



Lumina<sup>™</sup>  
FOUNDATION

# Social Media Handbook for Community Colleges

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In partnership with Lumina Foundation

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# How to Use This Handbook

A recent study by [Niche Partners](#) found that 73% of aspiring college students use social media to research schools, making it an essential component of external marketing and communications efforts. Now's the time to carefully incorporate social media into your planned objectives, strategies, and tactics.

In this handbook, we'll review some of the basics (and not-so-basics) of sharing content on institution-owned social accounts on platforms like Facebook, Instagram, Twitter/X, LinkedIn, YouTube, and TikTok.



**of aspiring college students use social media to research schools.**

[\\*Niche Partners](#)

# Social Media Channels Overview

|                             | Facebook  | Instagram   | Twitter/X  | LinkedIn  | YouTube  | TikTok  |
|-----------------------------|---|---|--|---|--|---|
| <b>Audiences</b>            | <ul style="list-style-type: none"> <li>• Non-traditional students</li> <li>• Alumni</li> <li>• Employers</li> </ul> | <ul style="list-style-type: none"> <li>• High school students</li> <li>• Traditional first-time students</li> <li>• Non-traditional students</li> <li>• Alumni</li> </ul> | <ul style="list-style-type: none"> <li>• High school students</li> <li>• Traditional first-time students</li> <li>• Non-traditional students</li> <li>• Employers</li> </ul> | <ul style="list-style-type: none"> <li>• Employers</li> <li>• Alumni (potential donors)</li> </ul>                                      | <ul style="list-style-type: none"> <li>• All audiences</li> </ul>  | <ul style="list-style-type: none"> <li>• High school students</li> <li>• Traditional first-time students</li> <li>• Non-traditional students</li> <li>• Alumni</li> </ul> |
| <b>Best Use Cases</b>       | Keeping students and alumni informed with resources, news, reminders, and events                                    | Attracting new students and maintaining relationships with current students and alumni through humorous, relatable, and useful information                                | Keeping students informed with resources, news, reminders and events NOTE: X allows for more humor than other platforms via memes, relatable retweets, etc.                  | Sharing news, events, awards, campus developments, and achievements by staff and alumni that will attract donors, alumni, and employers | Enhancing educational content delivery, supporting marketing and recruitment efforts, and increasing online visibility | Using education, entertainment, or emotion to create a sense of community that reaches niche audiences  |
| <b>Publishing Frequency</b> | 2 to 3 posts per week   | 3 to 5 posts per week   | 3 to 10 posts per day  | 3 to 5 posts per week   | 2 to 4 posts per month   | 3 to 4 posts per week   |



# Facebook



# Facebook Overview

Facebook is the most widely used social network in the world with over [3 billion monthly active users](#). Approximately [7 out of 10 American adults](#) have used the platform. Facebook adapts to users' changing media preferences (i.e. video, photos, text, etc.) making it a popular social channel nearly 20 years after its inception.

Facebook is a versatile digital space for social interactions, content sharing, and online activities. It is primarily used for connecting with friends and family, sharing updates through text, photos and videos, and communicating through messaging and calls. Additionally, it serves as a hub for businesses to reach target audiences, as well as for users to access news, entertainment, second-hand shopping, information, and join interest-based communities.



**Facebook is best used by community colleges to keep students and their parents informed with resources, news, reminders, and events.**

# Audience Demographics & Behaviors

## Facebook Users by Age



**69%**  
of **Millennials**  
(age 25-34) use  
Facebook



**38%**  
of **Gen Z** users  
are active on  
Facebook



**57%**  
of Facebook's ad  
audience are **men**



**49%**  
of Americans say that  
they visit the social  
media platform **several  
times a day**



Americans spend  
**30  
Minutes  
a day**  
on Facebook



**98%**  
of users access  
Facebook via the **mobile**  
app



**31%**  
of Americans regularly  
get their **news** from  
Facebook



**55%**  
of Facebook users **follow  
or research brands and  
products** on the platform

# Content Categories

There are many different kinds of content you can share on Facebook, and each one serves a purpose.



## Image Content

- Images boast the highest engagement rate on Facebook.
- You can add up to 10 images to any post. If you want a larger collection, make a Facebook album.



## Video Content

- Videos only make up 17.4% of all posts on Facebook, but they still yield a strong engagement rate.
- Users spend an average of 10 seconds watching a video on Facebook.



## The Social Media Institute

September 6, 2024

Exciting news, future [Community College Name] students! We're officially accepting applications for our upcoming Fall Semester, and we can't wait to welcome new faces to our vibrant campus community. Whether you're just starting your college journey, looking to transfer, or coming back to advance your career, we have the programs, resources, and support to help you succeed. From state-of-the-art facilities to passionate faculty, we offer a learning experience designed to fit your life and your goals. 🌟

Don't wait—secure your spot today and take the next step toward a brighter future. Plus, with financial aid and scholarship opportunities available, now is the perfect time to invest in yourself. What are you waiting for? Apply today and join us this fall! 🎓🏡  
#FallSemester #CollegeReady #FutureBeginsHere #JoinTheJourney

*Example only*

## Text-Only Posts

- Because Twitter/X is the primary social media source for text-based news and updates, we do not recommend sharing text-only posts on Facebook. Quick, short updates should be saved for Twitter/X.

# Content Categories

There are many different kinds of content you can share on Facebook, and each one serves a purpose.

## External Links

- Link posts are typically used to share blogs, news articles, landing pages, and other resources. Links can be included in video or image posts to promote a website or landing page. If you're promoting a resource, it's fine to just share a link.
- Be sure to include a sentence or two explaining why the audience should click your link, and what they'll find there.

## Facebook Reels

- Facebook Reels are short-form videos (under 30 seconds) enhanced with tools like music, audio clips, and effects. Typically used by influencers, they could also be fun for your Facebook marketing strategy.
- AI recommendations led to a [15% increase in Reels watch time](#).



## Facebook Stories

- Stories are posts that are only visible for 24 hours.
- They're used to share quick messages and updates that may not warrant a full post in the news feed.



# Posting

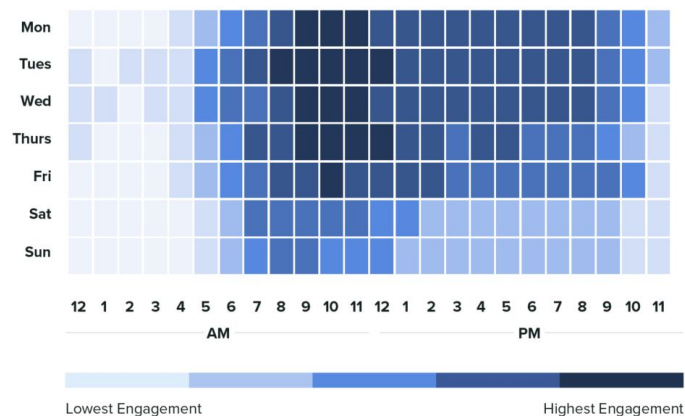
We recommend **posting 2-3 times a week**, but consistency is key to being prioritized by the Facebook algorithm.

