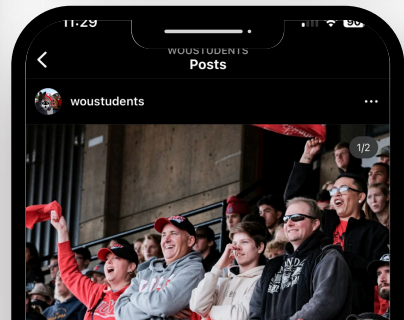
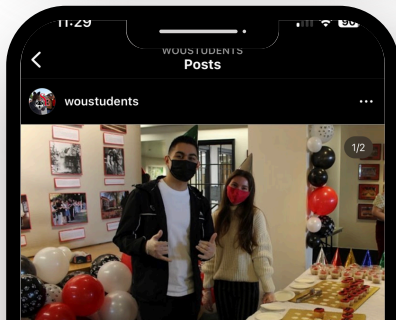
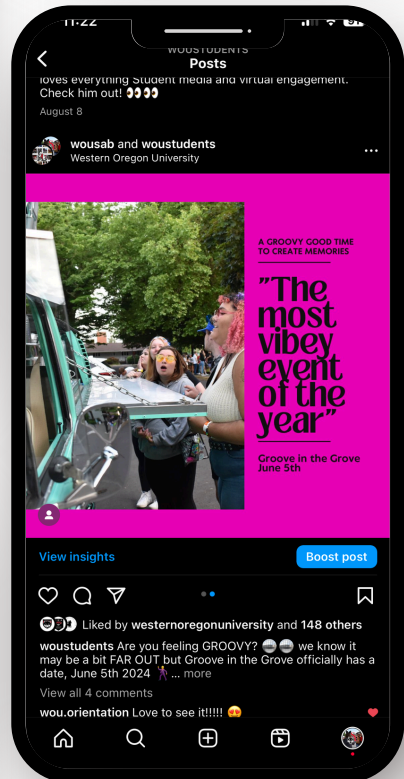
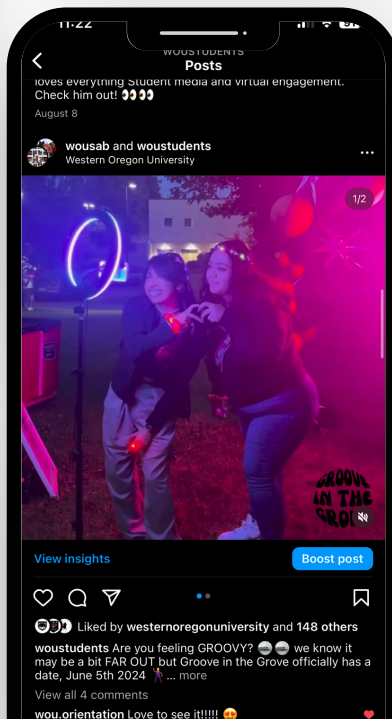
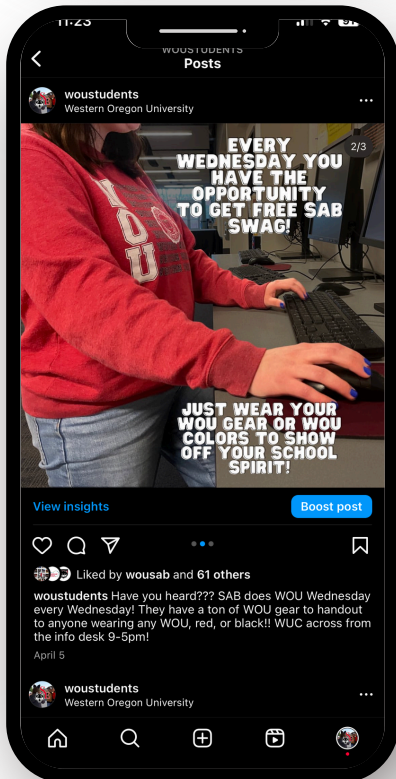
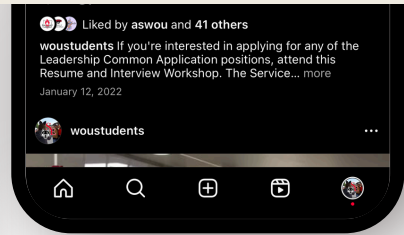
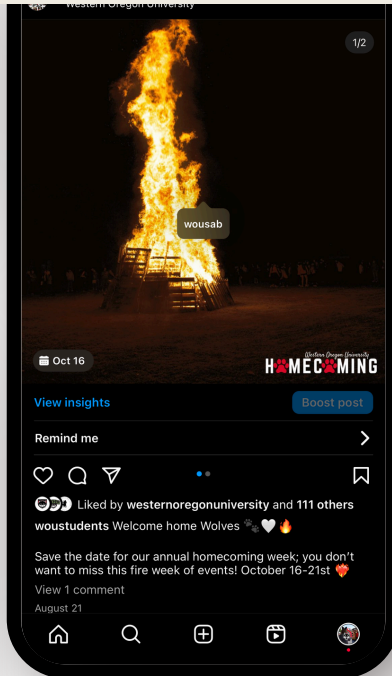
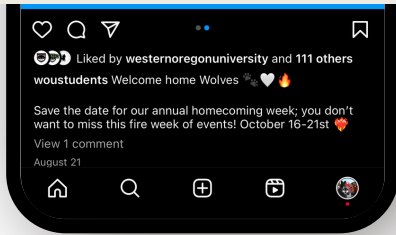


