- which channel (or both)
- faculty/area
- Weibo suggested content (up to 70 English words)
- Wechat suggested content (up to 300 English words)
- image file.

In stream examples



WeChat.



Weibo.

Part two

DESIGN GUIDANCE

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This guide is for you if you're a designer, creating assets for social media.

It offers advice on formats and best practice when creating assets for use on social media. Following the guidance helps ensure the University's visual identity remains strong and consistent.

The guidance covers Facebook, Twitter, LinkedIn, Snapchat and Instagram – the University's supported channels and platforms.

Before creating any assets, use this guidance to understand:

- the University's visual identity and how this is carried through external platforms
- the different formats across each platform
- the variation in content and when to use it, eg when and where to include your call to action.

Tell us what you think

We welcome your feedback. Please let us know if anything in the guide is unclear or if you can't find the information you need please contact:

Martin Carter in Digital Communications:

m.e.carter@leeds.ac.uk

Avatar and banner images

Avatars

There are three colour options available: black, green or red. You can request an avatar via the [University image library](#).

Facebook	180x180px
Twitter	400x400px
LinkedIn	200x200px

Page banners (cover photo) and text

Don't use text in page banners for social media. It won't work because images are:

- aggressively compressed when uploaded to the platform, and
- often scaled down when viewed on a mobile device where text can get obscured by the avatar and occasionally cropped.

Facebook	851x315px
Twitter	1500x500px
LinkedIn	1000x425px

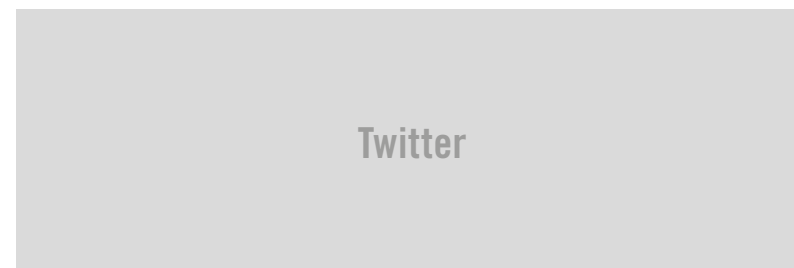
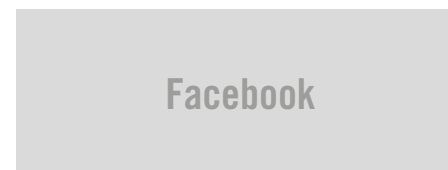
Avatars – Facebook and LinkedIn



Avatars – Twitter



Page banners (cover photo)



Circular Avatars

Some platforms will automatically fit your square avatar to a circular frame – if this is happening, please use the centred avatar.



Text on your designs

Platforms prefer you to use images without overlaid text and instead encourage you to use the written post, headline and description for your copy, particularly if posting on Facebook.

Facebook has a 20% threshold rule, which means that text overlaid onto images can only take up 20% of the space.


Our logo uses approximately 5% and so any additional text can only take up 15% or less of the overall design space.

There are some exceptions, including events advertisements. More information can be found [here](#).

Facebook also offer a tool to check how much text is on your image, available [here](#).


Be aware

If you add text to your image it may not reach as many people, even if it is less than their recommended 20% threshold. Text which exceeds 20% of the image will not perform well and in some cases, Facebook may even reject the graphic.

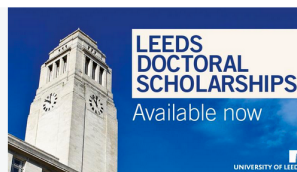
 **Image text: High**
Your advert may not run.


You may not reach your audience because there's too much text in the advert image. Facebook prefers advert images with little or no text. Unless you qualify for an exception, change your image before placing your order.



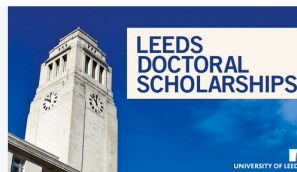
 **Image text: Medium**
Your advert's reach may be much lower.

Your advert's reach may be much lower than usual because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.



 **Image text: Low**
Your advert's reach may be slightly lower.

You may reach fewer people because there's too much text in the advert image. Facebook prefers advert images with little or no text. Consider changing your image before placing your order.




 **Image text: OK**
Your advert will run normally.



Photo (organic and paid for)

Image	1200x628px
Margin	28px
Logo size	250px wide
Logo position	bottom right
Call to action	none

Once you've created your advert, see how the amount of text in your ad image will affect the delivery of your advert [here](#)

Further guidance is available [here](#)

Dos and don'ts



✓ Correct use of logo, can also include minimal text.



✓ Can be a stand-alone image with just the logo.



✗ Call to action not needed as the advert won't click through.



✗ Logo too big.