## Best times for educational institutions to post on Facebook:

- Mondays from 9 a.m. to noon
- Tuesdays from 8 a.m. to 1 p.m.
- Wednesdays from 9 a.m. to noon
- Thursdays from 9 a.m. to 1 p.m.
- Fridays at 10 a.m.

## Facebook Schools and Education Engagement

sproutsocial



# Instagram



# Instagram Overview

[Instagram is the world's third most-used social platform](#). It's considered one of the best social media platforms for brands that want to connect with their followers. It's visual, simple, and it attracts younger generations more than Facebook and Twitter/X.

Instagram is an excellent storytelling tool, so share engaging photos, videos, and stories that help you personify and humanize your brand. Avoid stock photos or visual elements that appear overly staged whenever possible. Authenticity and photos that feature people are key.

Instagram can help community colleges attract new students by giving potential applicants a glimpse of your culture. This is especially important as most Millennials and Gen Z'ers research college social media accounts before applying.



**Instagram is best for attracting new students and maintaining relationships with current students through humorous, relatable, and useful information.**



# Audience Demographics & Behaviors

## Instagram Users by Age



**85%**  
of Instagram's  
audience is  
younger than 45



**8%**  
of Instagram users  
are **teenagers**



**44%**  
of **females** prefer  
Instagram over other  
social media platforms vs.  
males at **40.75%**



**Influencer engagement**  
on **Reels** is slightly lower  
than on **TikTok**



**29 minutes**  
The average time spent  
per day on Instagram



**62%**  
of social media users use  
Instagram to **follow or**  
**research brands or**  
**products**



**21%**  
of social media users  
follow **influencers** or  
experts



**2 out of 3**  
active users say  
Instagram allows them  
to **build meaningful**  
**relationships with brands**

# Content Categories

There are many ways to share content on Instagram, and each one serves a purpose. Here are the different places your content can live:

## Feed

- Your posts to the feed make up your permanent grid. The feed is where your followers will encounter your posts while scrolling.
- Use a feed post (also known as a “grid post”) to share **high-quality and visually stunning images or video** content that stays on your Instagram profile long-term.
- This is where followers will interact with your content through shares, comments, and likes.
- The more followers interact with your content, the more likely your content is to show up in their feed.



## Instagram Stories

- In an effort to compete with Snapchat, Meta introduced Stories to both Instagram and Facebook. Stories work similarly on both.
- Because they are at the top of the app above the feed, Stories tend to be viewed often.
- Stories are a great medium for engaging with your followers with **polls, surveys, stickers, tags**, and more.
- Overall, Stories provide a **more personal social experience** with your followers. Stories are best used to **share timely content** that builds a relationship with your social network.



# Content Categories

There are many ways to share content on Instagram, and each one serves a purpose. Here are the different places your content can live:

## Instagram Reels

- Instagram Reels were created to compete with TikTok. Reels are videos under 90-seconds often inspired by trends or popular sounds. Because Reels are so short, they are best used when showcasing creativity and expertise.
- Reels also function to expand your posts' reach by showing up on the Instagram Explore page.
- The Explore page is separate from your feed. It contains posts that Instagram thinks you'd like based on who you follow and what you interact with.

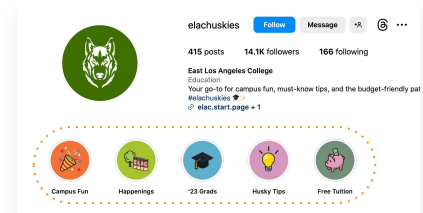
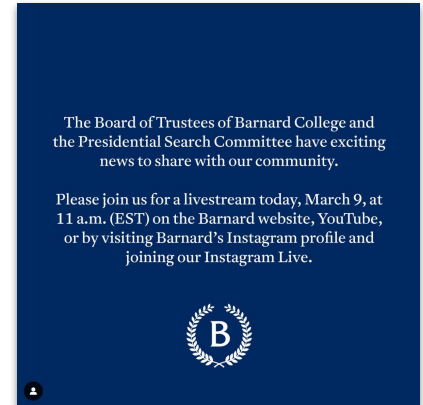


## Instagram Live

- Livestreaming is used to communicate and engage with followers in real time. This is most useful when sharing an announcement, press conference, or event in real time.
- Instagram Live can be used by community colleges for important events like commencement or to notify students about timely matters like enrollment periods or class sign-up deadlines.

## Instagram Highlights

- To permanently save Stories to your page, save them as [highlights](#).
- Think of your Instagram profile as a website. Highlights are the main navigation that quickly points visitors to key information about your college.
- Examples of good highlight titles/topics for your school include: Events, Financial Aid, Scholarships, FAQs, Resources, Campus Life, etc.



# Posting

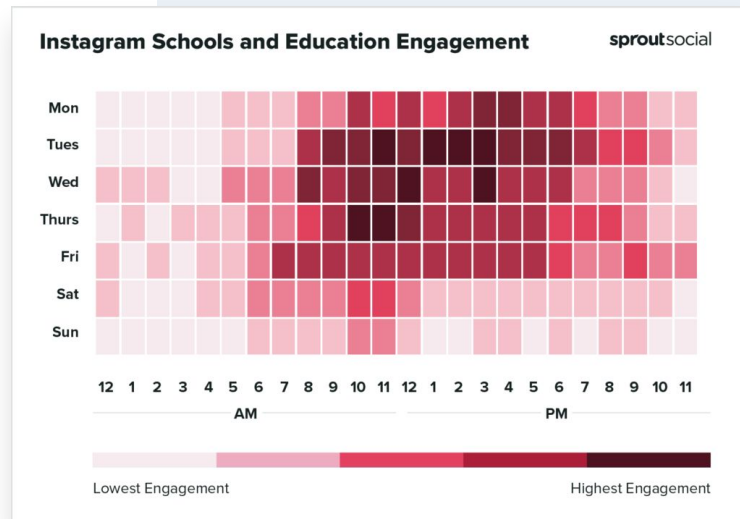
For Instagram feed content, we recommend posting **3-5 times per week**, but no more than once a day.

Stories can be posted more frequently. There is no perfect rule for how many times a business should post to their Stories, but we recommend staying consistent. If you can only post 3 times per week to Stories, then stick to that frequency each week.

Colleges see the greatest success with Reels when they post them consistently. Later.com recommends sharing 3 to 4 Reels per week, but if your team has limited resources to create videos, set a more realistic goal of 2 per month. Just make sure to consistently post that number of Reels moving forward.

## Best times for educational institutions to post on Instagram:

- Tuesdays at 11 a.m. and from 1 to 4 p.m.
- Wednesdays at noon and 3 p.m.
- Thursdays from 10 a.m. to noon



# Twitter/X



# Twitter/X Overview

X, formerly Twitter, is a microblogging platform where users can share short messages called tweets, limited to 280 characters. X's main appeal is real-time communication, allowing users to receive instant updates from those they follow.

Under Elon Musk, the platform has changed greatly over the past year including introducing a paid subscription for verified users (blue checkmark), limiting the number of tweets users can view in a day, and changing the name the of platform to X.

Most X users tweet an average of once per month, and they do not actively share content. This means most people visit X to consume rather than create.



