

# SOCIAL MEDIA GUIDE

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The purpose of this guide is to outline the style used on various social media and digital media platforms to ensure that the faculty is aligned with the NWU's social media policy and corporate brand identity.

## 1.1 North-West University general social media guidelines

The NWU has the following official social media accounts:

- Facebook
- Instagram
- LinkedIn
- YouTube

The NWU strongly recommends that the faculty mainly use a Facebook page that we have in common (faculty liaison and school within faculty).

Facebook is an online social media platform that allow users, who sign-up for free profiles, to connect with friends, work colleagues or people they do not know. It allows users to share pictures, music, videos, articles and their own thoughts and opinions with as many people as they like. Facebook has over 1 billion users and has grown into a venue for businesses to market themselves through interaction with customers and self-promotion.

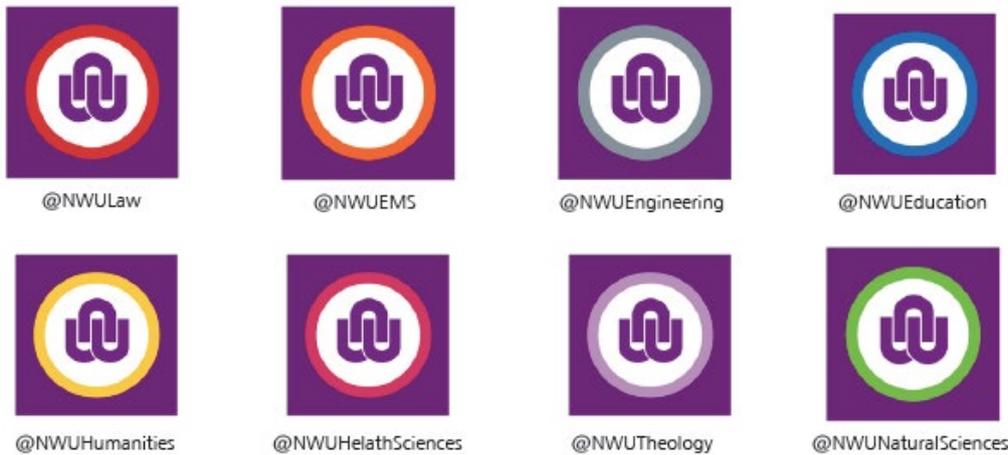
### 1.1.1 *The NWU has the following official social media accounts*

#### 1.1.1.1 Facebook

The university has one general page and one page per campus.

@NWUNorthWestUniversity @NWUMahikeng @NWUPUK @NWUVAAL

The NWU has eight faculties and a colour is allocated to each of these faculties. Below are the colours used to create profile pictures for the respective faculties. The profile picture and layout must be implemented strictly, as per the social media policy approved by the NWU.



The NWU also supports the following additional pages:

- Alumni Facebook pages:

@NWUMafikengAlumni @NWUPukAlumni @NWUVaalAlumni

### 1.1.2 *The aim of the NWU and their social media presence*

The university aims the following with regard to their social media presences.

- Digital media voice: On our digital media accounts, we want to showcase what it is like to be part of the NWU. We want to supply excellent and focused content that showcases academic excellence, relevant graduates, social responsiveness, values and most importantly, our vibrant student life. We are proud, we are motivated, we are current, and we are fun and witty. We are a home away from home and a place that our students and alumni fall in love with. We love critical thinking, believe in education and revel in being part of the intellectual community.
- Our tone: We are energetic and enthusiastic. We believe in what we do and accept when we make a mistake. We love asking questions and creating fun content. We are optimistic but realistic about who and what we are. We embrace our diversity by moving forward and encouraging a unitary university. We tell the truth and try to keep the same personality across all our digital platforms. However, our voice may differ for each one.
- Ownership of post: All messages on all the official media platforms are posted in the character and voice described above. We do not attach names or initials to posts. Each page has its own admin; therefore, the admin of each page will

be held responsible for the content posted on the page. The admin will also be held accountable for monitoring the page (i.e., comments, likes and shares).

- Positivity and transparency: We present our messages with a positive attitude but are honest and transparent in the information we share.
- Language policy: We strive to post all our posts in English because it is the business language.

### 1.1.3 How to refer to the North-West University and its campuses

THE NORTH-WEST UNIVERSITY		
ENGLISH	AFRIKAANS	USAGE
North-West University	Noordwes-Universiteit	All cases
NWU	NWU	All cases
POTCHEFSTROOM CAMPUS		
North-West University	Noordwes-Universiteit	Only when necessary
Potchefstroom Campus	Potchefstroomkampus	
NWU Potch	NWU-Potch	For short writing/ Rather go without and turn Geo-location on
NWU in Potchefstroom	NWU in Potchefstroom	Only when necessary
NWU Pukke	NWU-Pukke	Only on social media post not in names
VANDERBIJLPARK CAMPUS		
North-West University	Noordwes-Universiteit	Only when necessary
Vanderbijlpark Campus	Vanderbijlparkkampus	
NWU Vaal	NWU-Vaal	For short writing/ Rather go without and turn Geo-location on
NWU in Vanderbijlpark	NWU in Vanderbijlpark	Only when necessary
MAFIKENG CAMPUS		
North-West University	Noordwes-Universiteit	Only when necessary
Mafikeng Campus	Mafikengkampus	
NWU Mafikeng	NWU-Mafikeng	For short writing/ Rather go without and turn Geo-location on
NWU in Mahikeng	NWU in Mahikeng	Only when necessary

## WORDS WE DO NOT USE

### Avoid using

Pukke  
 Vaal-Pukke  
 Maffies  
 Hostels

### Use instead

See above  
 See above  
 See above  
 Residences

## 1.2 Faculty of Humanities view and strategy towards social media

In the Faculty of Humanities, students are encouraged to understand and explain human experiences as a whole. Imagine the disastrous consequences if the diversity and complexity of people's experiences in our local and global environments are poorly understood.

When you become part of the Faculty of Humanities at the North-West University, you will join a group of bold students and staff who study and work toward solutions to the most important questions of the day, such as:

- How can better public policy help manage the delivery of services in South Africa with regard to social grants, water, electricity or other services that people expect from the government?
- Does social media cause people to write poorly or make us complacent enough to fall for fake news?
- How does being part of a multilingual society unite or divide South Africa? Or is it enough if we all just learn to use English very well in addition to our home languages?
- How does the increased mobility of people in the world and in South Africa change social structures?
- Should South Africans think differently when making ethical decisions?
- Does music increase our wellbeing?

If you are brave enough to think hard about these complex questions in order to help improve people's lives and experiences, then the Faculty of Humanities is your home!

### 1.2.1 *The value of Humanities*

Humanities is regarded as one of the oldest academic disciplines within the higher education sector. The field of Humanities remains essential in both the higher education sector and the corporate world as there are academic fields of enquiry that focus on understanding, interpreting, communicating and producing knowledge about human experience and interaction.

At the North-West University, the Faculty of Humanities offers students with a powerful currency in today's rapidly changing world, as we provide students with critical and

intellectual skills about understanding and explaining human experience in a personal, cultural and social context.

In acknowledging the impact of technology on all aspects of society, our programmes foster an intersection between humanities and technology in understanding, addressing and mitigating the local and global challenges facing humanity.

We pride ourselves in offering engaged research, ethical teaching and learning to all students which affirms its African identity in pursuit of excellence in scholarship as well as social responsibility.

### 1.2.2 *The faculty's vision and mission*

The Faculty of Humanities strives to become the preferred choice by providing critical and intellectual thinking about human experiences as a whole. We believe in engaged research, ethical teaching and learning for all students which affirms its African identity in pursuit of excellence in scholarship and social responsibility.

The faculty strives to provide stakeholders with a remarkable and exceptional experience in teaching, learning, research and community engagement initiatives. The faculty also intends to contribute to the social, economic and cultural transformation of the local, national and international community by utilising our expertise in the field to address the challenges of the 21st century.

We will do this by:

- embracing the core function of this university which is situated in Africa and on promoting excellence in teaching, learning, research and socially responsive scholarship rooted in Africa for participation in a globalised society,
- instilling an understanding of our shared heritage and diverse languages, cultures and experiences in our students and reflecting this in our student body,
- leading pioneering initiatives to transform/decolonise the curricula of the discipline,
- attracting and retaining staff of the highest calibre in a manner that acknowledges and is sensitive to inequalities and inequities created by apartheid and colonialism,
- connecting the faculty with other disciplines within the university, and will seek regional, national and international collaborations to fulfil its purpose,

- demonstrating the faculty's value towards all stakeholders, which include:
  - Ethics of care
  - Academic integrity
  - Academic freedom and freedom of scientific research
  - Responsibility, accountability, fairness and transparency
  - Embracing equity and diversity and human dignity

### 1.2.3 *The faculty's value proposition*

The Faculty of Humanities is a dynamic centre for teaching, learning and research focused on advancing human understanding for a better tomorrow.

### 1.2.4 *Six academic school's*

The faculty has six complementary schools, namely Communication, Government Sciences, Languages, Music, Philosophy and Social Sciences. The faculty prides itself in producing well-rounded graduates that are creative and innovative thinkers in a South African labour market thirsty for their specific skills.