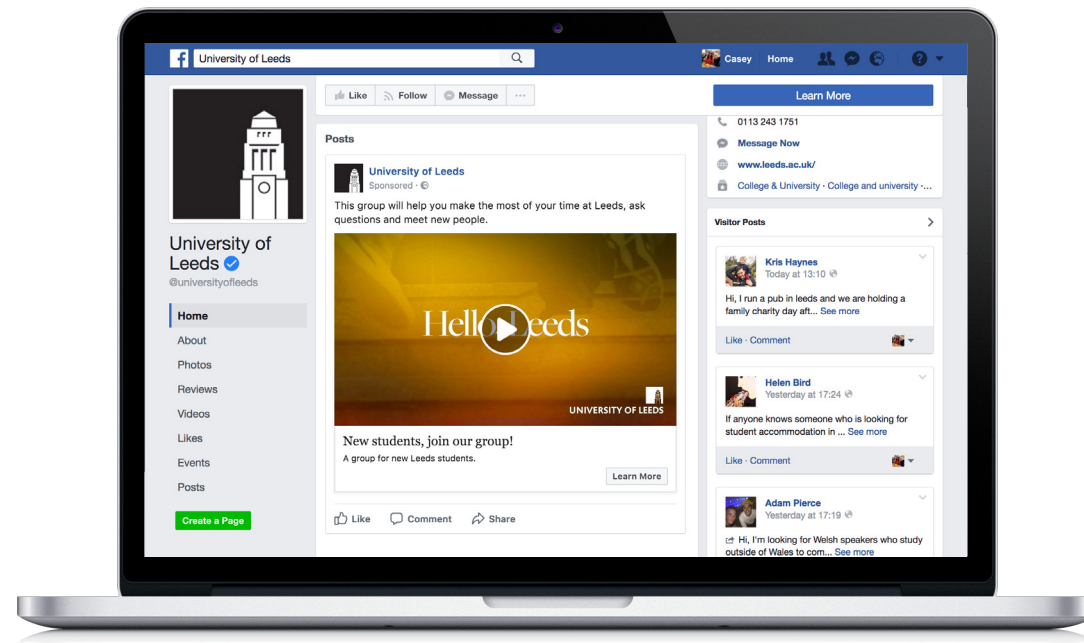
Video (organic and paid for)

Video	1920x1080px (16:9 or 9:16)
Frames	max 30 fps
File size	max 4GB
Recommended length	up to 15 seconds
Maximum length	120 minutes
Format	MP4
Audio	Stereo AAC audio compression, 128 kbps + preferred
H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan.	
Margin	65px
Logo size	525px wide
Logo position	bottom right

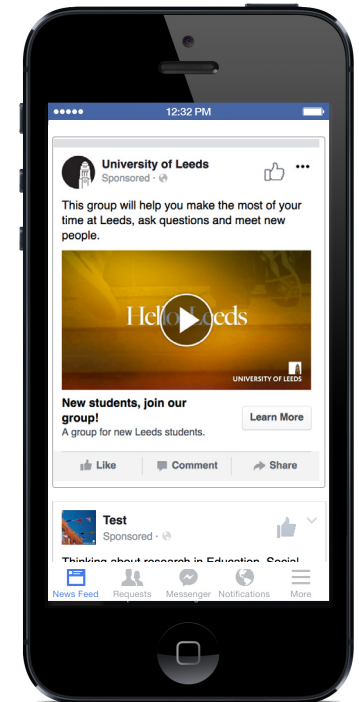
Once you've created your advert, see how the amount of text in your video will affect the delivery of your advert [here](#)

Further guidance is available [here](#)

In stream examples



Desktop news feed.



Mobile news feed.

Carousel

Image	1080x1080px
Margin	36px
Logo position	none
Call to action	included button
Your image cannot include more than 20% text.	

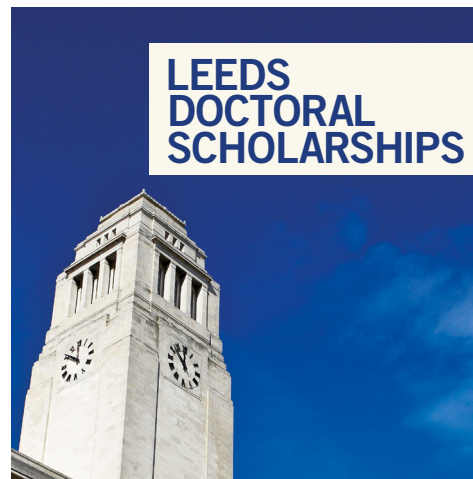
Video	1080x1080px
Frames	max 30 fps
File size	4GB max
Recommended length	15 seconds
Maximum length	1 minute
Format	MP4
Audio	Stereo AAC audio compression, 128 kbps + preferred

H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan.

Once you've created your advert, see how much text is on your image [here](#)

Further guidance is available [here](#)

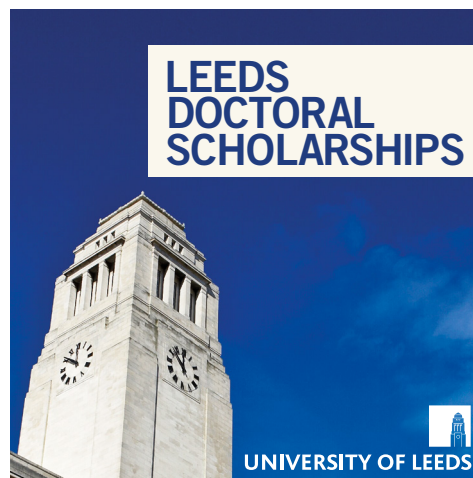
Dos and don'ts



✓ Up to 20% of image can be text.