Event Planning Toolkit



GUIDE TO SOCIAL MEDIA



Student
Engagement

503-838-8261
seoofc@wou.edu
wou.edu/student-engagement/
event-planning-toolkit/

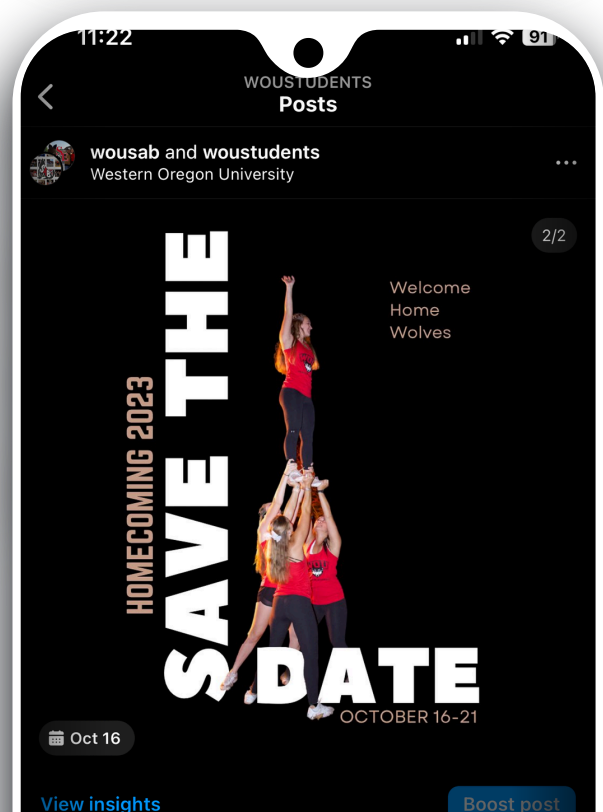
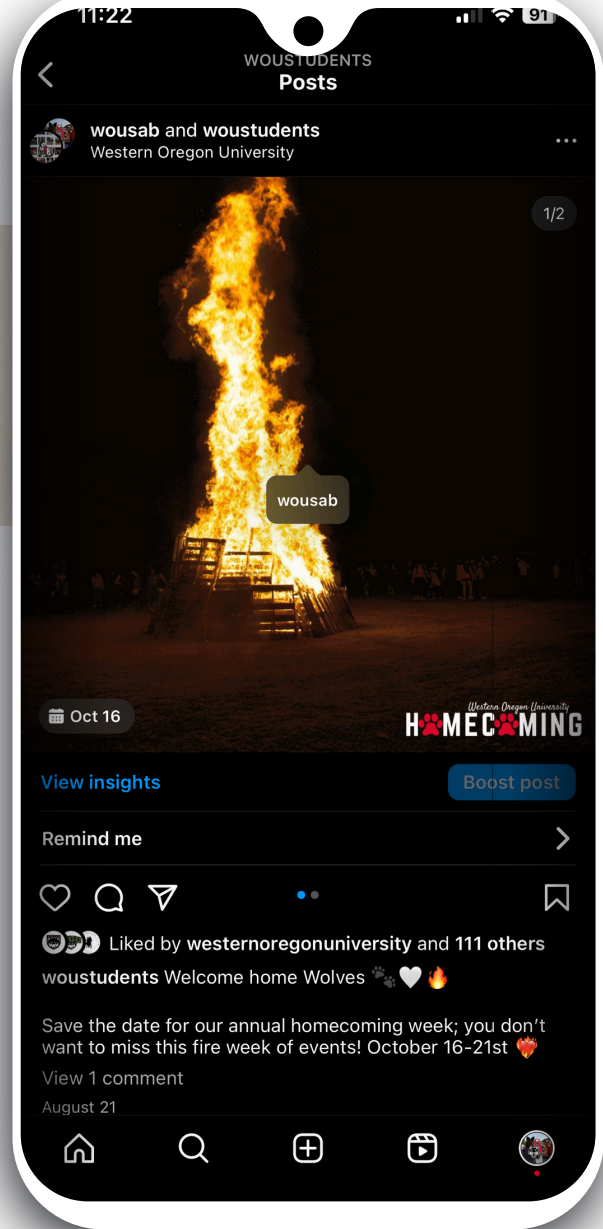
THE BONES OF INSTAGRAM