- School of Communication
- School of Government Studies
- School of Languages
- School of Music
- School of Philosophy
- School of Social Sciences

### 1.2.5 *Research and innovation*

The faculty has outstanding researchers who work with our postgraduate students and other scholars within and outside the country. Research is organised around the research entities listed below:

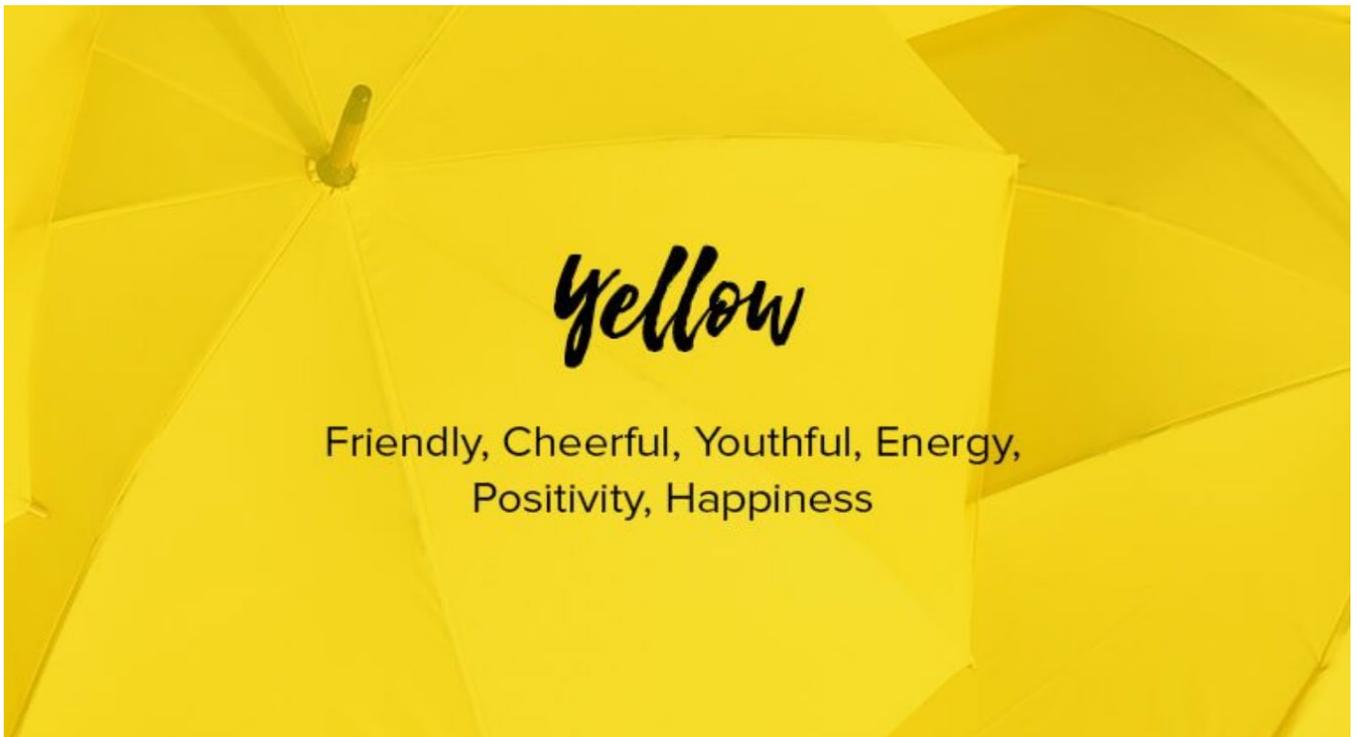
- Research and innovation linked to the School of Communication:
  - Indigenous Language Media in Africa (ILMA)
  - ATKV School of Creativity
  - Visual Narratives and Creative Outputs through Interdisciplinary and Practice-Led research (ViNCO)

- Research and innovation linked to the School of Languages:
  - The Centre for Text Technology (CTexT)
  - Centre for Translation and Professional Language Services (CTrans)
  - Understanding and Processing Language in Complex Settings (UPSET)
  - Unit for Languages and Literature in the SA Context
  - The NWU Writing Centre
- Research and innovation linked to the School of Music:
  - Musical Arts in South Africa: Resources and Applications (MASARA)
- Research and innovation – multidisciplinary:
  - Social Transformation
  - The Enabling Optimal Expression of Individual, Social and Institutional Potential (OPTENTIA)
  - Population and Health Research Focus Area (RFA)
  - South African Centre for Digital Language Resources (SADiLaR)

#### 1.2.6 *Community engagement*

- The Musikhane Community Music Engagement Programme
- Byderhand

### 1.2.7 Colours of the faculty



SOURCE: <https://www.tailorbrands.com/logo-maker/logo-colors>

The colour allocated to the Faculty of Humanities is yellow.

Yellow is the most luminous of all the colours of the spectrum and captures our attention more than any other colour.

In the natural world, yellow is the colour of sunflowers and daffodils, egg yolks and lemons, canaries and bees. In our contemporary human-made world, yellow is the colour of Spongebob, the Tour de France winner's jersey, happy faces, post-its and signs that alert us to danger or caution. It is the colour of happiness and optimism, of enlightenment and creativity, sunshine and spring.

## 1.3 Guidelines for using a social media page

### 1.3.1 Content and copywriting

- Be clear: If you represent the NWU digital media community, identify your own or your group's relationship to the NWU. Make sure your posts redirect back to the university's website to reinforce this connection. If you are a member of the

NWU community, but acting as an individual on social media, clearly state that you are expressing your own opinion and not that of the university.

- **Be successful:** The only way to be successful is to create a social media strategy. In order to do this identify your audience, account's personality, goals, staff, content calendar and other tools for success before jumping in. Be sure to include the NWU Digital Media team from the get-go. Take advantage of university resources that can help you succeed.
- **Be prepared:** If you are managing a social media account for the NWU and any of its entities, ensure access credentials are shared by at least two people if one team member is unreachable or no longer with the university. Always include a member of the NWU Digital Media team as well.
- **Be #MyNWU:** Remember, you represent the NWU; be sure to read the NWU Style Guidelines when creating profile/avatar images, graphics or written content. This is to guarantee that the same strategy is implemented on all social media platforms. Your posts should be aligned with your role at the university.

When writing a post, use the AIDA Method:

**Attention - Interest - Desire - Action**

Grab the person's attention upfront. Tease them with something interesting. Plant the seed of desire. Then, tell the reader what action you want them to take next.

It is also important when sharing/reposting a post to use the same method. Every share/repost must have a caption. The reason for this is to boost engagement.

Here are some other hacks to keep in mind when copywriting:

- Know what you want to say.
- Make it about the customer and not your brand.
- Address more than one audience.
- Include only important information.
- Place the key message in the first sentence.
- Keep it short.
- Use active language (ask questions, talk in the present tense).

- Write as if you were talking (conversational language).
- Make it interesting to read.
- Be consistent in your brand voice.
- Make sure to proofread.
- Add a call to action (explain to the audience what you expect of them).

Notes on punctuation:

- Use a colon and space before a link: To find more information, visit: [www.nwu.ac.za](http://www.nwu.ac.za)
- A question mark and exclamation mark followed by space can also introduce a link: Want to find out more about the NWU? [www.nwu.ac.za](http://www.nwu.ac.za)
- Use only one exclamation mark to indicate excitement.
- In very rare instances like celebrations, awards, international recognition, etc., multiple exclamation marks may be used.
- Use an ellipsis to show where something has been omitted.

### 1.3.2 *What to consider when posting on social media*

- Always pause and think before posting: Reply to comments promptly when a response is appropriate. But if it gives you pause, pause. If you are about to publish something that makes you even the slightest bit uncomfortable, do not shrug it off and hit 'send.' Take a minute to review these guidelines and try to figure out what is bothering you, then fix it. If you are still unsure, you might want to discuss it with your manager or legal representative. Ultimately, what you publish is yours – as is the responsibility. So be sure.
- Perception is reality: In online social networks, the lines between public and private, personal and professional, are blurred. Just by identifying yourself as an Intel employee, you create perceptions about your expertise and Intel by our shareholders, customers, and the general public and perceptions about you by your colleagues and managers. Do us all proud. Be sure that all content associated with you is consistent with your work and Intel's values and professional standards.
- It is a conversation: Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Do not be afraid to bring in your own personality and say what is on

your mind. Consider content that is open-ended and invites response. Encourage comments. You can also broaden the conversation by citing others blogging about the same topic and allowing your content to be shared or syndicated.

- Separate opinions from facts, and make sure your audience can see the difference.
- Be engaged and be informed: Read the contributions of others. Know what the current conversations are and what people are saying to see if and how you may contribute a new perspective. Participation is the fuel of social computing.
- Aim for quality, not quantity: Offer your contribution with context whenever you can. Provide links to other blogs, media articles or whatever sources you think are necessary. Make your content rich and interesting for others to read. Consider attaching documents when necessary (but not SAP internal documents, confidential or not, of course!). And in every case, keep the language simple and flowing. If you start a blog, encourage feedback and conversation – make sure your readers can add feedback to your blog and respond promptly. A two-way communication exchange allows for a more meaningful conversation.
- Post frequently: It is a lot of work but do not post to your blog, then leave it for two weeks. Readers will not have a reason to follow you on Twitter or check your blog if they cannot expect new content regularly.