✓ Can use images only.



✗ Logo not needed.



✗ Call to action not needed.

Canvas

Header image

Fixed to top	882x66px
Supported file types	JPG or PNG

Photos

Full screen size	1080x1920px
Supported file types	JPG or PNG

Text

Maximum 500 characters to a block
Fonts and sizing are selected in the Canvas editor

Buttons

Font and styling are selected in the Canvas editor
--

Video (auto play)

must be shot in	HD 720p (1280x720px) or 1080p (1920x1080px)
-----------------	--

H.264 codec

Supported file types	MP4
----------------------	-----

Image carousel/gallery

Full screen size	1080x1920px
Maximum images per carousel	10
Supported file types	JPG or PNG

Tilt to view image

Maximum width	1080px
Maximum height	1920px
Supported file types	JPG or PNG

Image will be centred and requires an overlay indicating users to tilt the device

Once you've created your advert, see how much text is on your image [here](#)

Further guidance is available [here](#)



Example Canvas ad – used in our University of the Year campaign.

Collections

Header image/video	1200x628px
Margin	28px
Logo size	250px wide
Logo position	bottom right
Your images cannot include more than 20% text.	

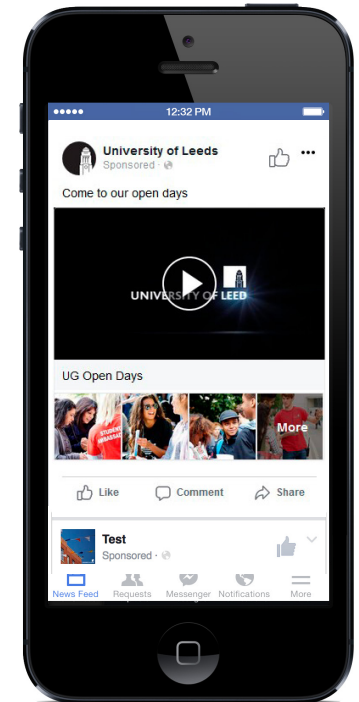
Once you've created your advert, see how the amount of text in your video will affect the delivery of your advert [here](#)

Further guidance is available [here](#)

In stream examples



Desktop news feed.



Mobile news feed.

Slideshows

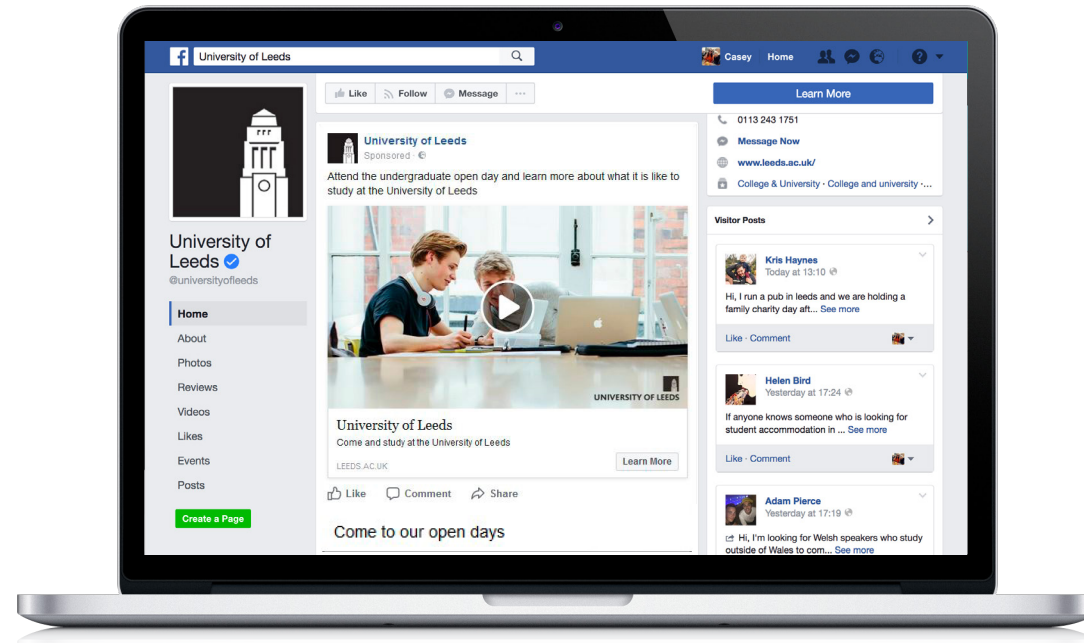
Images	3–10 images at 1280x720px
Length	max 50 seconds
Image format	JPEG
Video format	MOV and MP4
Music format	WAV, MP3, M4A, FLAC and OGG

Margin	30px
Logo size	300px
Logo position	bottom right
Your image cannot include more than 20% text.	