Eye-catching graphics

- When possible always place a photo first and a text graphic second
- If they do not “like” it when they see the first graphic it will repopulate the second graphic for them to view it again
- Use stock images or ambiguous images if you do not have past images you can use

Simple is best

- Keep graphic text simple
- Captions should be clear and concise
- Connect to your audience as much as possible





The Do's



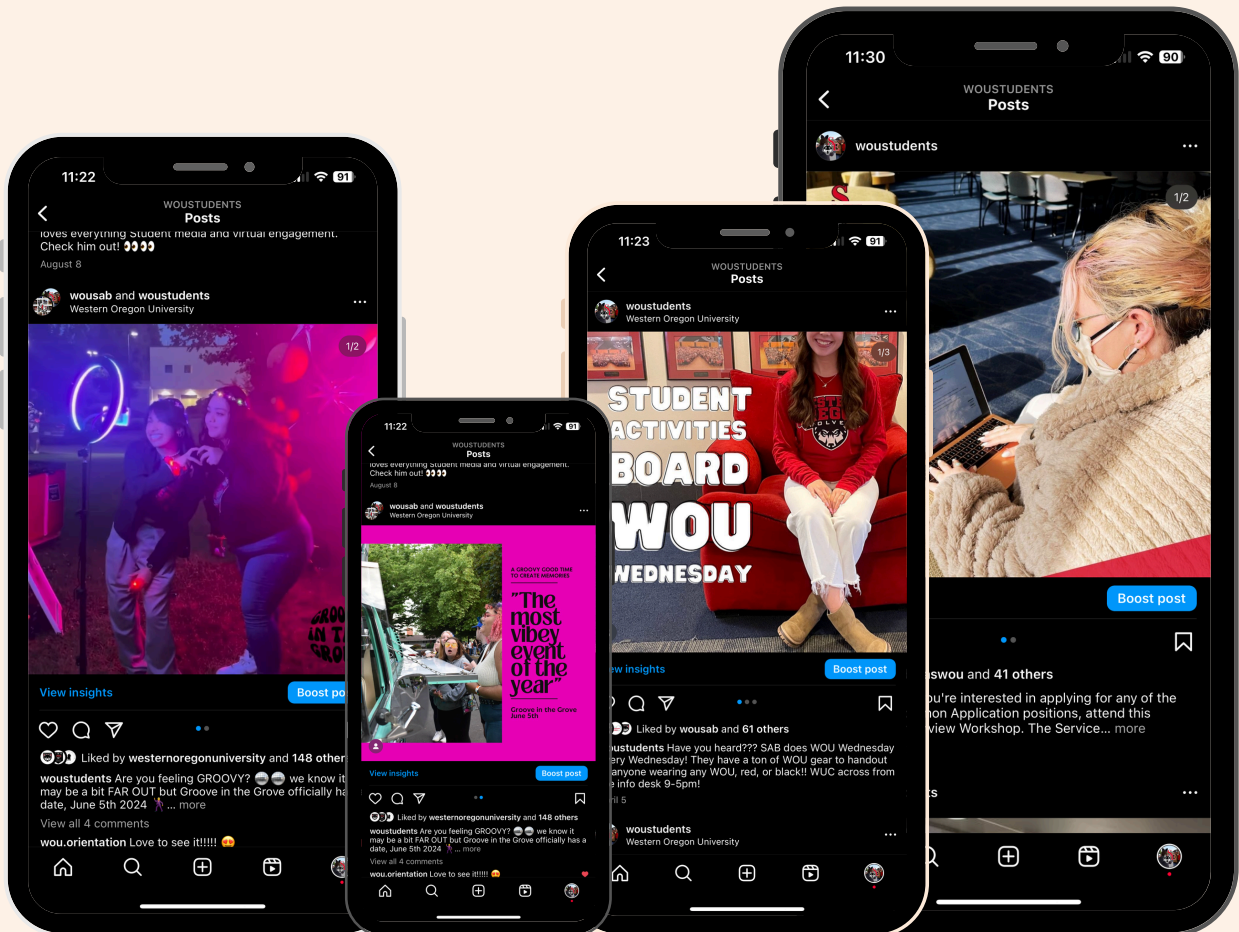
- Create an Instagram event so they can click "Remind me"
- Tag others (always tag WOU)
- Set location to WOU
- Use emojis 🤪
- Set Alt text so that your post is accessible
- Use the collaborate feature