### 1.3.3 *Create clear goals*

- Increase brand awareness.
- Drive traffic to our website.
- Get students to register at the North-West University, Faculty of Humanities.
- Boost brand engagement.
- Create awareness concerning teaching and learning, research and innovation, as well as community engagement.

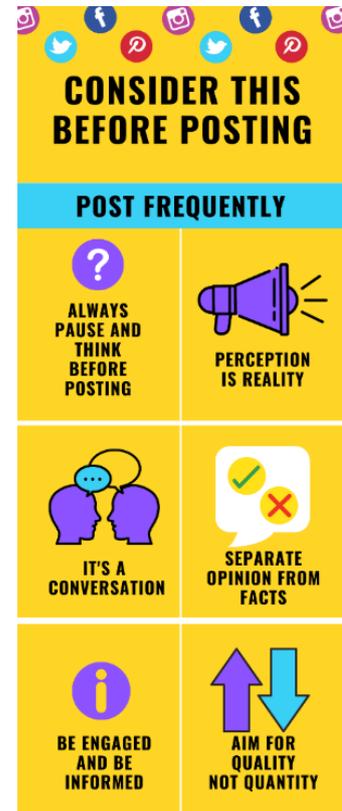
See these additional tips: <https://sproutsocial.com/insights/facebook-posting-tips/>

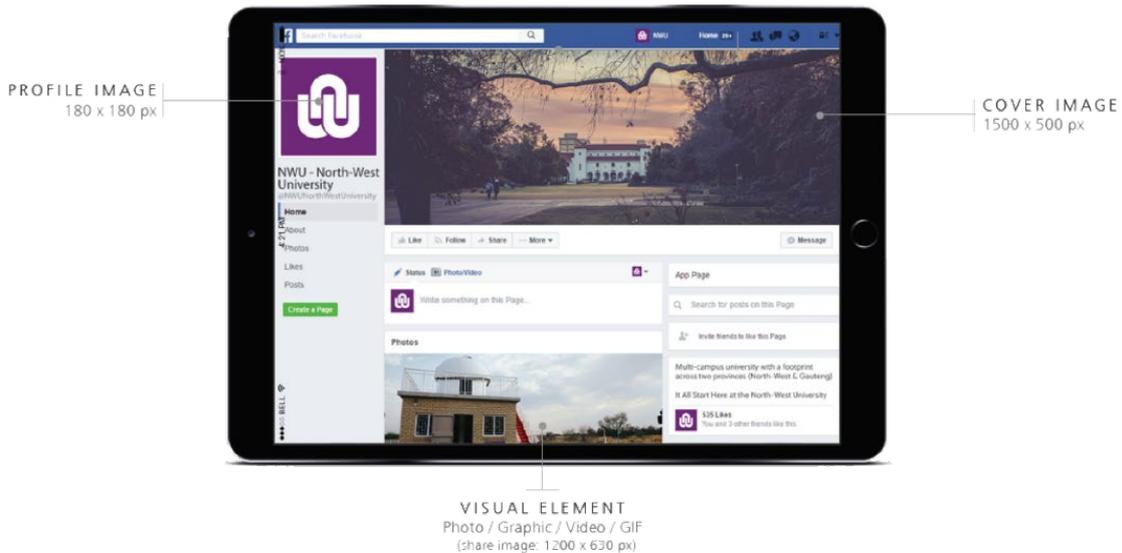
## 1.4 Guidelines for Facebook

If you represent the NWU digital media community, identify your own or your group's relationship to the NWU. Make sure your posts redirect back to the university's website to reinforce this connection. If you are a member of the NWU community, but acting as an individual on social media, clearly state that you are expressing your own opinion and not that of the university

### 1.4.1 *What is the difference between a profile, page and group on Facebook?*

- Profiles: A profile is a place on Facebook where you can share information about yourself, such as your interests, photos, videos, current city and hometown. To see your profile, click or tap your name or profile picture at the top of Facebook.
- Pages: You must have a profile to create a page or help manage one. Pages are places on Facebook where artists, public figures, businesses, brands, organisations and non-profits can connect with their fans or customers. When someone likes or follows a page on Facebook, they can start seeing updates from that page in their news feed. To see an example of a page, see the screenshot below.
- Groups: You must have a profile to create a group or help manage one. Groups are a place to communicate about shared interests with certain people. You can create a group for anything — your family reunion, your after-work sports team, your book club — and customise the group's privacy settings depending on who you want to be able to join and see the group. When you join a Facebook group, you start seeing content from that group in your news feed.





SOURCE: NWU Style Guide

#### 1.4.2 What the faculty's Facebook looks like, and how you should adapt yours

- Profile picture for social media: This is the profile picture that must be used across all social media platforms for the Faculty of Humanities. It is not negotiable.



FACULTY OF  
HUMANITIES  
Pantone 123C

C0 M15 Y100 K0  
R225 G213 B37  
#FFD525

YELLOW

- Category: Education
- Email: [humanities-enquiries@nwu.ac.za](mailto:humanities-enquiries@nwu.ac.za)
- Website: <http://humanities.nwu.ac.za/>
- About us: This is the official Facebook age of the NWU Faculty of Humanities, School of xxx (your particular school). Add the description of the school as stated on page xx. Outline courses of the specific school.

- The faculty's "About Us" section reads: The faculty comprises six academic schools offering training, postgraduate study and research in the following fields of Humanities:

- Communication Studies
- Government Studies
- Languages
- Music
- Philosophy
- Social Sciences

- An *Impressum* is a statement of facts about a business. Think of it as a more formal "About Us" page. It contains information about its ownership, business address and contact details.

The faculty's "Impressum" reads: The faculty comprises six schools offering training, postgraduate study and research in the following fields of Humanities:

- Communication Studies - Government Studies - Languages - Music - Philosophy - Social Sciences.

*For Schools and Units:* Add school and the courses in the school.

- It is important to add the following on your page:

a) We welcome comments that:

- Are appropriate responses to comments left by others
- Have a positive, supportive and constructive tone

b) We cannot allow comments that:

- Are offensive or abusive in any way
- Are considered spam
- Use language that is not appropriate for a public page

c) We will delete comments without notice if they:

- Are considered to be any form of cyberbullying
- Include material that is unlawful, libellous, fraudulent, defamatory, obscene, abusive, threatening, harassing, insulting or deemed confidential
- Attempt to hijack this page by importing personal conflicts, agendas or grudges
- Are a form of trolling

### 1.4.3 Designs

Any design that is posted on social media regarding the NWU should consist of the following:

- The NWU logo should be visible as indicated above or in the main document (CID)
- The right dimensions should be used for each social media platform
- Profile picture safe zones: The only profile picture that is allowed is the one that is stipulated above in the Profile picture for social media section.
- Cover page safe zones: When a cover is created for a document, keep the following in mind:

Font – Trebuchet or Snellbound

Font size – 12 pt. and more to ensure readability

- Colour of the Faculty of Humanities: Yellow

According to Facebook, your cover photo displays at 820 pixels wide by 312 pixels tall on computers and 640 pixels wide by 360 pixels tall on smartphones. Therefore, we recommend using the dimensions 820px by 360px and keeping all text and graphics in the middle safe zone as per the specifications below:*For more information:* <https://blog.snappa.com/facebook-cover-photo-size/>



- Photo safe zones: When posting a photo, make sure you give credit to the image and that there is no copyright to the image. Make sure all the images are inclusive and representative.
- If you do not know what to use, contact us for stock images that are approved and have no copyright on them.

#### 1.4.4 *A simple guideline of what your post should look like*

- Use line breaks to improve readability.
- Include relevant mentions as long as the account is active.
- Delete the text URL from the post if displaying a link preview.
- Always include a link and/or a visual when posting.

#### 1.4.5 *Engagement style*

- Like users' pictures and comments.
- Use inline comments to reply to users when there is an opportunity to respond.
- Hide spam.

#### 1.4.6 *Best engagement times*

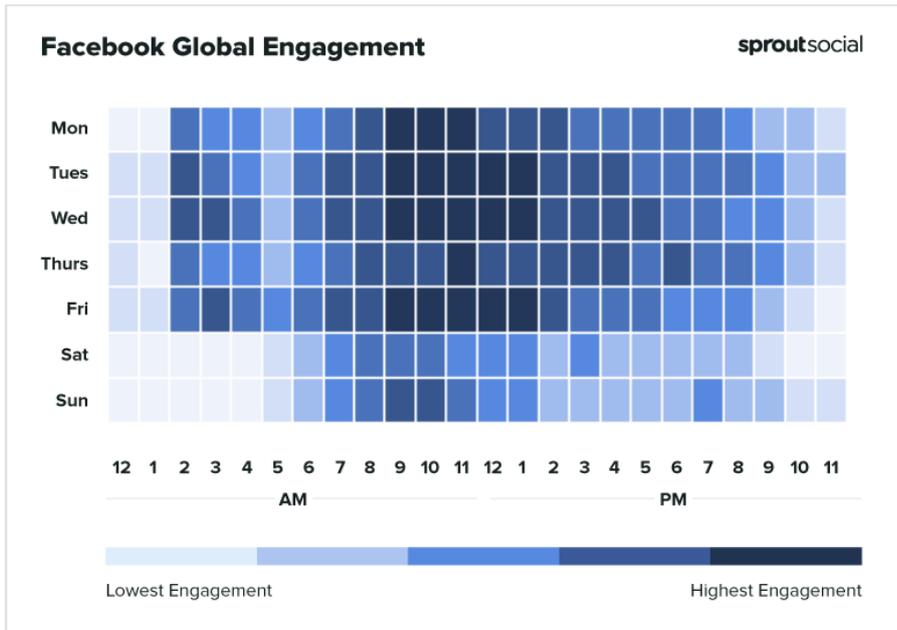
**Best days:** Tuesday, Wednesday and Friday