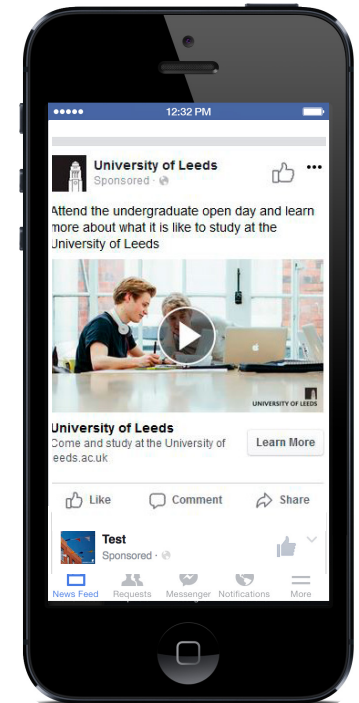
Once you've created your advert, see how the amount of text in your video will affect the delivery of your advert [here](#)

Further guidance is available [here](#)

In stream examples



Desktop news feed.



Mobile news feed.

Frames (organic)

The elements of your frame should all be created separately first. Each element must have a transparent background. These elements are then uploaded individually to the platform and arranged in the frame studio. Facebook will then automatically adjust your design for each of the three formats.

Graphic elements format PNG

Size max 1MB per element

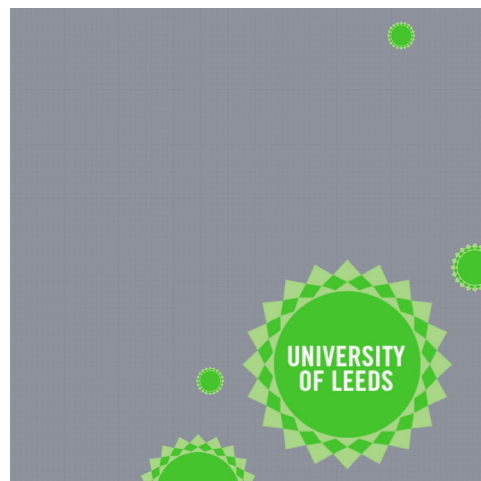
Logo not needed

Text no more than 20% of overall graphic

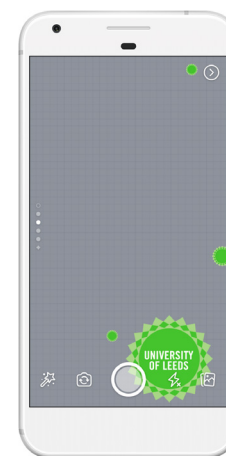
Further guidance is available [here](#)

Please note: a test page for Facebook has been set up by the Digital Communications team. You are invited to use this to test your frame layout designs. They will then be transferred over to the live Facebook page and published. Contact Martin Carter, m.e.carter@leeds.ac.uk for more information.

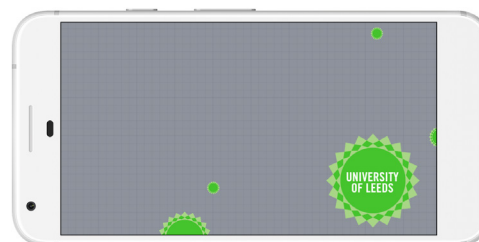
Original design



Camera overlay views

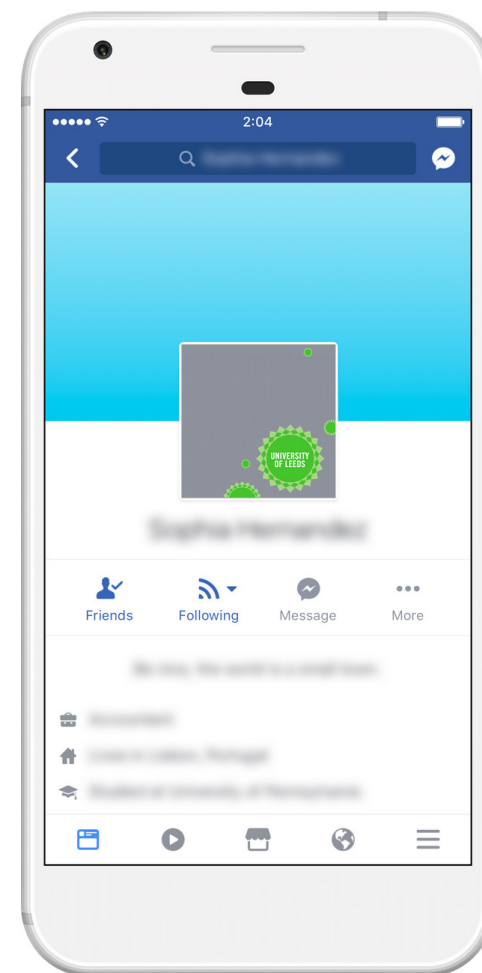


Portrait view.