**Community colleges can use X to share important news such as enrollment reminders, severe weather/emergency updates, and events. You can also show off your college's personality by sharing memes, re-sharing alumni success stories, and asking questions.**

# Audience Demographics & Behaviors



**32 million**

users **left Twitter** in 2022 after Musk bought it



X is **gaining popularity 30% more quickly** than Instagram within the **Gen Z** demographic



**39%**

of X's largest audience demographic falls between the ages of **25 to 34**



**70%**

of X's base is **male**



**95 million**

The **United States** has the highest number of X users



**35 minutes**

The average time spent on X in a day



**48%**

of users turn to X to get the latest **news**



**79%**

of X users **follow brands**



**10%**

of X users are responsible for 92% of tweets

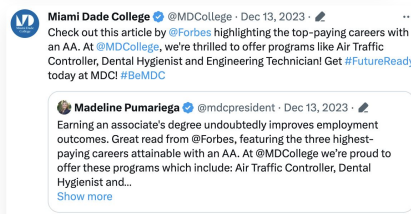
Please note, X does not offer follower demographics to individual accounts.

# Content Categories

There are many ways to share content on X, and each one serves a purpose.

## Posts (FKA Tweets)

- There is only one type of post on X. No matter if it contains photos, videos, links, polls, or just text. These posts are still commonly referred to as posts despite the platforms' rebrand.
- The important universal rule of a post is the character limit. All posts must be under 280 characters.
- NOTE: Links do count in a post's character limit, however, no matter the length of the URL, any functioning link will take up 23 characters.
- Simple content ideas:
  - Campus events
  - Resources
  - Interactive content (i.e. polls, questions, etc.)
  - Actively engage with mentioned posts by replying or re-sharing



## Images

- Along with text, a post can contain an image or GIF. Images and GIFs are a good way to share compelling visuals and express your brand's personality on X.
- Posts with images get 18% more clicks and 150% more re-shares than posts without.



## Links

- Because X is heavily used to share information, it's common to include a link. When applicable, it's ideal to share a link to let your audience know what to do next.



# Content Categories

There are many ways to share content on X, and each one serves a purpose.

## Reposts (FKA Retweets)

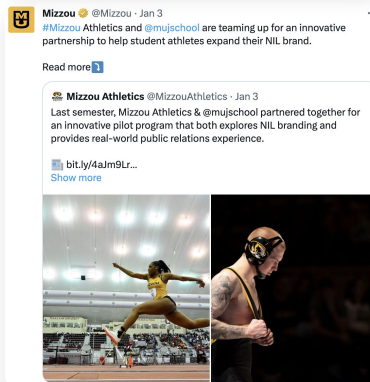
- Reposts are sharing someone else's posts to your own feed.
- Common use cases for reposts include positive mentions, partner news, affiliate content, and more.

## Quotes

- Quotes are re-shares with comments. Use this feature to share another account's posts while adding your own comment.

## Polls

- Polling allows you to collect valuable feedback and insights from your audience in a fun and engaging way. X polls are short and simple.
- Questions must follow X's 280 character limit. You can provide 2-4 answers. Each must be 25 characters or less.



## Threads

- Threads connect posts together so readers know when there's more to see. Use threads to bundle a series of posts to connect similar messages that you cannot fit into one post.
- When 4 or more post are bundled, the post are truncated and a "Show this thread" button appears. To maximize engagement, we recommend using a maximum of 3 post in a thread to ensure users read the full thread.
- Only use more than 3 post in a thread if you're providing updates on an ongoing story or project where you want the most recent information to be shown at the top.





# LinkedIn



# LinkedIn Overview

LinkedIn is a professional networking platform where individuals and businesses connect, share content, and engage in a professional context. It's widely used for job searching, recruitment, personal branding, and business development. Users can showcase their experience, skills, and achievements on their profiles. Companies often post job listings and find talent.

College students typically do not have a LinkedIn account prior to their freshman year. Around [57% of college students in the United States have a LinkedIn profile by the time they graduate](#). This makes LinkedIn important for staying connected with alumni.

LinkedIn is also a top marketing tool with almost 92% of businesses now incorporating LinkedIn into their strategies. Businesses use it for recruiting, advertising, thought leadership, and more.



**LinkedIn is best used for sharing news, events, awards, campus developments, and achievements by staff and alumni that will attract donors, alumni, and employers. These could include awards, campus developments, and achievements by staff and alumni.**

# Audience Demographics & Behaviors

## LinkedIn Users by Age



**60%**

of LinkedIn users are between the ages of **25-34**



**29%**

of LinkedIn users are **Gen X**, the second most users of any age group



**58%**

of LinkedIn's ad audience are **men**



**50%**

of LinkedIn users have a household income of more than **\$75,000**



## **IT & Services**

is the most represented industry on the channel followed by **Hospital & Healthcare**



**61%**

use LinkedIn to search for jobs each week



**38%**

of LinkedIn users ages 30-49 regularly get news on the platform



**58%**

of LinkedIn users have a college degree

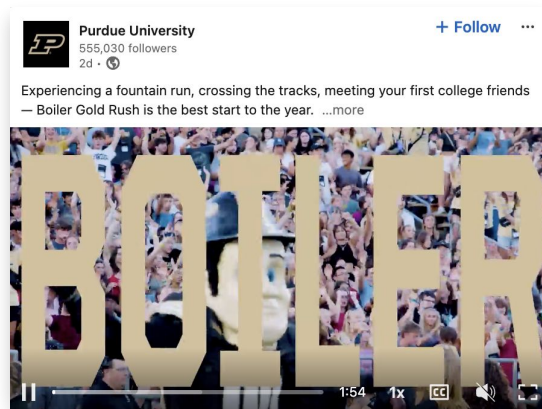
# Content Categories

There are many kinds of content you can share on LinkedIn, and each one serves a purpose.



## Image Content

- Posts that include images tend to see **2x as many comments** as text-only posts.
- You can upload up to 20 images, though only the first 5 will be displayed in the post preview.



## Video Content

- Video posts **receive 5x more engagement** than static posts.
- Video content can include tutorials, company announcements, interviews, or behind-the-scenes coverage.
- You can upload pre-recorded videos or share live videos through LinkedIn Live.

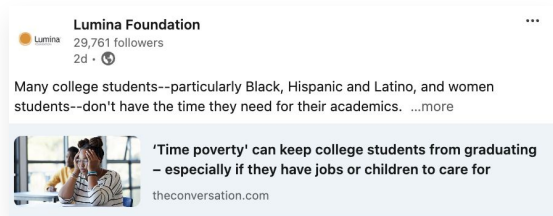


## Text-Only Posts

- Also known as status updates, these are simple text-based posts for quick thoughts, insights, or updates. They can be used to start discussions, share industry news, or provide brief commentary on a relevant topic.

# Content Categories

There are many kinds of content you can share on LinkedIn, and each one serves a purpose.

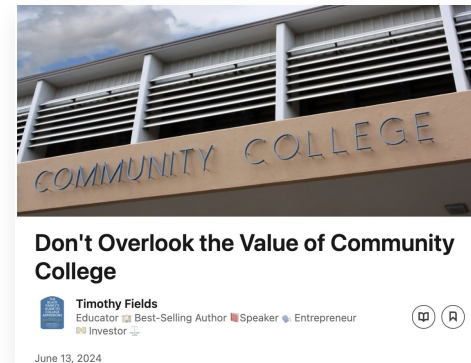


## External Links

- Link posts are typically used to share blogs, news articles, landing pages, and other resources. Links can be included in video or image posts to promote a website or landing page. If you're promoting a resource, it's fine to just share a link.
- Until recently, LinkedIn displayed a large preview image from your URL, better known as a meta preview image. Now LinkedIn has smaller preview images making it more difficult for external link posts to perform well.