**Best Times:** Tuesday, Wednesday and Friday 9 am-1 pm

**NWU available times:** 1 - 2 times a day

*For more information on the best engagement times:*

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>



### 1.4.7 Hashtag bank

General	Academic	Other
<p>#MyNWU – (all things NWU)</p> <p>#NWUAlumni – (posts related to NWU alumni)</p> <p>#ProudNWU – (NWU spirit is contagious)</p> <p>#NWULegends – (someone spectacular)</p> <p>#NWUStories – (interesting NWU stories; students, staff and alumni included)</p> <p>#NWUNews – (NWU news related stories)</p> <p>#NWUResearch – (NWU research stories)</p>	<p>#NWUAcademics – (general Academic stories)</p> <p>Faculty related:</p> <p>#NWUHumanities – (academic stories involving Faculty of Humanities)</p> <p>#NWUHealth – (academic stories involving Faculty of Health Sciences)</p> <p>#NWUEducation – (academic stories involving Faculty of Education Sciences)</p> <p>#NWUTheology – (academic stories involving Faculty of Theology)</p> <p>#NWULaw –</p>	<p>#NWUFirstYears</p> <p>#NWUGrads – (NWU graduate stories)</p> <p>#NWUSport</p> <p>#NWUEagles</p>

#NWUPotch	(academic stories involving Faculty of Law)	
#NWUMafikeng		
#NWUVaal	#NWUNatural – (academic stories involving Faculty of Natural and Agricultural Sciences)	
#NWUEagles		
#NWULife		
#NWUmascots	#NWUEngineers – (academic stories involving Faculty of Engineering)  #NWUEconomics – (academic stories involving Faculty of Economic and Management Sciences)  #NWUPostgrad	

#### 1.4.8 How do I create or edit a Facebook event?

Using a computer, you can also [create an event directly](#) to save time. Once you have created an event, you cannot change the privacy settings.

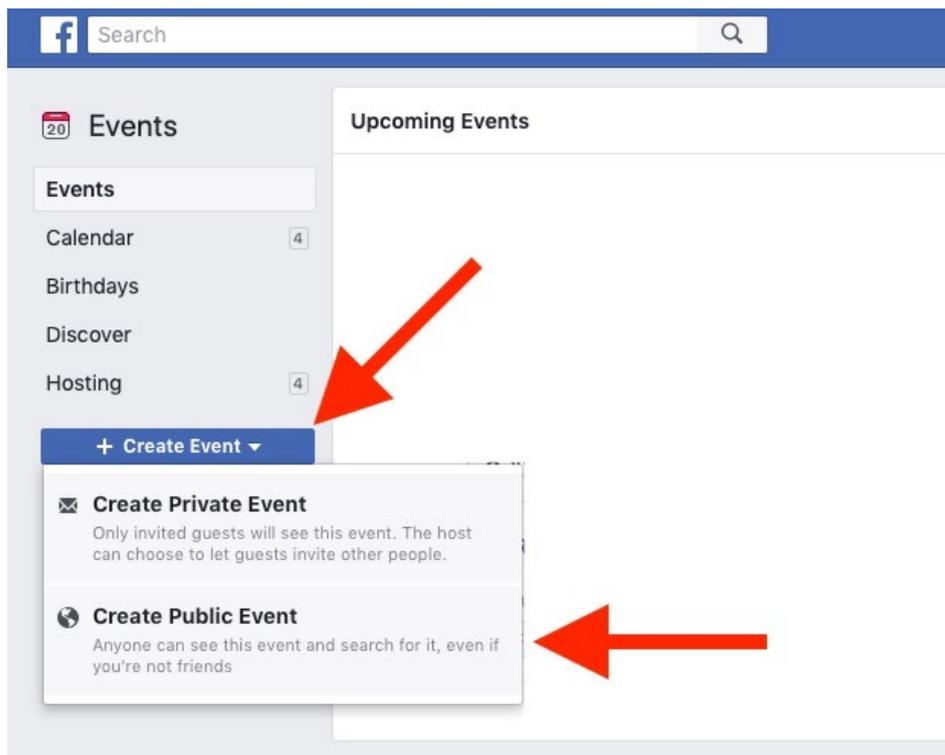
##### 1.4.8.1 To create a private Facebook event on your computer

- a) From your News Feed, click  Events in the left menu.
- b) Click + Create New Event on the left side.
- c) Click Private Event, then click Next. Only invited guests will see your event. Once you have created a private event, you will not be able to change it too public later.
- d) Fill in the event name, location, date, time and description.
- e) Click Create. You will be taken to your event where you can [invite guests](#), [add a cover photo or video](#), share posts and edit event details.

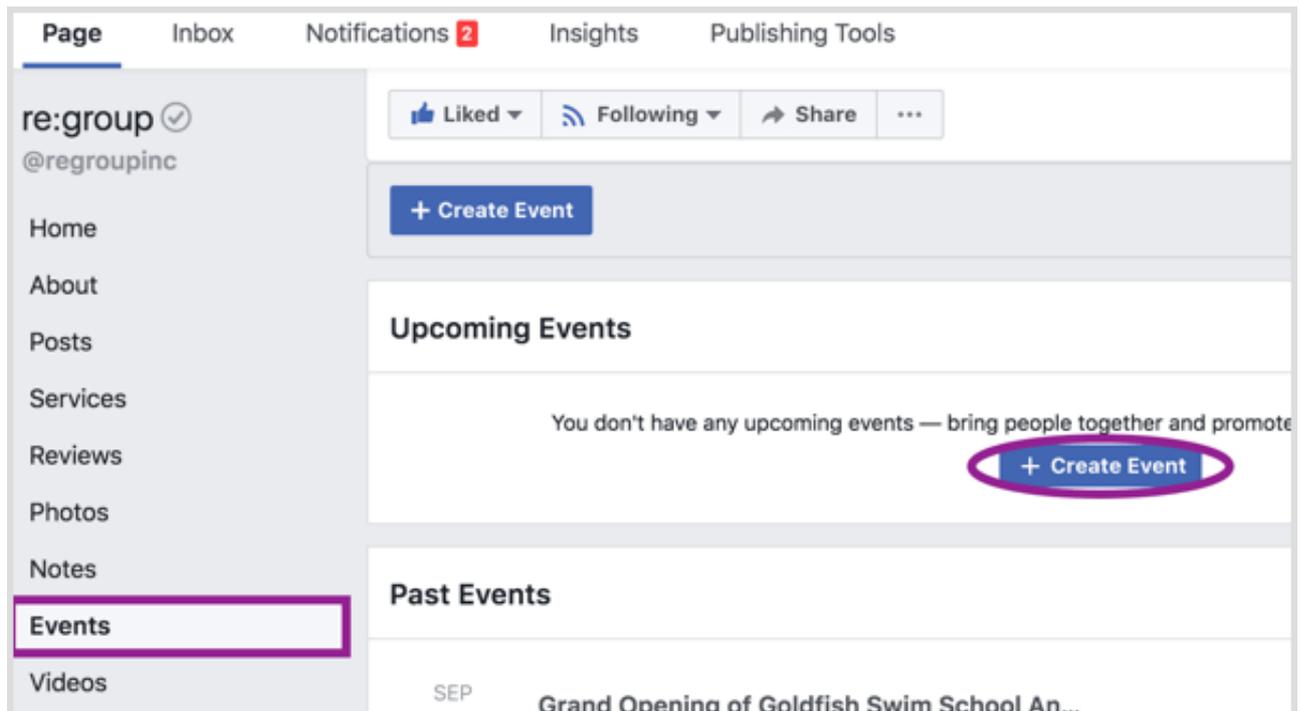
Note: Only Pages, not personal profiles, can create recurring events. Learn more about the [difference between a page and a profile](#).

#### 1.4.8.2 To create a public Facebook event on your computer

- a) From your News Feed, click  Events in the left menu.
- b) Click + Create Event on the left side.
- c) Click Public Event, then click Next. Anyone will be able to see your event and search for it, even if you are not friends. Once you have created a public event, you will not be able to change it to private later.
- d) Fill in the event name, location, date, time and description.
- e) Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (example: food festival).
- f) Choose who can edit and post in your event and then click Create. You will be taken to your event where you can invite guests, add a cover photo or video, share posts and edit event details.



Source: <https://www.socialreport.com/insights/article/360020040311-How-to-Create-a-Better-Facebook-Event-in-2019>



Source: <https://www.socialmediaexaminer.com/how-to-create-a-facebook-local-event-for-your-business/>

#### 1.4.8.3 To edit an existing event on your computer

- a) From your News Feed, click  Events in the left menu.
- b) Select an event you would like to edit.
- c) Click  Edit to the right.
- d) Change the event name, location, time, description or co-hosts.
- e) Click Update.

Note: Public event creators can change the date and time after creation, but may not be able to if the event is within a couple of days.