Landscape view.

Profile picture view



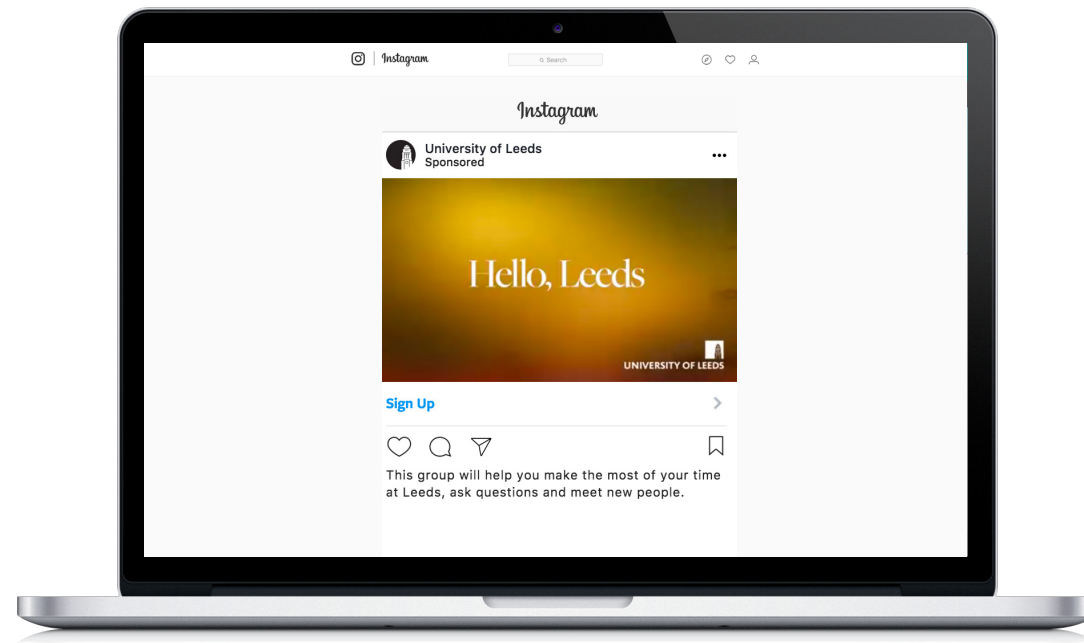
Photo

Image	1200x628px
Margin	28px
Logo size	250px wide
Logo position	bottom right
Call to action	included button
Your image cannot include more than 20% text.	

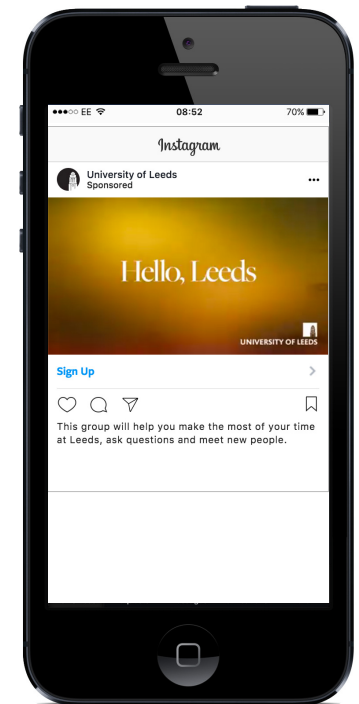
Once you've created your advert, see how much text is on your image [here](#)

Further guidance is available [here](#)

In stream examples



Desktop news feed.



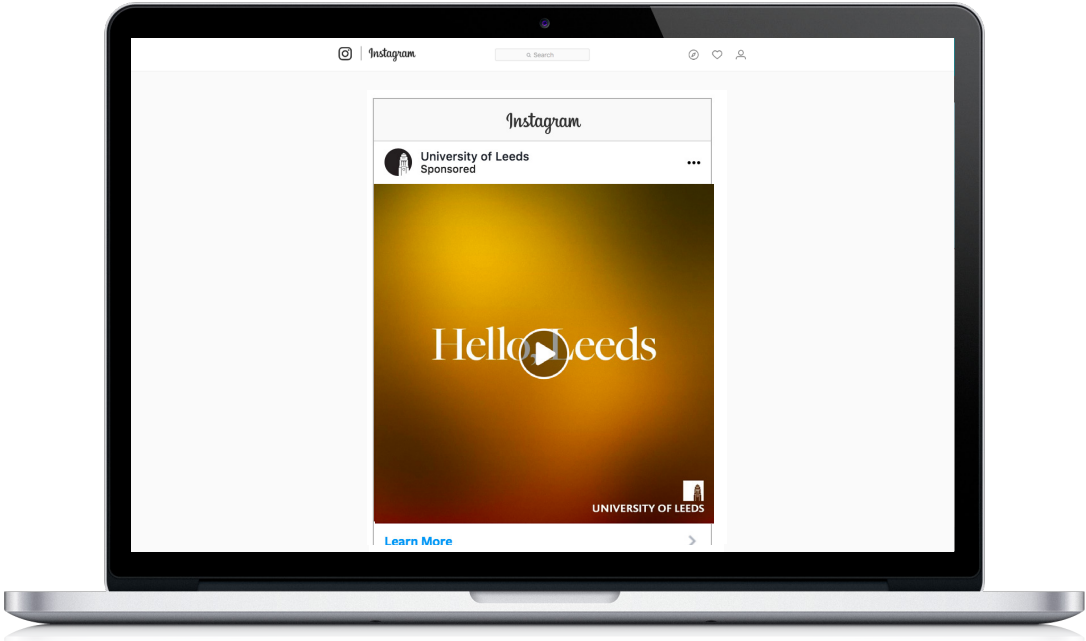
Mobile news feed.