## LinkedIn Reels

- In 2024, LinkedIn added a TikTok-style video experience to its platform.
- These videos display in a vertical, full-screen format and are served to users with a discovery-based algorithm formed from a user's interests, demographics, and more.

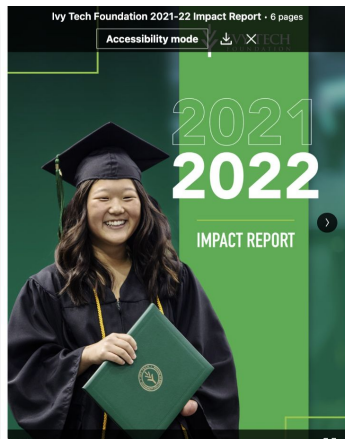


## LinkedIn Articles

- Unique to LinkedIn, users can write and publish long-form articles directly on the platform. These more in-depth pieces, similar to blog posts, are great for establishing thought leadership and sharing detailed insights on a specific topic.
- LinkedIn Articles are shared 2x more frequently than other types of posts on the platform.

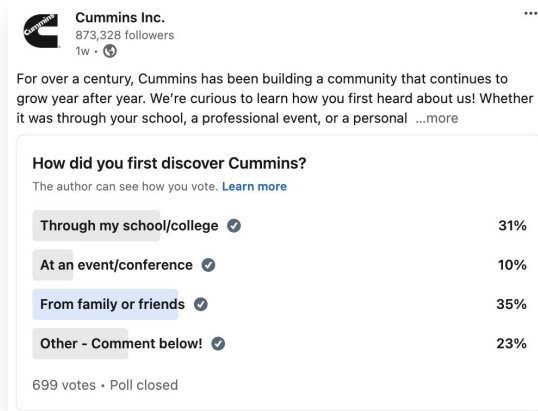
# Content Categories

There are many kinds of content you can share on LinkedIn, and each one serves a purpose.



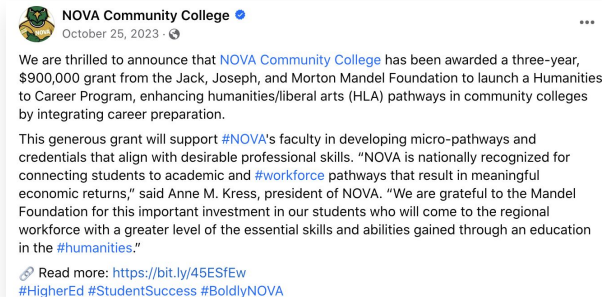
## Documents

- LinkedIn allows users to share PDFs, PowerPoint presentations, and other document formats. This is useful for sharing research reports, case studies, or presentations with your network.
- Because LinkedIn does not allow a scroll feature on multi-image posts (aka carousel posts), you can opt to create a PDF of your images for a more interactive experience.



## Polls

- Similar to X and Instagram Stories, you can create polls to engage your audience, asking for their opinions on various topics.



## Events

- You can create and share LinkedIn Events, inviting your network to webinars, workshops, or other professional gatherings.



# Posting

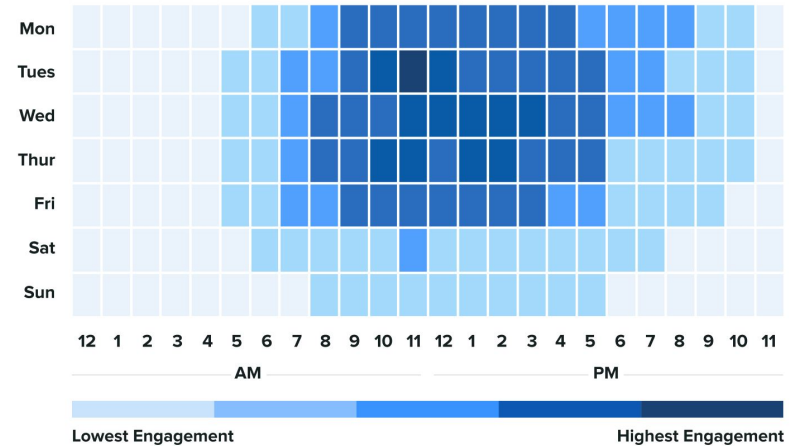
We recommend **posting 3-5 times a week**, but consistency is key to being prioritized by the LinkedIn algorithm.

## Best times for educational institutions to post on LinkedIn:

- Tuesdays at 11 a.m.
- Mondays from 9 a.m. until 3 p.m.
- Tuesdays from noon until 5 p.m.
- Wednesday from 9 a.m. until 3 p.m.
- Thursday from 9 a.m. until 3 p.m.

## LinkedIn Schools & Education

sproutsocial



\*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

# YouTube



# YouTube Overview

Launched in 2005, YouTube has become one of the most popular websites globally, with billions of users accessing a vast array of content, from educational videos and tutorials to entertainment and news. YouTube has **2.49 billion active users monthly**, the second most of any social network. It is also the second most popular search engine behind Google.

There are many ways community colleges can leverage YouTube:

- **Deliver educational content:** Share lectures, tutorials, and resources for distance education.
- **Marketing and recruitment:** Showcase campus life, programs, and student testimonials to attract prospective students.
- **Community engagement:** Share updates and success stories, and enhance online presence and brand visibility for a broader audience.



**Community colleges can use YouTube to enhance educational content delivery, support marketing and recruitment efforts, and increase their online visibility.**

# Audience Demographics & Behaviors

## YouTube Users by Age



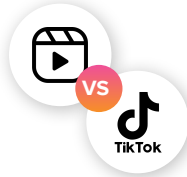
**21%**  
of YouTube's  
audience is between  
**age 25-34**