#### 1.4.8.4 How to delete an event on Facebook

To cancel or delete your event:

- a) Click  Events on the left side of your homepage. You may have to click See More.
- b) Go to your event page.
- c) Click  and select Cancel Event.

- d) Select Cancel Event or Delete Event.
- e) Click Confirm. Keep in mind that a notification will be sent to everyone who was invited and has not already declined or removed themselves from the invite.

Note: When you cancel an event, you will no longer be able to make changes to it, but people will still be able to post. When you delete an event, everything will be deleted, and no one will be able to post.

#### 1.4.9 *View and respond to events*

##### 1.4.9.1 Viewing Events

How do I view my upcoming events and invitations on Facebook?

To view your upcoming events and invitations on a computer:

- a) Click Events on the left side of your homepage. You may have to click See More.
- b) Click Calendar on the left side.
- c) Click Invitations, Your Tickets, Hosting or Past Events to sort events by type.

To tag a public event as your location in a post or photo:

- a) From your News Feed, below What's on your mind? click .
- b) Click Tag Event.
- c) Enter the name of the event.
- d) Click Post.

If you uploaded a photo without tagging an event as its location, you can do this later by viewing the photo, clicking Add Location and entering the event's name.

To add a public event as the location of an entire album:

- a) Go to the album.
- b) Click Edit.
- c) Enter the event's name in the box that says "Where were these taken?"

##### 1.4.9.1.1 *Who can see the Facebook events I am interested in or going to*

People may be able to see if you are interested or going to an event depending on the event's privacy settings. You can also save an event to keep your interest in an event private.

#### 1.4.9.2 Public Events

If it is a public event, only friends and hosts can see if you are interested or going. They may see your status in a news feed post, notification, on the Event page itself or in the Events section of your profile. You can control the visibility of your response on the Event page.

#### 1.4.9.3 Private Events

If it is a private event, everyone invited to the event is able to see if you are going. People who are not invited cannot view who is attending, the event description, event discussion, photos or videos.

#### 1.4.9.4 Save an Event

If you want to keep your interest in an event private, you can save it:

- a) From your News Feed, select  Events. You may have to click See More.
- b) Click the event and then click  next to share.
- c) Select Save.

Events you have saved are listed below your upcoming events.

*For more information on how to use Facebook Events for your brand:*  
<https://sproutsocial.com/insights/facebook-events/>

#### 1.4.10 Facebook ads

Facebook ads work best when you are focused on what you want to achieve. Objectives help to clarify your goals for campaigns or even individual ads. They are the first thing you select when you go to Ads Manager to create an ad.

##### 1.4.10.1 How to create a Facebook ad?

- a) Choose your objective

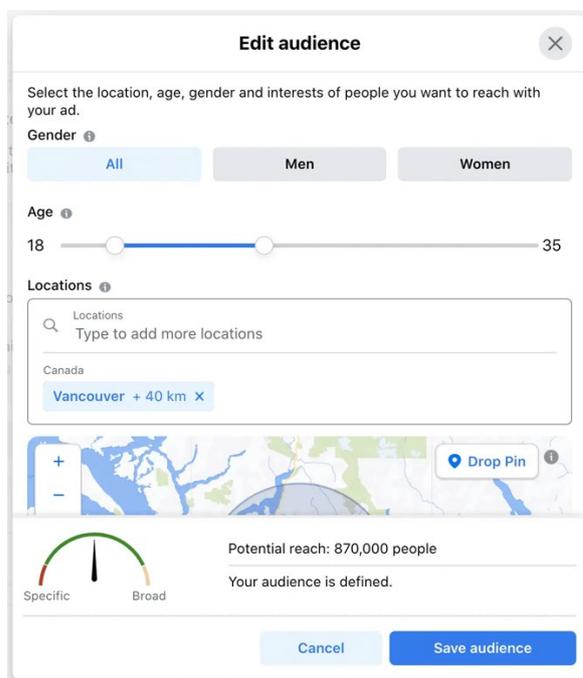
To choose the right ad objective, answer the question "What's the most important outcome I want from this ad?" It could be sales on your website, downloads of your app or increased brand awareness.

- b) Select your audience

Choose the demographics, interests and behaviours that best represent your audience by using what you know about the people you want to reach, such as age, location

and other details. Facebook will automatically show your ads to people who are most likely to find your ads relevant. You can further target your ad delivery with three audience selection tools.

- Core Audiences: Define an audience based on criteria such as age, interests, geography and more.
- Custom Audiences: Get back in touch with people who have engaged with your business, online or off.
- Lookalike Audiences: Reach new people whose interests are similar to those of your best customers.



Source: <https://blog.hootsuite.com/how-does-facebook-boost-posts-work/>

#### c) Decide where to run your ad

Next, choose where you want to run your ad, for example on Facebook, Instagram, Messenger, Audience Network or across them all. In this step, you can also choose to run ads on specific mobile devices.

#### d) About Placements in Ads Manager

The places where you can run your ads are called Placements. Depending on the objective you choose when you create your campaign, your ads can appear on Facebook, Instagram, Messenger and Audience Network.

Ads Manager groups placements by how people experience your ads across platforms. For example, people have similar experiences with your Stories ads on Facebook, Instagram and Messenger.

We recommend that you choose the Automatic Placements setting in Ads Manager because it allows our delivery system to make the most of your budget. However, you can Choose Ad Placements instead. Your ad appears to people scrolling through their inbox, desktop or mobile feeds.

- Facebook News Feed: Your ads appear in the desktop News Feed when people access the Facebook website on their computers. Your ads appear in the mobile News Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.
- Facebook Video Feeds: Your video ads appear between organic videos in video-only environments on Facebook Watch and Facebook News Feed.
- Facebook Right Column: Your ads appear in the right columns on Facebook. Right column ads only appear to people browsing Facebook on their computers.
- Messenger Inbox: Your ads appear in the Home tab of Messenger. Learn more about ads in Messenger.

#### e) Set your budget

Enter your daily or lifetime budget, and the time period during which you want your ads to run. These limits mean that you will never spend more than you are comfortable with.

- How much do Facebook ads cost? You can run ads on Facebook, Instagram and Audience Network on any budget. Some people spend more on coffee each day than they do on their advertising campaigns. The exact cost associated with your ad being shown to someone is determined in our ad auction. Learn how pricing works for our ads and how to set a budget that works for you.

You tell Facebook how much you want to spend on advertising. Then we will try to get you as many results as possible for that amount. If you want to spend \$5 a week, you can. If you want to spend \$50,000 a week, you can do that too.

Note: Some types of advanced ads require a minimum amount of spend to work. You will be notified of this while creating them.

### The basics of cost

- Overall amount spent
- Cost of each result you get

You control your overall amount spent through your budget. You control your cost per result through your bid strategy. (If you are not sure what to bid, we can automatically bid for you with the intent of spending your budget evenly throughout your ad's run time.) In addition, we offer other ways to ensure you spend no more than you want to:

- [Campaign spending limit](#)

- Set a maximum amount you are willing to spend on a given advertising campaign.

- [Account spending limit](#)

- Set a maximum amount you are willing to spend across all the campaigns you are running.

- How do I purchase ads? The most common way to purchase ads for Facebook, Instagram and Audience Network is through our ad management tool, Ads Manager. You purchase ads by creating an ad and submitting it to our ad auction.
- You are always in charge. You set your budget and bid. We will never spend more than your maximum.
- Get results on any budget. Ads are shown to people who are likely to be interested, so you get results.
- Pay for the actions you want. Choose your objective – impressions, conversions – and only pay for those.
- Submit your ad to the Facebook ad auction. The ad auction determines which ads should be shown to which people. Using information that you provide in the ad creation process, the auction shows your ad to the people who are most likely to be interested in it – for the price that you bid or less, and never higher.

In the ad creation process, you set parameters that the auction will use to deliver your ad to people, including:

- Budget. You set your advertising budget – a total amount that you want to spend daily or over the course of the campaign – and can edit it at any time. You also set a bid – the maximum amount that you are willing to pay when someone sees your ad or takes your desired action.
- Audience. You also choose who you want to see your ad. You can use demographics, such as age, gender and current cities, to connect with people, or things such as interests, devices or past actions.
- Creative. Finally, you decide how you want your ad to look. You can use text, images and videos to capture people's attention. Once you have created your ad, it goes to our ad auction, where it will start being shown to people.

#### f) Pick a format

Choose from six versatile ad formats – they are designed to work on every device and connection speed. You can choose to show a single image or video in your ad, or use a roomier, multi-image format.

#### g) Place your order

When you submit your ad, it goes to our ad auction which helps get it to the right people.

#### 1.4.10.2 What do you get from Facebook ads?

There are two primary things you get from a Facebook ad:

- The ability to reach a certain number and type of people.
- As many of the results you care about (as expressed by the type of boost/ad you choose on your page or the optimisation event choice you make in ad set creation) as possible from those people.

Given the characteristics of your ad (including its budget, bid and targeting), we estimate the number of people you can reach and results you can get before you actually order your ad. This can help you decide if you want to order the ad or not. Learn how to view your estimated results.

During and after your campaign, we will send you notifications about the performance of your ad. You can also view your results on the Ad Centre tab of your page (if you create the ad from your page), or in Ads Manager. We recommend viewing your

results during and after your campaign. In addition to helping you understand what you got from your ad, it can also help you make adjustments to hit your performance goals.

