

College of Arts and Sciences

Social Media Post Request

The College of Arts and Sciences social media community plays an integral role in supporting the marketing and communications efforts and strategic initiatives of the college and the university. The college's social media accounts represent 38 departments, 80+ majors, 100+ minors and certificates, 50+ graduate programs, advancement and administrative services. Because the college's marketing and communications team is tasked with balancing the diverse needs of the units while supporting the university brand and upholding industry best practices, the social media content calendar is strategically laid out in advance. Thus, requests for posts on the college's social media platforms should be submitted as early as possible.

Reasons to request a social media post on college channels

- Your department, center, etc. does *not* have a social media presence
- You would like additional support promoting an event, program, news, etc.

Don't have a social media presence?

Feel free to reach out to the Unit Social Media Lead to discuss your options and what strategies would fit your area the best.

Areas with existing social media accounts

- **Always post your content on your own channels**, regardless of whether you are submitting a post request. Your social media channels should be a content destination where you communicate what you do, why it matters, and why your audience(s) should care. Not only will posting to your own channels help you meet the minimum posting requirements for university-affiliated accounts, but it will also enable us to more easily share your content. *Pro tip: Tag us for potential sharing and increased visibility.*



@ASCatOSU



@ascatosu



@ASCatOSU



@OSUArtsandSciences



The Ohio State University
College of Arts and Sciences

- Requests to post directly from our channels may be considered if additional support is deemed appropriate.

YouTube and video hosting

If your area does not have a YouTube account but you require online video hosting for your website, e-newsletters, etc., we can host videos for you on the college's YouTube. Most videos will be published as unlisted — a link is required to view the videos and they will not appear publicly on the college channel. At the discretion of the Unit Social Media Lead, select videos that support the overall strategic goals of the college may be posted for public viewing.

What the college's social media platforms do *not* post

As a public institution, we must adhere to federal and state regulations. And as the largest college at the university, it is paramount that we follow university policies, brand guidelines and social media best practices. As such, there are certain things we do not post.

- Text only posts — not in alignment with best practices or university/college policies
- Text-heavy graphics — not in alignment with best practices or accessibility requirements
- Poor-quality visual elements that are pixelated/blurry, awkwardly cropped, etc.
- Event recaps (rare exceptions)
- Recorded webinars and other long-form videos (YouTube is an exception to this rule)
- Endorsements of any kind

How to request a social media post

- 1) For those unfamiliar with the social media post process, you may but are not required to consult with the Unit Social Media Lead.
- 2) Prepare your content by ensuring that all relevant details and creative assets are finalized and “post ready.” *Follow the checklist on page 3 to ensure your content is post ready.*
- 3) Submit a post request through the [Arts and Sciences MarComm Project Intake Form](#) **at least two weeks prior** to when you need the content to be posted.

Project intake requests are reviewed on a weekly basis. However, due to the increasing demand for social media posts across the college, submitting a request does not guarantee that your content will be posted.

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Unit Social Media Lead

Unit lead for all departments/programs associated with the College of Arts and Sciences

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Social Media Senior Associate, Arts and Sciences Marketing and Communications

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Policies & Resources

College of Arts and Sciences Social Media Policies and Resources

- | | |
|---|--|
| • ASC Social Media Policies | • ASC Social Media Directory |
| • ASC Media Resource Guide | • ASC Social Media Teams Channel |

University Social Media Policies and Resources

- | | |
|---|--|
| • Institutional Social Media Accounts for Marketing and Communications Purposes University Policy | • ISMAPS FAQs |
| • Institutional Social Media Account Protocols and Standards (ISMAPS) | • Social Media Community of Practice |
| | • Brand Center |



Post request checklist (* indicates required elements)

Please follow the checklist to ensure that your request is submitted correctly.

The individual requesting the social media post is responsible for providing all relevant details and creative assets.



*** Post copy**

What are you promoting? What are the details? Who is your intended audience?

Your copy may be subject to editing to accommodate platform character limits, ensure alignment with brand standards, AP style guidelines, college tone of voice, etc.



Link

It is recommended that posts include a link to provide more information when possible.

If the link generates a low-quality image card (pixelated, awkwardly cropped, etc.), you must provide a high-quality visual element in addition to the link.



*** Visual element** (required if no link or if link does not generate a high-quality image)

Provide an appropriate photo, graphic, or video.

- *Visual elements must...*
 - Not be low-quality (ex. file size is too small resulting in a blurry image)
 - Not be a PDF, poster/flier, or graphic that is text-heavy
 - Be optimized for social platforms ([social image size guide](#))
 - Note: Instagram now favors a 1080x1350 image for regular posts
 - Follow [brand guidelines](#)
- Credit photo sources and obtain [multimedia releases](#) when necessary



*** Submit your request:** [Arts and Sciences MarComm Project Intake Form](#)

Project intake form requests are reviewed by our team on a weekly basis