**16%**  
of YouTube users are  
between **age 18-24**



**54%**  
of YouTube users are  
**men**



YouTube is the **second  
most popular** platform for  
**influencer marketing**



**49 minutes**  
The average time users spend  
on YouTube daily



**1 billion hours**  
of YouTube content is  
**watched on TVs** daily



**21%**  
of social media users  
follow **influencers** or  
experts on social media



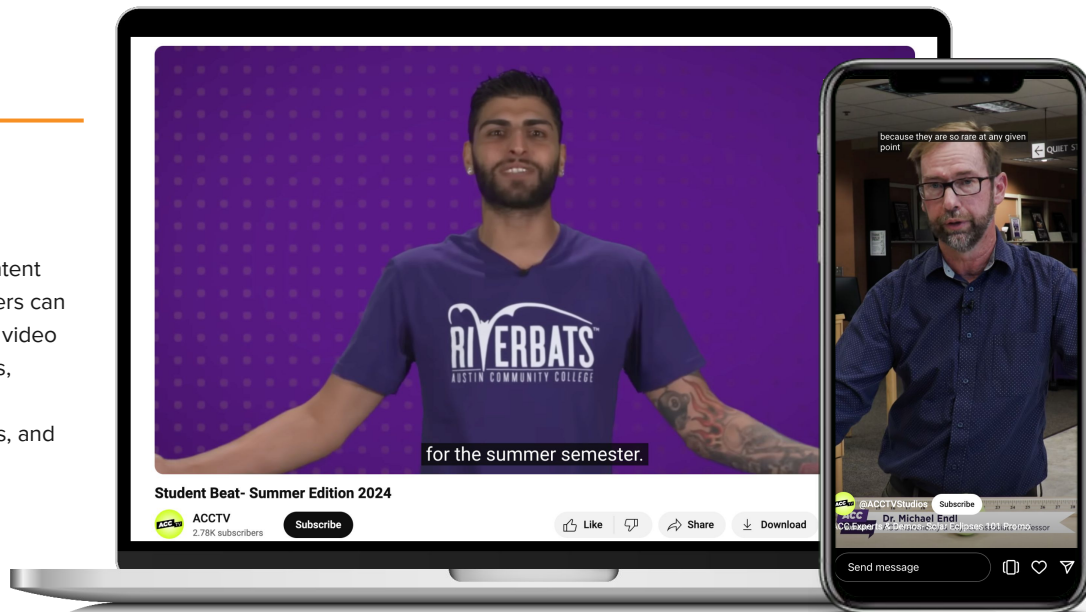
**70%**  
of teenage subscribers  
prefer **YouTube  
influencers** over  
traditional celebrities

# Content Categories

There are many ways to share content on YouTube, and each one serves a purpose. Here are the different places your content can live:

## Video

- Video is the core content type on YouTube. Users can upload pre-recorded video content such as vlogs, tutorials, educational content, music videos, and more.

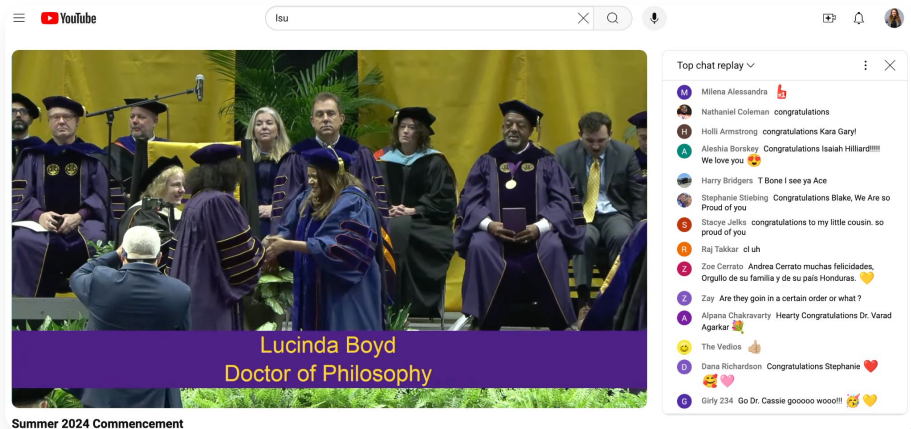


## YouTube Shorts

- Brief, vertical videos (up to 60 seconds) designed for quick viewing, similar to Instagram Reels or TikTok videos.

# Content Categories

There are many ways to share content on YouTube, and each one serves a purpose. Here are the different places your content can live:



## Live Streams

- Users can broadcast live to their audience in real-time, which is ideal for events, Q&A sessions, or live commentary.
- Viewers can comment, send reactions, and engage with the video in a chat box in real time.
- The **Premieres** feature allows creators to schedule the release of a video at a specific time, creating a live event where viewers can watch the video together as it airs for the first time.



## Podcasts

- Upload a podcast to YouTube by converting your audio into a video format using a static image, slideshow, or recorded video of your session.
- Organize episodes into playlists, optimize with SEO-friendly titles and descriptions, and create timestamps for easy navigation.
- You can also live stream your podcast and save the recording for later viewing.

# Posting

If you are looking for rapid growth, plan to publish **3 times per week** to build your subscriber base. YouTube content is typically long form and high quality, so this frequency may not be feasible with your resources. Instead, we suggest posting **2-4 times per month** for a slow but steady stream of success.

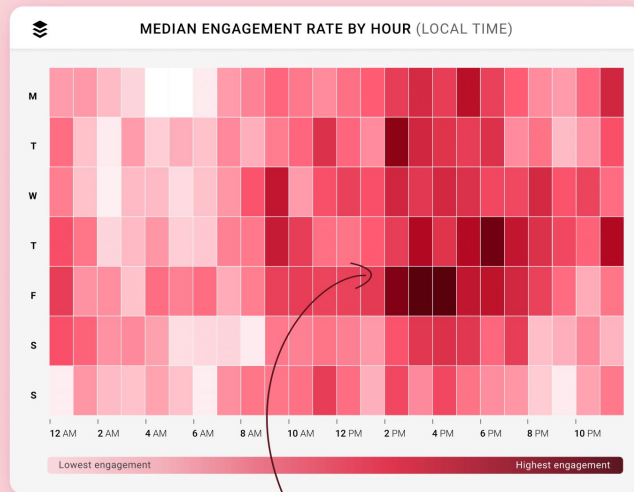
To build up your YouTube Shorts presence plan to publish at least **1 Short per week**.

## Best times for educational institutions to post on YouTube:

- Mondays at 5 p.m.
- Tuesdays at 2 p.m.
- Wednesdays at 9 a.m.
- Thursdays at 6 p.m.
- Fridays at 3 p.m.
- Saturdays at 4 p.m.

## Best time to post on YouTube

Based on analyzing 1 million social media posts sent through Buffer



*3-4 PM on Friday is best!*



# TikTok





# TikTok Overview

TikTok is a video-first platform where users create, share, and discover short-form videos, typically ranging from 15 seconds to 3 minutes. The platform is known for its algorithm-driven feed, which shows users a mix of content tailored to their interests, making it highly engaging and addictive. These features have helped TikTok to become the [5th most popular social media platform](#).

College students use TikTok because it provides a space for self-expression, entertainment, and community. The platform's interactive features like duets and challenges, encourage participation and creativity, making it a popular tool for social interaction and identity exploration.

Community colleges can use TikTok to reach prospective students, engage with their current student body, and build a sense of community with authentic content that resonates with a tech-savvy generation. Create student stories, campus tours, tips for success, and unique program showcases. TikTok's potential for viral content can help community colleges increase visibility and brand awareness, and connect with students where they are most active.



**TikTok is best used by community colleges to create a sense of community. Whether it's humorous or informative, TikTok content is meant to reach niche audiences with relatable topics.**

# Audience Demographics & Behaviors



**36%**

of TikTok users are  
age **18-24**



TikTok was **the highest grossing app**  
in **2023**



**2/3**

of **18-19 year olds**  
use TikTok



**52%**

of TikTok's base  
is **female**



**148 million**

The **United States** has  
the highest number of  
TikTok users



**23 hours**

The average time spent  
on TikTok per **month**



**52%**

of users have never  
posted a TikTok



**3%**

TikTok's average  
engagement rate



**5%**

The average engagement  
rate for the education  
sector—the highest  
among any industry

To access your TikTok audience analytics, please create a TikTok Ads Manager account and connect it to your school's page. Then follow these [instructions](#).