If we are not able to get you the result you care about within the constraints of your budget, target and bid strategy, we'll stop delivering your ad. You will not get charged unless we are getting you results.

#### 1.4.10.3 Where to buy Facebook ads?

There are two interfaces for buying Facebook ads:

- Your Page. This is the simplest way to buy ads but lacks some of the customisation options that Ads Manager has. You can do it on a mobile device, a computer or the [Pages Manager](#) app.
- Ads Manager. This interface guides you through the creation of a campaign. It is available on computers and as a [mobile app](#).

#### 1.4.10.4 Measure and manage your ad

When your ad is running, you can track performance and edit your campaign in Ads Manager. You can also see if one version of your ad is working better than another, or if your ad is being delivered efficiently, and make tweaks and adjustments as needed.

Source: <https://www.facebook.com/business/measurement>

- Boosting

Boosted posts are ads you create from posts on your Facebook page. Boosting a post may help you get more people to react, share and comment on it. You may also reach new people who are likely interested in your page or business, but do not currently follow you.

For example, Jasper's Market posts about its fresh juice menu with a slideshow of all the fruit options. Boosting the post can help Jasper's Market reach new people who may like it, share it with friends or comment on their favourite juice.

- Create boosted posts

Before you begin, you will need a Facebook page and make sure you have a page role that allows you to advertise.

#### To create a boosted post:

- a) Go to your Facebook page.
- b) Find the post you want to boost. This may include jobs, an event or a video post.
- c) Select Boost Post. You can find it at the bottom-right corner of your post. Note: If you are unable to select Boost Post, boosting may be unavailable for this post.
- d) Fill in the details for your ad. We will automatically use images and text from your post, but you can choose the following details:
  - Audience: Choose a recommended audience or create a new audience based on specific traits. Note: If your ad is part of a [Special Ad Category](#), your audience options may be limited.
  - Total Budget: Select a recommended budget or provide a custom budget.
  - Duration: Select one of the suggested time frames or provide a specific end date.
  - Payment Method: Review your payment method. If you need to, you can change or update your payment method.
- e) When you are done, select Boost.

#### Edit Boosted Posts

After boosting a post from your Facebook page, you may want to make changes to your ad. You can edit certain components of your boosted post that help you reach your intended audience, like your budget or duration.

Note: You cannot edit text, image(s) and video once your boost has been reviewed and published. If you decide that you want to change your text or creative, you will need to create a new post and boost it. Here is how:

- a) Go to your Facebook page.
- b) Click Ad Centre in the left-hand menu and choose All Ads in the dropdown.

- c) Find the boosted post you want to edit and click. Depending on the goal you chose, this will be the title of your boosted post. For example, if you chose Get More Video Views, your ad will be called Video Views.
- d) Choose Edit Ad in the dropdown and make your desired changes. You can change the following:
  - Ad Creative: Provide a URL, text and select an image or video for your ad.
  - Audience: Choose a recommended audience or create a new audience based on specific traits.
  - Daily Budget: Select a recommended budget or provide a custom budget.
  - Duration: Select one of the suggested time frames or provide a specific end date.
  - Payment Method: Review and [edit your payment method](#).
- e) When you are done, click Save Changes.

### View Results for Boosted Posts

- a) Go to your Facebook page.
- b) Click Ad Centre in the left-hand menu and choose All Ads in the dropdown.
- c) Find your active boosted post and click View Results. Depending on the goal you chose, this will be the title of your boosted post. For example, if you chose Get More Video Views, your ad will be called Video Views.

### *1.4.11 Geotagging / Location tagging*

Geotagging is the process of identifying a location, whether it is of a photo or where you are posting a status from at any given time. The purpose of geotagging is to let followers know where you were when the photo or update was created. People love using it, probably because posts that are geotagged get 79% more engagement!

#### *1.4.11.1 How to geotag*

- a) Go to your Facebook home page and click the What's On Your Mind? box to post a new status. Type the status as you would like to post it.

- b) Click the waypoint icon at the bottom of the status update near the left corner. Type your location in the Where Are You? box. If the location appears in the list, click it. Otherwise, click the Just Use option at the bottom of the list.
- c) Ensure your location has been added to the end of the status. Click Post to finalise.

#### 1.4.11.2 Geotagging photos

- a) Go to your Facebook profile, click Photos and choose Add Photos near the top of the window. Choose the picture you would like to geotag in the new Windows Explorer window.
- b) Click the Where Were These Taken? box in the upload window. Type your location and choose the correct result from the list or select the Just Use option at the bottom of the drop-down list.
- c) Type a caption in the Say Something About This Photo text box. Click Post Photos to share the photo

### **CHEAT SHEET**

Facebook text: 1-80 characters per language

1-2 hashtags

Facebook videos: 30-60 seconds

Paid ads link description: 18 words

Link headline: 5 words

Facebook video: 2 minutes

## 1.5 Guidelines for LinkedIn

### 1.5.1 *What is LinkedIn?*

LinkedIn is a social network that focuses on professional networking and career development. You can use LinkedIn to display your resume, search for jobs and

enhance your professional reputation by posting updates and interacting with other people.

Just like Facebook, it is a social media network. But unlike most social networks, LinkedIn is a professional networking site, designed to help people make business connections, share their experiences and resumes and find jobs.

### 1.5.2 *What can you do with LinkedIn?*

It should be clear that LinkedIn is a tool you can use to enhance your professional networking and job searching activities.

Many people use the site to grow their contacts and find career opportunities. The Jobs section on the site is a powerful tool for finding and applying for jobs. There are settings on LinkedIn that let you alert recruiters that you are actively searching for a job.

### 1.5.3 *LinkedIn as a marketing tool*

It is targeted towards business-to-business relationships and does it focus on hardworking professionals? LinkedIn is also a great place to expand your business network and to recruit new employees.

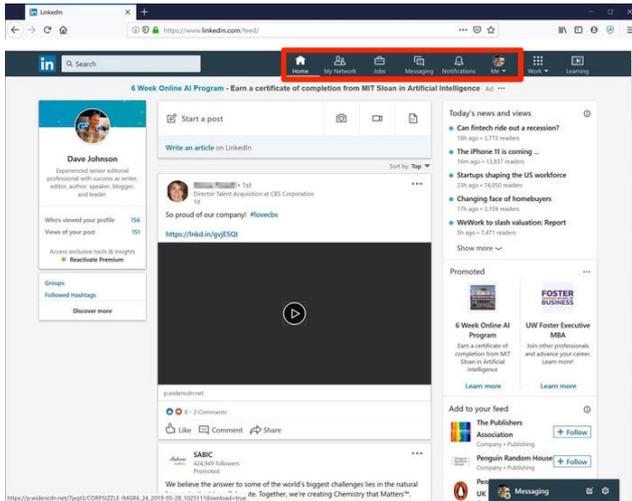
- Higher conversion rates. With LinkedIn, one major aspect that we really appreciate is the prospect of higher conversion rates. Essentially what you are doing is humanising your brand by interacting on social media channels like a person would, while connecting with other people and brands. This is your time to shine and make a good impression. If you do it correctly, you will see the interest pouring in from all kinds of businesses and personal customers.
- Search engine hits. A useful feature of LinkedIn is that you can make your profile information available in search engine indexes. This means that when your brand or business is searched for in search engines, it will rank your LinkedIn business profile very high, which is great for spreading brand awareness. The more quality content you produce that is backing your brand, the more support you will get from the community you build, and this will also reflect your search engine ranking.

- Make sure your profile is current and complete. The first thing many people do when they receive your connection request is look at your profile. Make sure your LinkedIn profile is up-to-date and complete. Use a high quality, professional looking photo. Be very clear about what you do, whom you help and how you can help.
- Focus on growing your connections. The more connections you have, the more opportunity there is for engagement with your target audience. Focus on the depth and breadth of your network and make sure to consistently grow your connections.
- Use status updates to post links to useful and relevant content. Try to spend at least 10 minutes a day on LinkedIn to make a good impact on your network. Posting useful and relevant information on your personal profile and company page on a consistent basis, is a great way to position yourself in your connections' minds as a thought and industry leader. It also helps to showcase your company's capabilities, personality and the work you have done for other customers. Avoid giving sales pitches though. Instead provide interesting and useful information. Sharing others' articles and adding your two cents on each of the topics is also a good way to use status updates. You need to interact with your LinkedIn community. The best way to do this is to produce regular content and updates. Ultimately, it is all about creating a connection and establishing trust and credibility.

#### 1.5.4 *A quick tour of LinkedIn*

##### 1.5.4.1 Home

Home is like Facebook's news feed. Here you can see posts made by other LinkedIn users and make your own posts that others can see, like, share and comment on. Like Facebook, you can limit your posts to just connections in your network or share your thoughts with everyone.



LinkedIn's home page will look familiar to anyone who uses a social media site like Facebook and serves a similar purpose. In this photo, the site's major pages are highlighted at the top.

#### 1.5.4.2 My Network

My Network is where you can see your existing network of connections and search for LinkedIn users to invite to join your network. You can also see existing invitations you have received from others.

#### 1.5.4.3 Jobs

Jobs is a comprehensive career site where you can search for and apply for jobs, get information about companies you are interested in and much more. You can set up notifications and get emails when there are new job postings.