Video

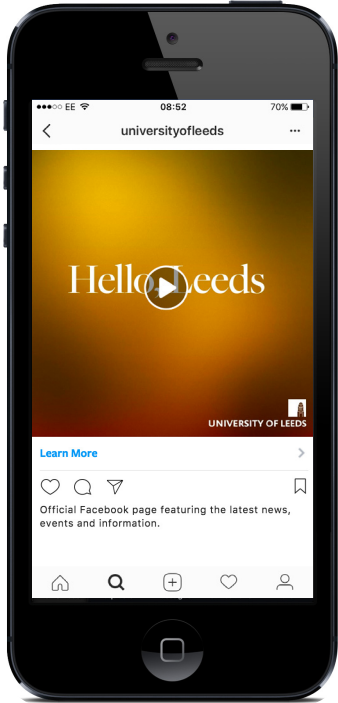
Video	1080x1080px (1:1)
Frames	max 30 fps
File size	max 4GB
Length	max 60 seconds
Format	MP4
Audio	Stereo AAC audio compression, 128 kbps + preferred
H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan.	
Margin	36px
Logo size	350px wide
Logo position	bottom right

Further guidance is available [here](#)

In stream examples



Desktop news feed.



Mobile news feed.

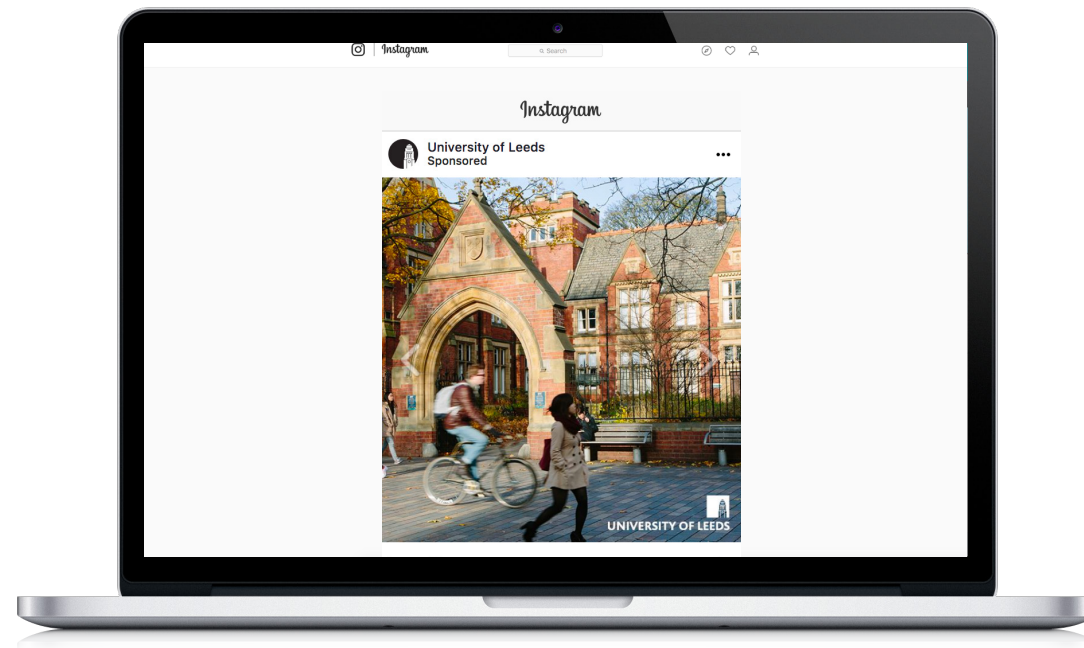
Carousel

Image	1080x1080px
Minimum number of images	2
Maximum number of images	10
Margin	36px
Logo size	350px wide
Logo position	bottom right
Your image cannot include more than 20% text.	
Video	1080x1080px
Frames	max 30 fps
File size	4GB max
Recommended length	15 seconds
Maximum length	1 minute
Format	MP4
Audio	Stereo AAC audio compression, 128 kbps + preferred
H.264 video compression, high-profile preferred, square pixels, fixed frame rate, progressive scan.	