# Content Categories

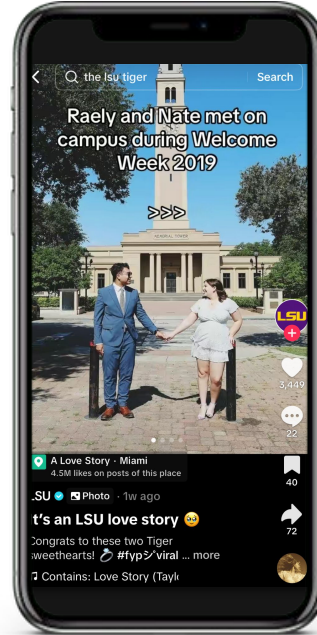
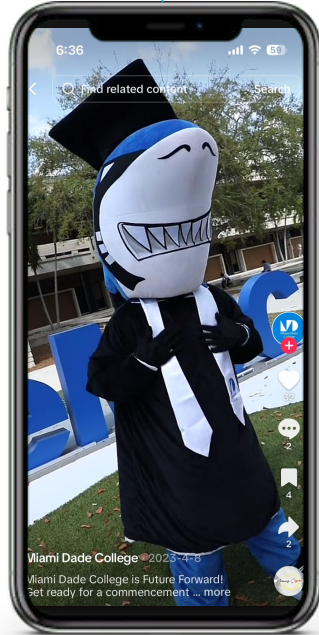
There are many ways to share content on TikTok, and each one serves a purpose.

## Videos

- The most common type of post, ranging from 15 seconds to 10 minutes. These videos can be anything from dance routines, comedy sketches, tutorials, lip-syncs, educational content, and more.
- Videos are often set to popular music or sounds from TikTok's extensive library, which can include anything from full songs to snippets, sound effects, or voiceovers.

## Images/Carousels

- Instead of posting a video, users have the option to share images. These are usually paired with text overlay and music.
- Users can upload up to 35 images.



## Stories

- Similar to Instagram and Snapchat Stories, TikTok also has a feature for ephemeral content that disappears after 24 hours.
- This feature is used for quick updates, behind-the-scenes content, or more casual posts that don't require permanent placement on your profile.

## LIVES

- Broadcast live to your followers, allowing for real-time interaction through comments and gifts (virtual gifts that can be converted into real money).
- LIVES are useful for Q&A sessions, live performances, or simply engaging directly with your audience.
- NOTE: You must have at least 1,000 followers to go live.

# Unique Features

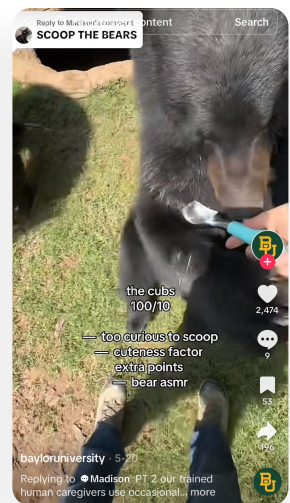
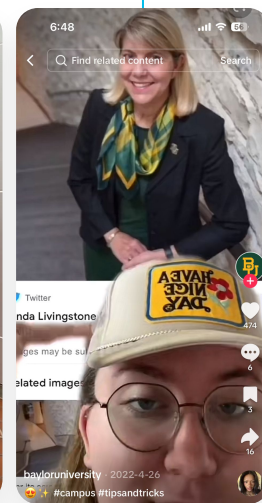
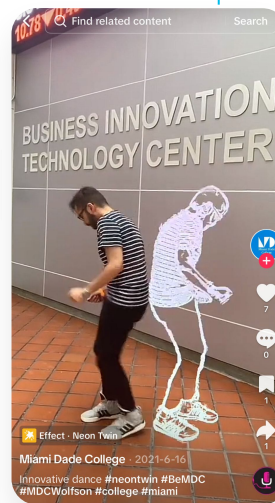
There are many ways to share content on TikTok, and each one serves a purpose.

## Special Effects

- **Greenscreen** is one of the most popular effects on TikTok. It allows users to film themselves in front of another video or picture. This is very helpful when talking about an article, photo, or other video.
- **Augmented Reality (AR) effects and filters** can be added to videos to change the appearance of the subject, add animation, or create immersive experiences.
- **Face filters** alter the user's appearance or add interactive elements to videos, similar to those available on platforms like Snapchat.

## Stickers/Challenges

- Videos can be created around a specific sticker or hashtag, often encouraging viewers to participate in trends or themed content. Challenges are a key part of TikTok's community culture.



## Reacting to Comments or Videos:

- TikTok allows you to create video responses to comments left on your or another user's posts. This is a popular way to engage directly with your audience and foster a sense of community.

# Unique Features

There are many ways to share content on TikTok, and each one serves a purpose.



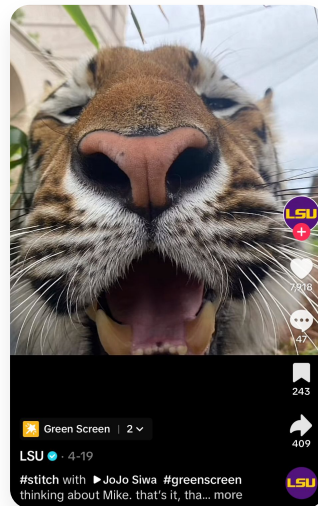
## Duet

- This feature allows you to create a side-by-side video with another TikTok user's video. It's commonly used to react to, complement, or collaborate with other users' content.



## Stitch

- Similar to duets, but instead of a side-by-side video, you can clip up to five seconds of another user's video and integrate it into your own, creating a seamless transition between the original and your content. These are often used to add to, or respond to, another user's idea.



## Voiceover

- You can add an audio recording to a video after it has been filmed.
- This feature allows you to narrate or comment on the video, explain what's happening, tell a story, or add humorous commentary.

# Posting

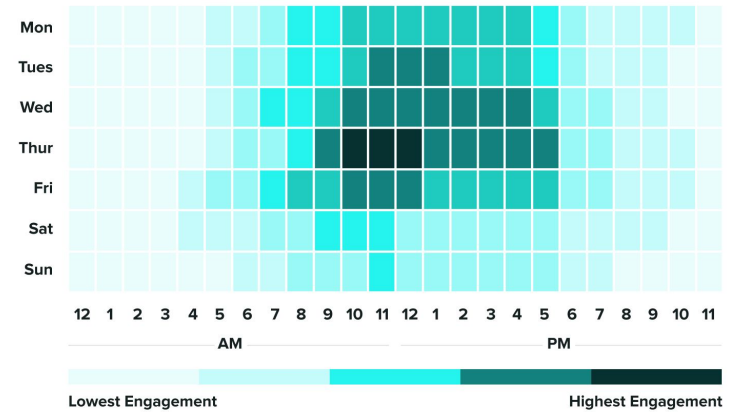
TikTok recommends posting 1-4 times per day. However that might be unrealistic based on your resources. Try posting **3-4 times a week**. You can easily increase your post frequency by scheduling image content that is created for other platforms.