#### 1.5.4.4 Messaging

Messaging leads to an instant messaging platform you can use to chat with people in your network. You can also use it to send messages to people outside of your network with something called InMail, if you subscribe to certain tiers of LinkedIn Premium.

#### 1.5.4.5 Me

Me is where you can find your profile, which is similar to your resume. Here, you can show your career history by posting your work experience, accomplishments, education, current location and more. If you have a LinkedIn account, this should be

as polished as your actual resume because you can expect professional connections and recruiters to look at it.

### 1.5.5 *How to use LinkedIn for Business?*

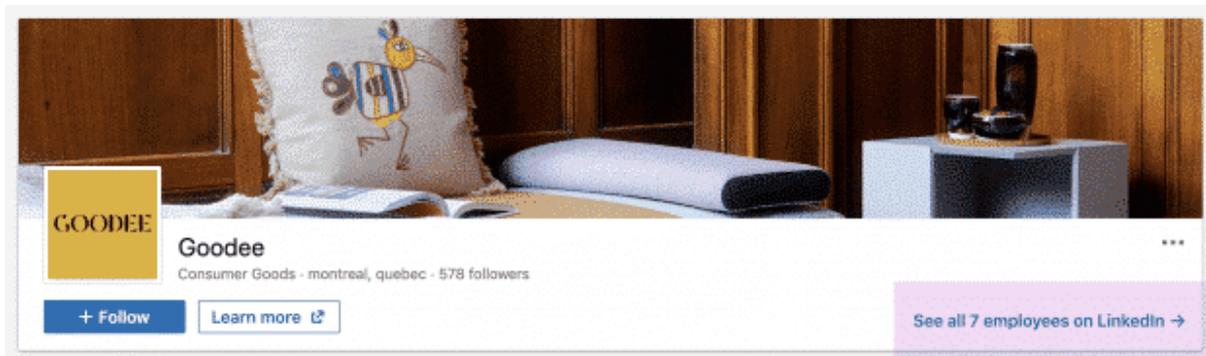
Learn how to create a LinkedIn account for your business.

- a) Create a LinkedIn page. Before your company can start LinkedIn marketing, it needs a LinkedIn page. Here is a quick guide on how to set one up. If you have not already created a LinkedIn profile, you will need to do this first.
- b) How to create a LinkedIn page? Visit the LinkedIn Pages section of LinkedIn Marketing Solutions website. Click Create your Page.
- c) Choose the appropriate category for your business.
- d) Fill in company details. A page preview displays how it looks as you add content. Choose a good URL for your brand. You can make it the same as your handle (username) on other social sites.
- e) Upload your company logo and add your tagline. This step is optional, but do not skip it. Companies with logos get six times more visits than those without.
- f) Click Create Page.
- g) Complete your Page. Take your LinkedIn page from basic to next level by adding more detail. This provides visitors with information about your business and improves your ranking in Google and LinkedIn search results. There is a reason complete pages get 30% more views. To add information, click the pencil icon on your profile under your company name.
  - Company description: Tell people about your vision, mission, values, and offer a description of your products and services in three to four short paragraphs. Copy should be natural and written in your brand voice. Google results preview up to 156 characters of your page's text — so make your description SEO friendly by including keywords.
  - Location: Add your store or office locations. You can add multiple addresses by selecting +Add Location.
  - Hashtags: Up to three hashtags can be added to make your profile more searchable. Pick hashtags that are commonly used in your industry and that best suit your business.

- Cover photo: Add polish to your profile with a background photo. Choose an image that showcases your business. Avoid shots that are too busy or cluttered. The recommended size is 1584 (width) x 396 (height) pixels.
- Custom button: Add a button to your profile to encourage action. Options include visit website, contact us, learn more, register and sign up. Be sure to add the corresponding URL so people who click the button land on the correct page. Make sure to add a UTM parameter for tracking too.
- Manage language: If you have a global brand or multilingual audience, you can add your name, tagline and description in over 20 different languages.

### 1.5.6 Share your page

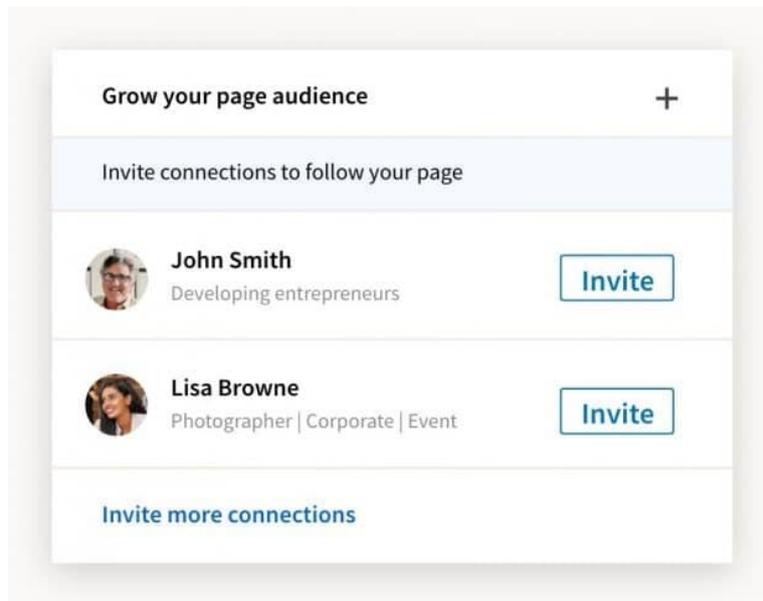
Let people know your LinkedIn page is up and running. If you have employees, send a company-wide email with the news. Let them know how they can follow the page and add it as a place of work. Share pride for the people that make your business great. Connect visitors to your company's thought leaders and give potential customers and hires a glimpse into your culture.



*Source: Goodee on LinkedIn*

Promote your page with your customers as well. Make use of all your digital touchpoints, such as newsletters, social channels and websites, and ask for follows. When you do, tell people what is in it for them, from job opportunities to LinkedIn Live sessions.

On LinkedIn, page admins can also invite their connections to follow. Simply click the Admin Tools dropdown in the upper right corner and select Invite Connections.



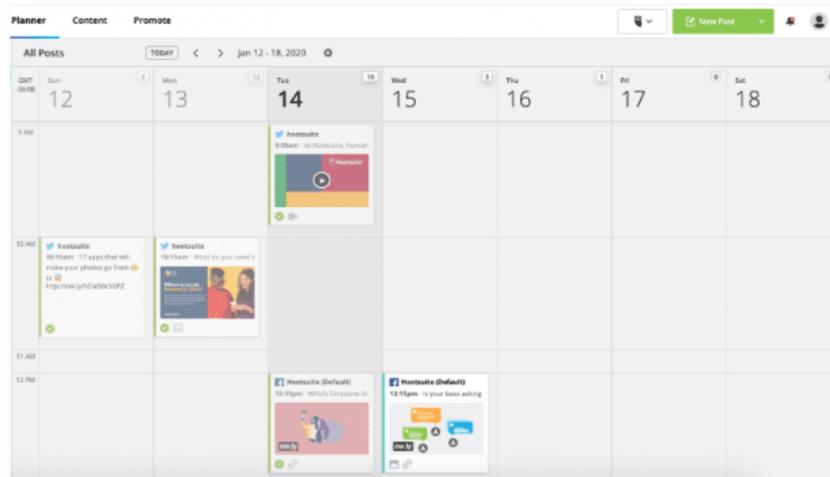
Source: LinkedIn

### 1.5.7 Create a LinkedIn marketing strategy

What goals can your company accomplish on LinkedIn? Will you use LinkedIn for business hiring, social selling, connecting with customers or all of the above? Should your LinkedIn marketing budget include ads?

Get to know LinkedIn demographics. It is a good starting point for learning who uses the platform and who you can reach. Take an audit of your LinkedIn competitors. See how they use the platform, what works and how you can set your page apart from the rest.

Map out a LinkedIn content calendar. Plan posts in advance so you can source images, write thought leadership articles and prepare content accordingly. This also allows you to ensure all your LinkedIn marketing goals are covered, from webinar promotion to engagement.



Source: Hootsuite

Visual tools like Hootsuite Planner provide a clear picture of your content plan, making it easy to spot gaps and strike a good balance.

### 1.5.8 How to post on LinkedIn

- a) Make your titles between 40 and 49 characters long. 40 to 49-character length titles receive the greatest number of post views overall.
- b) Make your posts on LinkedIn visual. Add eight images. You should have at least one image in your post, but including eight images when you publish on LinkedIn is associated with a greater number of LinkedIn shares, likes, comments and views. Make sure that one of those eight images is at the top of the post. Many people include an image in the very beginning to act as a sort of header image.
- c) Do not add videos or other multimedia assets to your posts. Images are not the only aesthetic you can add to your posts. LinkedIn also allows you to include multimedia assets (YouTube, SlideShare, TED, Getty, Vimeo or Lifestream are supported). Unfortunately, the data indicates that the inclusion of multimedia assets are associated with fewer post views. Be wary of adding them to your posts.
- d) Use How-to and List-Style Headlines. A headline can make or break a LinkedIn blog post. Before I discuss what the data says about headline usage on LinkedIn, I would like to take the time to make a few general comments on the matter. Headlines are often considered the most important part of a blog post. Websites like BuzzFeed and Upworthy have built their business around crafting

content with headlines that entice click-through. A good headline can make or break a post when you post on LinkedIn.