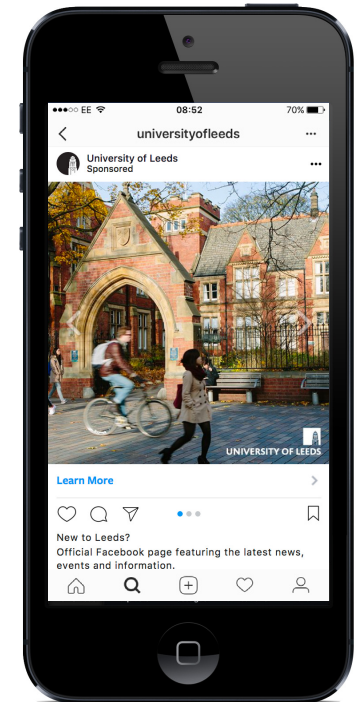
Once you've created your advert, see how much text is on your image [here](#)

Further guidance is available [here](#)

In stream examples



Desktop news feed.



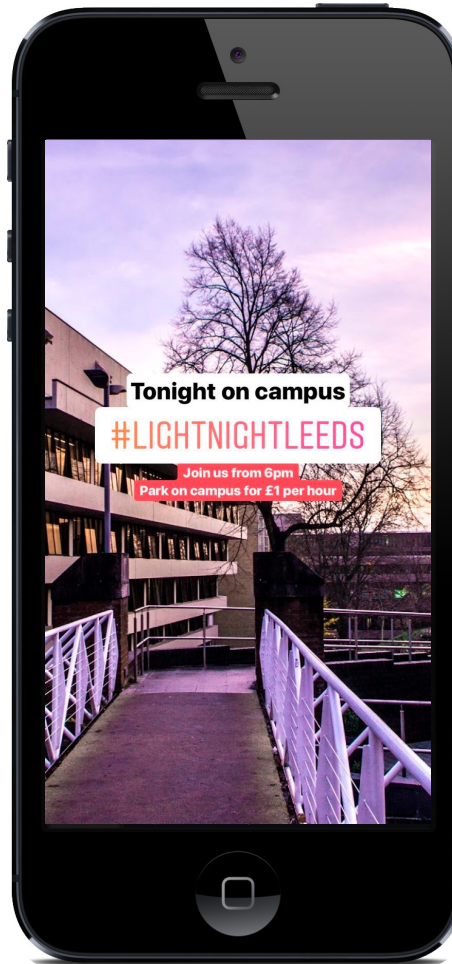
Mobile news feed.

Stories

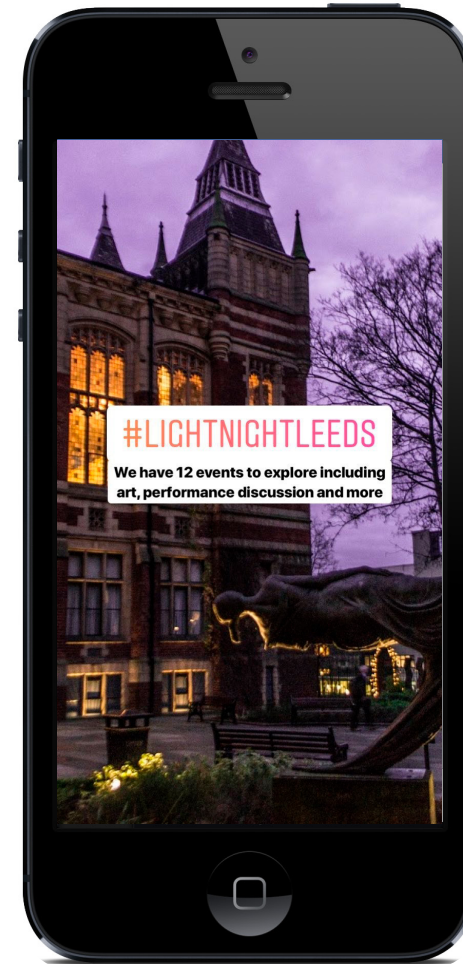
Format	1080x1920px (9:16)
Video file types	MP4 or MOV
Image file types	JPG or PNG
Maximum file size	4GB (Video) or 30MB (Photo)
Video length	maximum 15 seconds
Photo content	visible for 3 seconds
Margin	36px
Logo size	350px wide
Logo position	bottom right
Call to action	optional button

Please note: captions are not currently available.
Any text must be part of the video or image files.

Further guidance is available [here](#)



Mobile view.



Mobile view.

Single image tweet (organic and paid for)

Image	780x440px
File size	less than 5MB
Margin	26px
Logo size	200px wide
Logo position	bottom right
PNG, JPEG, or GIF are recommended. BMP or TIFF files are not supported.	

Further guidance is available [here](#)

Dos and don'ts



✓ Correct use of logo and margins, with clear readable text.



✓ Can be a stand-alone image with just the logo.



✗ Logo too big.



✗ Text is illegible.

Website card

Image	800x418px
File size	less than 3MB
Margin	20px
Logo size	180px wide
Logo position	bottom right
Call to action	none
PNG and JPEG are recommended. BMP or TIFF files not accepted.	
Your image cannot include more than 20% text.	