The Maybe Dont's

- QR codes in posts- no one can scan them! Put the link in your bio and tell them to look there
- Clutter your first slide with text
- Not set a cover photo for reels- they will look odd in your feed

HELPFUL EXAMPLES

A few examples of how you can turn your post from, oh to OHHHH!



**USE A VIDEO
CLIP AS A
COVER PHOTO**

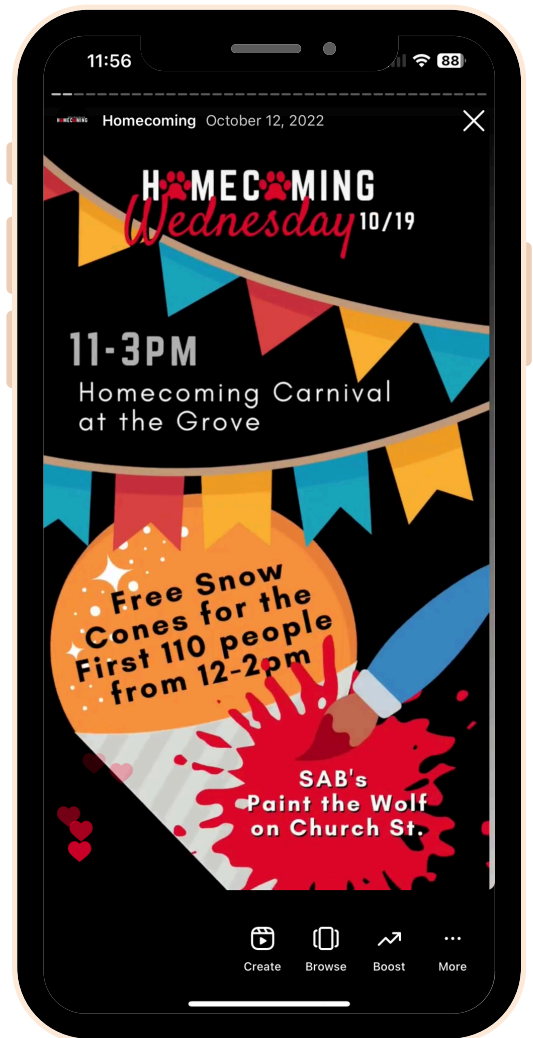
**USE QUOTES
AND STICK TO A
COLOR SCHEME**

**WORK IN TEXT
AROUND A
PHOTO**

**STAGE A PHOTO
TO FIT THE
TOPIC**

STORIES

- Tag others to encourage reposting
- Call to action- place a sticker for them to engage in a poll or answer a question
- Make a few variations to post often- this will limit them from getting looked over
- Put the most relevant and eye-catching info

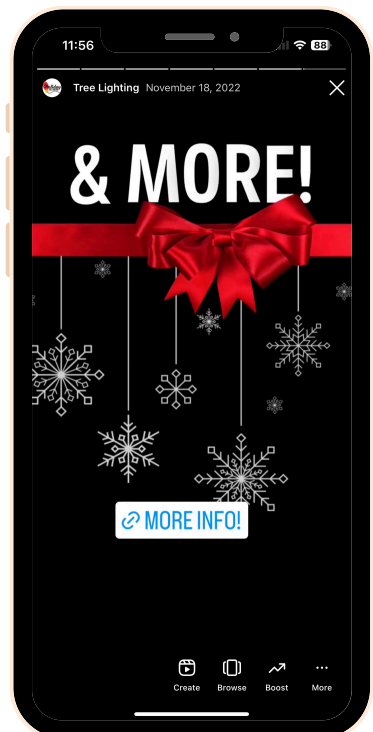


USE VIDEO
CLIPS

CREATE A LOGO TO
GROUP THINGS
LONG TERM

CREATE A SLIDE
PER ACTIVITY

USE LINK
BUTTONS TO
SHARE LINKS



DM's and Comments

- Keep an eye on DM's to answer any pressing questions or engage with students
- Reply and like comments on your posts
- Comment on other's posts, it boosts your engagement too!

Let's be real

Social media can feel like a full-time job! Just remember that any amount of effort you put in is helpful. The best advice is to keep it simple, not overthink it, and have fun.