## Best times for educational institutions to post on TikTok:

- Thursdays from 10 a.m. to 1 p.m.
- Thursdays from 10 a.m. to 1 p.m.
- Tuesdays from 11 a.m. to 1 p.m.

## TikTok Schools & Education

sproutsocial



\*All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

# THANK YOU

FOR QUESTIONS, PLEASE CONTACT:

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Director, Social Studio

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# Appendix: Glossary





# General Social Media Terms

**Algorithm** – A set of rules and calculations used by social media platforms to determine which content is shown to users in their feeds. Algorithms analyze various factors to personalize the content that each user sees, ensuring that it aligns with their interests and behaviors.

**Bookmarks** – Allow users to save posts privately so they can keep track of important or interesting content and revisit it later. Unlike “likes,” bookmarks are not visible to others.

**Boosted Posts** – Type of paid advertisement on social media that promotes an existing page post from a business page. Boosting a post amplifies the reach of your post to appear to a wider range of your audience.

**Carousel (Facebook & Instagram)** – Multiple images or videos shared in a single post. It's called a carousel because you swipe through the images or video to see all media elements of the post. Carousels can be used organically or for paid advertising on Instagram, but only for paid advertising on Facebook.

**Community Management** – Process of monitoring, responding to and engaging with your social media audience in order to build strong relationships with your customers. This can be in the form of comments/replies, shares/retweets, or private/direct messages. Forty percent of consumers expect brands to respond within the first hour of reaching out on social media, while 79% expect a response in the first 24 hours.

**Dark Post** – Sponsored ad that is a part of a larger campaign. It cannot be found publicly, and is only served to a targeted audience chosen by the advertiser.

# General Social Media Terms

**Direct Messages (DMs)** – Private conversations between users. They allow for one-on-one or group communication away from the public feed.

**Emoji** – A small digital image or icon used to express an idea, emotion, etc.

**External Links** – Not every post has to be accompanied by media. A great alternative to sharing images or video is to share a link to helpful resources, whether they be your own or a partner's.

**Feed** – Similar to a timeline, a feed is an updated list of all the new content posted by the accounts a user follows on social media.

**Handle** – The unique identifier used to name a social media profile. Unlike Facebook or LinkedIn that identify a profile by a user's full name, Instagram and X, TikTok and YouTube, require a unique handle marked by the @ sign to identify the user. Every handle must be unique. There cannot be duplicates.

**Hashtags** – A unique identifier marked using the pound sign (#). Hashtags are used to share a word or phrase to identify and connect similar content together. Hashtags make social content discoverable when users search for the word or phrase marked by a post's hashtag.

**Live Videos** – Video recorded in real time that is simultaneously shared to your social media account as a live stream.

**Organic Social Media** – Social media posts that are shared at no advertising cost.

# General Social Media Terms

**Paid Social Media** – Social media posts that are paid for using an advertising platform.

**Pinning Posts** – Allows users to pin a specific post to the top of their profile (Facebook, Instagram, X, LinkedIn and TikTok), ensuring that it is the first thing visitors see when they view their profile. This is often used for important announcements or featured content.

**Polling** – This feature allows users to ask followers a custom question with custom answers that followers select to complete the poll. This is available as a sticker for Instagram or Facebook Stories, as well as an individual post on LinkedIn and X.

**Stories** – Stories are short snippets of social content that appear to followers for only 24 hours. Stories appear at the top of users' feeds and are prioritized by recently published content. Because they are at the top of feeds, Stories tend to be viewed often. Stories are also highly versatile in the type of content that are added to them including photos, videos, and links (for verified accounts).

**Text-Only Posts** – Posts that contain only text, no multimedia. Text-only posts are really only recommended for X.

**User-Generated Content (UGC)** – Refers to any form of content—images, videos, text, reviews, or social media posts—created and shared by individual users rather than by brands or companies. UGC is typically produced by customers, fans, or community members.

**Verification** – The process of getting a verified badge (often a blue checkmark) on your social media profile, indicating that the account is authentic and belongs to a public figure, brand, or organization.

# Facebook Terms

**Facebook Groups** – Communities on Facebook where people with common interests can share content, engage in discussions, and connect with each other. Groups can be public, closed, or secret depending on the privacy settings.

**Facebook Events** – Unique to Facebook, events are a great way to highlight upcoming trade shows, webinars, conferences, and more for your business. Similar to a calendar invite on an email, Facebook events allow you to invite users to a custom event they can RSVP to. Events include a description, location, date, and time.

**Facebook Watch** – Similar to Instagram's Explore page, Facebook Watch includes recommended videos based on a user's behavior and content consumption. Facebook Watch allows you to expand your audience reach by making your videos discoverable.

**Messenger** – Facebook's instant messaging service which allows users to send text messages, photos, videos, and voice messages, as well as make video and voice calls.

**Meta** – Facebook and Instagram's parent holding company.

**Marketplace** – Facebook's platform for buying and selling items locally. Users can list items for sale, browse listings, and communicate with buyers or sellers directly through Messenger.

**Timeline** – This is where you can see your posts or posts you've been tagged in displayed by date. Your timeline is also part of your profile. You can navigate to your timeline by clicking on your name at the top of your Facebook home page.

# Instagram Terms

**Close Friends** – A feature that allows you to share Stories with a select group of people, rather than all of your followers. It's useful for sharing more personal content with a smaller, trusted audience.

**Explore Page** – Appearing on the same page as the search function, the Explore page presents different posts for every user from accounts they don't yet follow based on their past likes and interests.

**Feed Posts** – These are image or video posts that are published to your Instagram profile. They stay on your profile forever unless you delete them. Feed posts are found by your followers when they scroll through their feed. Feed posts can include up to 10 photos or images.

**Highlights (Instagram Stories)** – Instagram highlights are customizable collections of Instagram Stories that live permanently on your profile. These are optional and can be curated to place similar Story content together that your followers can easily find directly under your bio and above your Instagram feed. It's the ideal place to direct followers to your most valuable and interesting Stories content.

**IGTV** – IGTV was a video feature on Instagram that was eventually replaced by Reels.

**Link in Bio** – Refers to the clickable link in your profile bio. Since Instagram limits the ability to include clickable links in individual posts, many users direct followers to the "link in bio" for more information or external content.

**Reels** – Reels are short form videos inspired by TikTok's platform. These videos can be up to 15 seconds long. They typically include unique video editing including music, filters, and other creative tools. Reels can be found on followers' feeds, the Reels tab, or Instagram's Explore page.

# Twitter/X Terms

**Cards** – If you need to include more information outside of your 280 character limit, use an X card. Cards allow you to combine visuals (images and video) with a link and description to encourage traffic to your site and/or conversions.

**Circles** – This feature allows users to share posts with a select group of people, rather than their entire follower base. It's a way to create more intimate conversations and share content with a trusted audience.

**Communities** – Communities are centered around specific topics or interests where users can join and engage with like-minded individuals. Posts within a community are typically visible only to members of that community.

**Lists** – A way to organize and curate a custom feed of posts from selected accounts. Users can create their own lists or follow public lists created by others to focus on specific topics or communities.

**Moments** – Curated collections of posts that tell a story or capture a significant event. They can be created by users to highlight important events or by X to showcase trending topics and news.