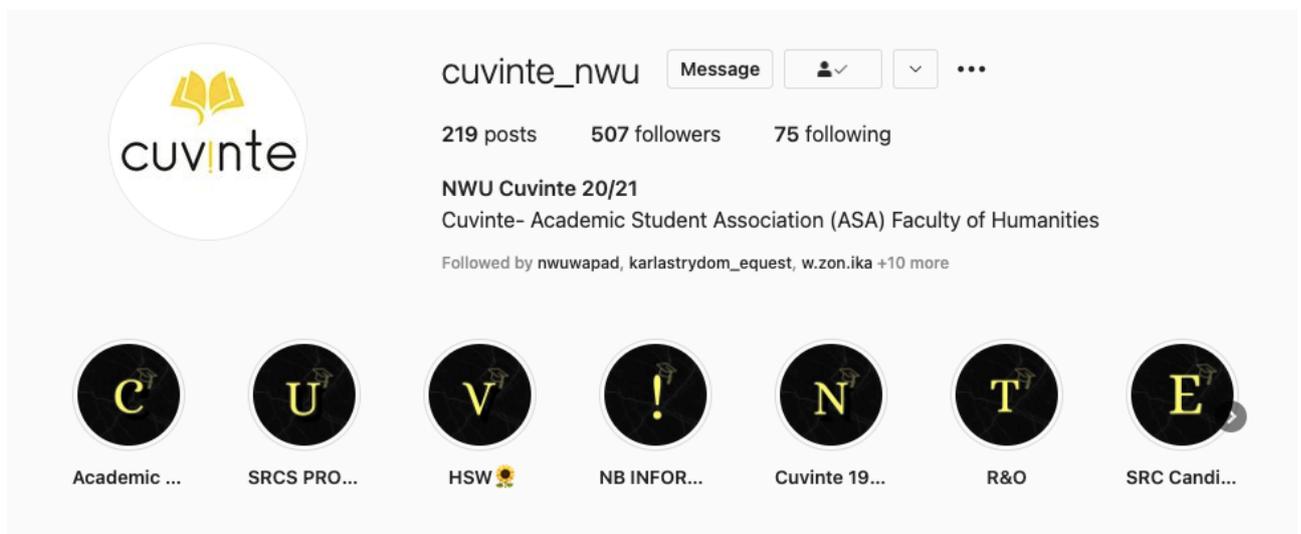
## 1.6 Guidelines for Instagram

### 1.6.1 *Respond to comments and mentions*

Remember this is social marketing. You cannot neglect the social aspect. That means responding to comments and mentions of your brand on Instagram, so users feel motivated to keep engaging with your brand.

You might be tempted to automate your engagement using bots. Do not do it. We tried it, and it does not work out so well. Dedicate some time to responding authentically when someone mentions or tags your brand.

### 1.6.2 *Tweak your bio*



Source: [https://www.instagram.com/cuvinte\\_nwu/](https://www.instagram.com/cuvinte_nwu/)

Your Instagram bio is only 150 characters long, but it needs to do a lot of heavy lifting. It tells first-time visitors who you are, what your brand is all about and why they should care.

How do you cram so much information into such a small space, while also conveying brand personality? We have got a full guide to creating an effective Instagram bio for your business, but here are some quick tips:

- Use your brand voice: Convey your personality. Go casual, professional or a little bit cheeky, depending on what makes sense for your business.

- Include hashtags: Instagram bio hashtags are clickable and are a great way to show off user-generated content.
- Try emoji's: These little symbols can help you convey a lot of information in just one character.
- Use spacing and line breaks: Line breaks make your bio easier to read online.

### 1.6.3 *Share great content*

Create a visual aesthetic for your brand. Instagram is all about the visuals, so it is important to have a recognisable visual identity.

First, think about what you will showcase in your posts. In some cases, the content will be obvious, for example a clothing line might showcase its clothes and a restaurant might post photos of its food.

If you offer services, try showcasing customer stories (maybe gathered through a branded hashtag). Another way is to go behind the scenes to highlight office life or introduce fans to the people who make your company tick.

Once you decide on a content theme, go for a consistent visual look. That means consistent colours and filters and an overall aesthetic that is easy to spot as your fans scroll through their Instagram feed.

### 1.6.4 *Guidelines on posing on Instagram*

- Intellectual Property: Make sure you have the rights to post the content you share.
- Appropriate Imagery: We do not allow nudity on Instagram, with some exceptions, like photos of post-mastectomy scarring and women actively breastfeeding. Nudity in photos of paintings and sculptures is acceptable too.
- Spam: This is not allowed on Instagram (creating or submitting unwanted emails, comments, likes or other forms of commercial or harassing communications).
- Illegal Content: We do not allow support or praise terrorism, organised crime or hate groups on Instagram. Offering sexual services and selling firearms and drugs are also prohibited.
- Hate Speech, Bullying and Abuse: We remove credible threats of violence, hate speech and the targeting of private individuals. We do not allow attacks or

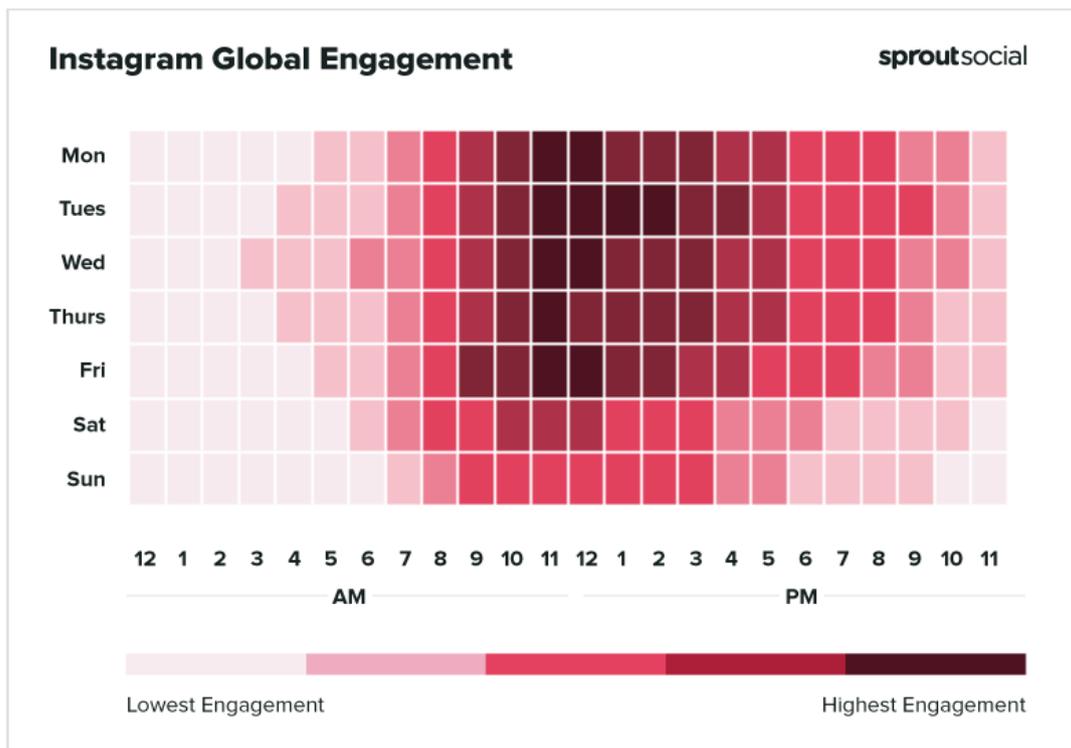
abuse based on race, ethnicity, national origin, sex, gender, gender identity, sexual orientation, religion, disability or disease.

- **Self-Injury:** We do not allow glorification or encouragement of self-injury, including eating disorders. We do allow content that references self-injury and eating disorders if it is for the purpose of creating awareness or signposting support.
- **Graphic Violence:** Graphic violence is not allowed and we may remove videos or images of intense, graphic violence to make sure that Instagram stays appropriate for everyone. If shared in relation to important and newsworthy events, and this imagery is shared to condemn or raise awareness and educate, it may be allowed.
- Some add-ons to keep in mind.
- Be consistent with posts.
- Post frequently, but do not bombard your followers with thousands of pictures. Consistency keeps your followers engaged. Depending on the type of business you run, 1 - 2 posts a day is a typically the limit.

**Best times:** Tuesday 11 am – 2 pm, Monday through Friday 11 am

**Best day:** Tuesday

**Worst day:** Sunday



- Take relevant photos. Whether they are photos of your company, employees or current events, make certain that they are relevant and current. Every photo you take is not going to fit with the identity of your company. Make sure that you are taking and posting the right type of pictures that accurately reflect your brand.
- Take great photos. Using a cool filter cannot fix a bad photograph. Pictures should be in focus and balanced. There should never be wasted space, utilise the proper lighting and apply the rule of thirds to most images.

### 1.7 The faculty has the following social media presence

Unit	Platform and account name
Facebook	<a href="https://www.facebook.com/mynwuhumanities">https://www.facebook.com/mynwuhumanities</a>
Instagram	<a href="https://www.instagram.com/cuvinte_nwu/">https://www.instagram.com/cuvinte_nwu/</a>
LinkedIn	
YouTube	