

Social Media Guidelines

This document will help guide your college/unit's approved social media account here at NSU. Read our institutional social media policy here.

Best Practices

When uploading content to a social media platform, the following is required:

- high-quality, organic imagery
- properly formatted social media captions, with appropriate hashtags, tags, links and Link in Bio where applicable
- required hashtag: #NSUSharks
- required tags include tagging the content originator, and acknowledging them with a "credit/attribution" in the post

When uploading content to a social media platform, the following is not allowed:

- stock imagery/video
- flyers, PDFs
- low-quality imagery/video
- inappropriate images/videos (e.g., suggestive content, firearms, inappropriate trends, etc.)
- content that includes explicit language in the caption and/or photo/video
- refer to our institutional social media policy here

Best Practice Post



Out of Compliance



Social Media Imagery (Dimensions)

Facebook

Business Page Profile Picture

- 180 x 180 (Displays 170 x 170 on Desktop)

Cover Photo

- 820 x 312

Shared Images on Timeline

- 1200 x 630

X

Profile Photo

- 400 x 400 (displays 200 x 200)

Header Photo

- 1500 x 500

Post sharing a single image

- 1200 x 675 pixels (recommended, but most images with standard aspect ratios will not be cropped)

Post sharing two images

- 700 x 800 pixels (both images)

Instagram

Profile Picture

- 110 x 110

Photo Size

- 1080 x 1080

Instagram Stories

- 1080 x 1920

LinkedIn

Company Logo Image

- 300 x 300

Company Cover Image

- 1128 x 191

Shared Image or Link

- 1200 x 627



Opening New NSU-Affiliated Accounts

- Colleges/units within NSU are not allowed to open social media accounts without approval from the PRM social media team
- Please refer to the social media policy for further instruction
- For any immediate questions, please email: Social@nova.edu

Research & Philanthropic Grants/Agreements

Any grant or agreement that includes the involvement of NSU's social media accounts must be first approved by the executive director and social media manager. Following evaluation and a meeting, we will make the determination of whether the posts are viable for our audience and if they fit within our best practices for 1NSU accounts. Please email the PRM social media team for further questions: Social@nova.edu