**Pinned Tweet** – This is a tweet that you chose to pin to the top of your profile. Pinning a tweet allows the tweet to be visible to people visiting your profile, regardless of when you tweeted it.

# Twitter/X Terms

**Spaces** – Live audio conversations on X. Users can join, listen, and participate in real-time discussions on various topics. Spaces can be hosted by any user and are similar to Clubhouse-style audio rooms.

**Super Follows** – A monetization feature that allows creators to charge subscribers for exclusive content, such as bonus posts, access to private Spaces, or behind-the-scenes content.

**Thread** – A series of connected Tweets/posts from one person.

**Tweet/Post** – Post to your X feed with up to 280 characters.

**X** – The new name for Twitter, reflecting a rebranding initiative aimed at broadening the platform's scope beyond microblogging to include more diverse forms of communication and interaction.

**X Premium** – A subscription service that offers enhanced features like editing posts, longer posts, priority ranking in conversations, an ad-free experience, and access to additional tools for content creators.

# LinkedIn Terms

**Connections** – Connections on LinkedIn are the people with whom you've mutually agreed to connect.

**First-degree Connections** – First-degree connections are those you're directly connected to; they can see your posts, share messages, and interact with your content.

**Second-degree Connections** – People who are connected to your first-degree connections. In other words, they are the friends or professional contacts of your direct connections, but you are not directly connected to them.

**Third-degree Connections** – People who are connected to your second-degree connections. Essentially, they are the connections of the people who are connected to your connections.

**Creator Mode** – A feature designed for users who want to establish themselves as thought leaders, influencers, or content creators on the platform. It provides tools and features that help you grow your audience and increase engagement with your content.

**Groups** – Online communities within LinkedIn where professionals with similar interests, industries, or affiliations can engage in discussions, share content, post questions, and network. Groups can be public (open to all LinkedIn users) or private (requiring approval to join). They are a useful way to connect with like-minded professionals and participate in industry-specific conversations.

**InMail** – a messaging feature that allows you to send direct messages to LinkedIn members who are not in your connections. InMail is typically used by recruiters, sales professionals, or anyone looking to reach out to potential leads or job candidates. It's a paid feature available to LinkedIn Premium members and offers a more direct way to communicate with professionals outside your immediate network.



# LinkedIn Terms

**LinkedIn Newsletters** – This feature allows users and companies to create and distribute regular, subscription-based content on LinkedIn. Users can subscribe to newsletters they find valuable, receiving notifications whenever a new edition is published. Newsletters are similar to blog posts or email newsletters but are distributed directly through LinkedIn's platform to an engaged audience.

**LinkedIn Pulse** – A publishing platform on LinkedIn that allows users to write and share long-form articles with their network and beyond. Articles published on Pulse can be found on the author's profile, shared in the feed, and discovered through search. It's a way for professionals to establish thought leadership, share insights, and engage with a broader audience.

**Open to Work** – This feature allows users to signal to recruiters and their network that they are actively seeking new job opportunities. Users can enable this feature by updating their profile settings, which can include a green "Open to Work" banner around their profile picture, visible to their network, or set to be seen only by recruiters.

**Showcase Page** – This specialized sub-page linked to a LinkedIn Company Page is designed to spotlight a specific brand, business unit, product, or initiative. Showcase Pages allow companies to create a dedicated space to engage with followers who are particularly interested in specific aspects of their business. They provide tailored content and updates to a niche audience.

# YouTube Terms

**Annotations/Cards** – These interactive elements can be added to videos to promote other content or encourage actions like subscribing.

**End Screen** – An interactive feature that appears in the last 5-20 seconds of a video, allowing creators to promote other videos, playlists, or channels.

**Demonetization** – When YouTube removes ads from your videos, often due to content that doesn't comply with their guidelines.

**Monetization** – The process of earning money from your YouTube videos, typically through ads, channel memberships, and Super Chats.

**Playlist** – This collection of videos that are grouped together based on a common theme, topic, or category. Playlists allow viewers to watch multiple videos in a sequence without needing to search for the next video manually.

**Premiere** – This feature allows creators to release a new video with a live chat and countdown, creating a shared viewing experience for viewers.

**SEO (Search Engine Optimization)** – The process of optimizing your video's title, description, tags, and other elements to rank higher on YouTube.

**Strike** – A penalty issued by YouTube when a video violates community guidelines. Accumulating multiple strikes can result in the termination of your channel.

# YouTube Terms

**Super Chats** – Super Chats on YouTube are a feature that allows viewers to pay to have their messages highlighted during live streams.

**Thumbnail** – The small, clickable image that represents a video on YouTube. Thumbnails play a crucial role in attracting viewers.

**Watch Time** – The total amount of time viewers have spent watching your videos. Watch time is a significant factor in YouTube's algorithm for promoting videos.

# TikTok Terms

**Duet** – This feature allows you to create a side-by-side video with another user's video. It's commonly used to react, collaborate, or build on existing content.

**Challenge** – Users create and share videos based on a specific theme, usually tied to a hashtag. Participating in challenges is a way to engage with the community, gain more visibility, and potentially go viral.

**Creator Marketplace** – A platform where brands can connect with TikTok influencers for collaboration. It allows marketers to search for creators by various filters such as follower count, engagement rate, and content type, making it easier to find the right influencers for campaigns. This is also where creators with more than 10K followers can sign up to get paid for their posts.

**Collections** – A feature that allows users to organize and save their favorite videos into custom folders within their "Favorites" section. This feature helps users categorize and easily access saved content based on themes, interests, or any other criteria they choose.

**For You Page (FYP)** – This is the main feed on TikTok where users discover content. It's algorithm-driven and shows a mix of trending videos and content tailored to the user's interests. Getting your video on the FYP can significantly boost its visibility and reach.

**LIVEs** – Live-streaming sessions on the TikTok platform where creators can broadcast in real time to their followers and other users.

# TikTok Terms

**Playlists** – A feature that allows creators to organize their videos into themed collections, making it easier for viewers to find and watch related content.

**Stitch** – A feature that lets you take a snippet (up to 5 seconds) of another user's video and integrate it into your own video. It's useful for adding commentary or creating a continuation of someone else's content.

**Virtual Gifts** – Digital items that viewers can purchase and send to creators during live streams as a form of appreciation. These gifts can be converted into Diamonds, which can then be redeemed for real money.

# Appendix: Tools



# Building your social tech stack

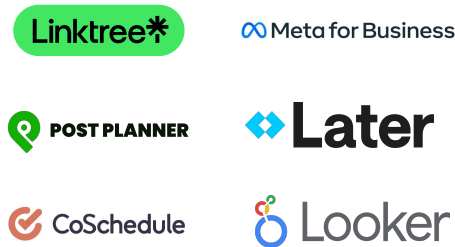
## All-in-One



### Includes:

- Scheduling
- Advanced reporting
- Community management
- Social listening
- Collaboration and Team Management

## Free Tools



### Usually offers limited features for:

- Scheduling
- Reporting

## Content Creation



### May offer:

- Free plans
- Stock photography, video, and music
- Templates for stories, carousel, and more
- Photo editing
- Video editing
- And much more depending on the software