Further guidance is available [here](#)

Dos and don'ts



✓ Correct use of logo. Can also include minimal text.



✓ Can be a stand-alone image with just the logo.



✗ Too much text – image should offer a preview of the website it links to. Web address is included unnecessarily as advert clicks through directly to the designated landing page.



✗ Too much text, web address duplication and no logo.

Text adverts

Image	50 x 50 pixels
Logo	none

Further guidance is available [here](#)

Dos and don'ts



✓ Correct size and no logo.



✓ Can use University avatar.



✗ No logo use allowed.



✗ Image too small and busy.

Sponsored content

Image	1200x627px
Margin	28px
Logo size	270px wide
Logo position	bottom right
File size	max 100MB
Call to action	none
JPG, GIF or PNG are recommended. Animated GIFs are not accepted.	

Further guidance is available [here](#)

Dos and don'ts



✓ Correct use of logo and margins, with clear readable text.



✓ Correct use of logo and margins.



✗ No call to action or URL is needed on the image.



✗ No logo. Call to action is not needed.

Sponsored InMail banner advert

Image (MPU advert)	300x250px
Margin	10px
Logo size	138x40px
Logo position	bottom right
File size	max 40KB
Call to action	yes

JPG, GIF or PNG are recommended. Animated GIFs and Flash files not accepted.

Refer to the [digital banner advertising guidelines](#) for more in-depth information on how to create an MPU banner advert.

Heather Doshay

Job opportunities in NYC!

Hey Irina,

I hope you're having a great day! My name is Heather and I'm a Talent Advocate at **Hired**. We've built an online marketplace that gives **software engineers like you** a super easy way to find new job opportunities.

Pre-screened companies will be able to send you introductions. For 7 days, candidates get 5 or more offers during the week. These offers will show you a proposed compensation figure and include a personalized note from the company that tells you why they think you're the perfect fit. When you get an offer you like, we'll connect you directly with their team and we'll be there to help you as much or little as you want. When you find that perfect match, we'll send you a \$2,000 bonus as our way to say "thank you!"

Here are three more reasons why our candidates love us:

- We're totally free and there is never any obligation to talk to any companies.
- Your participation is private. We'll block your employer and anyone else you want from ever seeing your profile.
- You'll get to work with me!

We think we're offering a service so awesome, there's no reason not to give us a shot. Please let me know if you have any questions and I hope I get to work with you soon!

Thanks!

Heather Doshay
Talent Advocate
Hired

[Try Hired Today!](#)

What's new with messaging?
You can now find your pending invitations in their [new home](#). More questions? [Take the tour](#) or visit the [Help Center](#).

"Having a scholarship has let me do things I thought were impossible."
– Melissa Ulrich

HELP TO SHAPE A BRIGHT FUTURE NOW >

UNIVERSITY OF LEEDS

About Feedback Privacy & Terms

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MPU banner advert image

Geofilters

Maximum width	1080px
Maximum height	1920px
File size	max 300kb
PNG with transparent background is recommended.	

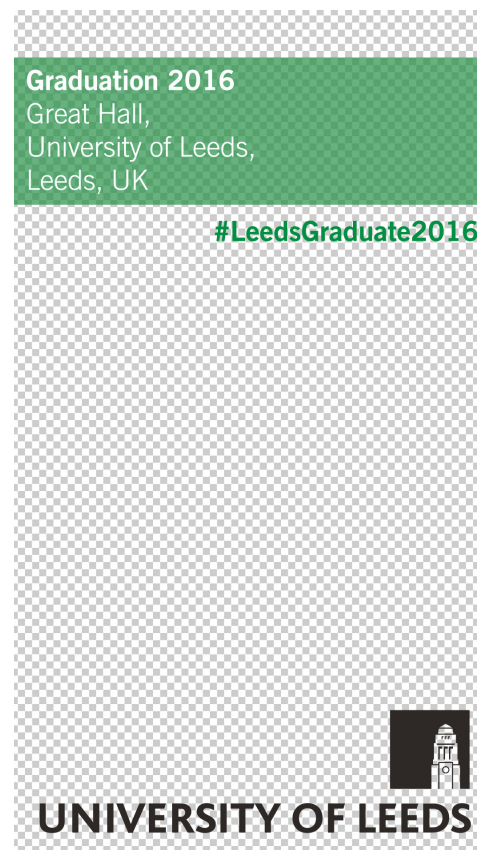
Further guidance

- Given the informal nature of the platform you should not use the University of Leeds logo.
- Ensure there is sufficient contrast on the text.
- No more than two lines of text per geofilter.
- Avoid semi-transparent images/text as they may create legibility issues.
- Snapchat will reject any geofilters including hashtags, URLs or social media accounts.
- Keep the design clean, simple, fun and memorable.

Digital Communications have a tool to test geofilters before they are submitted to Snapchat for approval. If you need to use this please email webcomms@leeds.ac.uk



✓ No logo, clear readable text, no transparency.



✗ Logo used, too much text, label is semi-transparent.

In-app example

