

# *Social Media Guide*



HUMAN RESOURCES AND  
EQUAL OPPORTUNITY AND COMPLIANCE

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# Social Media Guide

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## ***Our Goals***

Our goal is to engage UNC employees with content relevant to them, and inform UNC employees about events and policies they might be interested. We aim to provide employees with HR resources related to wellness, benefits and educational opportunities. Additionally, we would like to use our social media platforms to encourage prospective applicants to apply to UNC jobs.

## ***What content are we looking for? What is “social media worthy”?***

Social media can promote more than just an upcoming event—it helps promote a fun and engaging workplace culture at Carolina. We want to show that UNC is an employer of choice. For example, we would be interested in posting photos of creative workspaces, photos showing the perks of working at UNC, and screenshots of fun Zoom meetings.

Social media is also an excellent way to get the word out about events, projects and policies. Create excitement about upcoming events and projects by working with the communications team to create a social media campaign well in advance.

If it’s something available to employees, something employees are working on, or something employees are doing, we’re interested in posting it on social media.

## ***Our Audience***

Our main audience is UNC-Chapel Hill employees. We also like to reach potential employees, campus partners and students.

## ***Our Voice & Tone:***

In line with the University’s social media voice, the following words should be used as a guide when thinking about the emotion or attitude we want our content to convey: genuine, with heart, inspired, dynamic, steadfast, original, sharp, fun.



# Our Social Media Accounts

## UNC HUMAN RESOURCES

 @unc\_hr

 @perks\_policy

 @unc\_hr

## EQUAL OPPORTUNITY & COMPLIANCE

 @HeelsUnitedUNC

 @HeelsUnitedUNC

## Types of Posts

### Instagram Post

**FORMAT:**

Photo or Video

**CAMERA ORIENTATION:**

Vertical or Horizontal

**VIDEO LENGTH:**

60 sec. max

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### Twitter Post

**FORMAT:**

Text, Photo or Video

**CHARACTER LIMIT**

280 characters max

**CAMERA ORIENTATION:**

Horizontal

**VIDEO LENGTH:**

2 min. & 20 sec. max

### Instagram Stories

**FORMAT:**

Photo or Video

**CAMERA ORIENTATION:**

Vertical

**VIDEO LENGTH:**

15 sec. max or a string of 15 sec. videos

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### IGTV (Instagram)

**FORMAT:**

Video

**CAMERA ORIENTATION:**

Vertical

**VIDEO LENGTH:**

1 - 15 min.

# Additional Guidance

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## ***Tips for Taking Good Video***

- Position the camera/phone/computer at a height that will minimize the space above your head. This may require stacking the camera on top of some books.
- Light sources should be behind the camera, not behind the subject of the video.
- Try filming with an interesting background instead of right in front of a wall.
- Film in a quiet space—if filming outside, try to avoid too much wind. Even small noises can make audio difficult to hear.

## ***How to Look Good on Your Computer Camera***

- Good lighting! Place a lamp or other light source next to the camera.
- Place the camera so it is about level with the top of your head, and angled down pointing at your eyes.
- Zoom has a “touch up my appearance” function under the video preferences as well.

## ***Tips for Taking Good Photos***

- Take photos of people interacting, avoid passive scenes.
- Take close-up photos of individuals, avoid leaving excessive space above the subject’s head.
- Photos of people are most engaging.
- Try to avoid shadows, and if possible, the main light source should be behind the camera, not behind the subject.
- Avoid photographing someone directly in front of a wall, leave some empty space between the subject and the background.
- If photographing an event, try to get a mix of photos of people interacting at the event, speakers, and small details like swag or event programs.

## ***Photo and Video Quality***

- If taking photos on your phone, avoid using the zoom in function and instead get closer to the subject.
- Please send full-size photos and videos.

## **Zoom Screenshots**

- Zoom is a major part of our work-from-home day. If you are having a team meeting over Zoom or see something “photo-worthy” during a Zoom meeting, take a screenshot and send it to us at [sheila\\_corcoran@unc.edu](mailto:sheila_corcoran@unc.edu).

## **URL Shortener**

- Shortening your links is great to keep URLs short and to track how many clicks the link gets.
- To use the UNC go-link shortener, you will need to log in with your Onyen: [go.unc.edu/login.aspx](https://go.unc.edu/login.aspx)

## **Call to Action (CTA)**

- What is a CTA? It’s a way to prompt the reader to do something. Ask yourself, what do I want the reader to do? Why should they? Is there a deadline? The goal is to give the content a purpose and to engage the audience with the post rather than passively reading and forgetting.

## **Hashtags**

- Campaigns may have specific hashtags
- Hashtags used by UNC HR:  
[#UNCJobPerks](#)
- UNC-wide hashtags:  
[#UNC](#) [#gdtbath](#) [#TARgram](#)

## **Submitting Content**

- Please send your photos or videos to:  
Sheila Corcoran
- 617-372-6023
- [sheila\\_corcoran@unc.edu](mailto:sheila_corcoran@unc.edu)

## **Learn More**

- For more guidance visit  
[unc.edu/social/social-media-guidelines](https://unc.edu/social/social-media-guidelines)