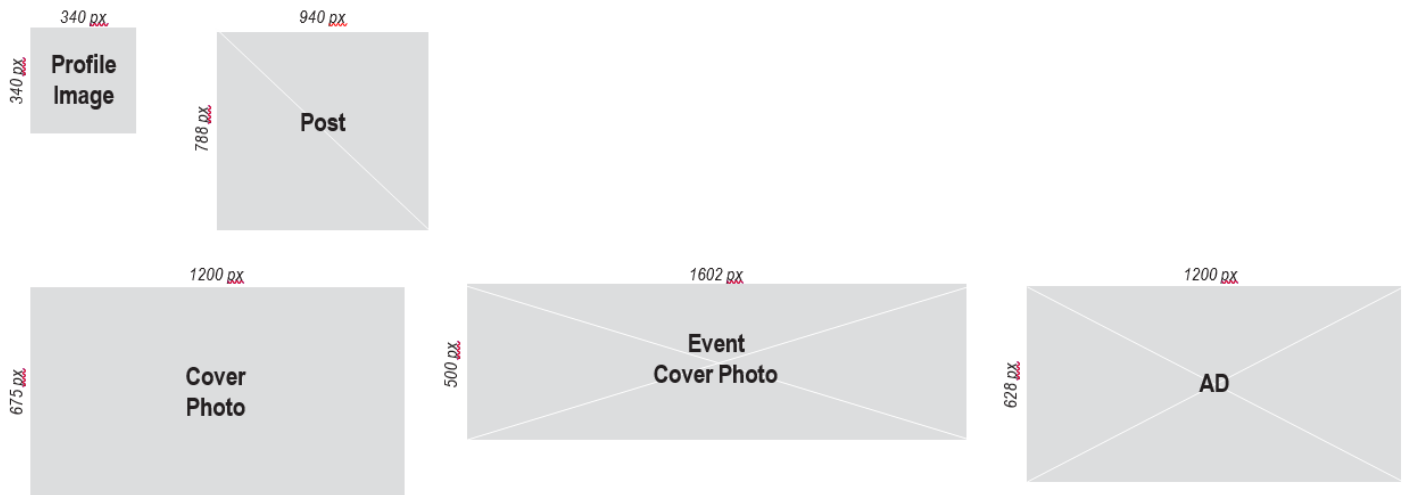


## Facebook

Successful content on this platform contains limited text, compelling images/videos, is time sensitive, open to the community and is authentic in its reflection of the Ozarks voice.

ACCOUNT	TARGET AUDIENCE	CHARACTER COUNT	VIDEO LENGTH
University	Prospective & Current Students 17-24 Alumni & Friends 25-65 Donors 35-65+	40-80	60-90 seconds
Alumni	Alumni & Friends 25-65 Donors 35-65+		
Admission	Prospective Students 17-20		

\* *NOTE: If a URL is pasted and Facebook populates information, remember to go back and erase the URL from the post text area.*



\* *NOTE: Facebook Stories allow users to create and share content that is visible for 24 hours.*

### FAST FACTS

- Active Monthly Users: 2.7 Billion
- Largest Age group: 25-34
- Gender: 44% Female, 56% Male
- Time spent per day: 38 Minutes

### Tips

Best time to post: Wednesdays at 11:00 a.m.

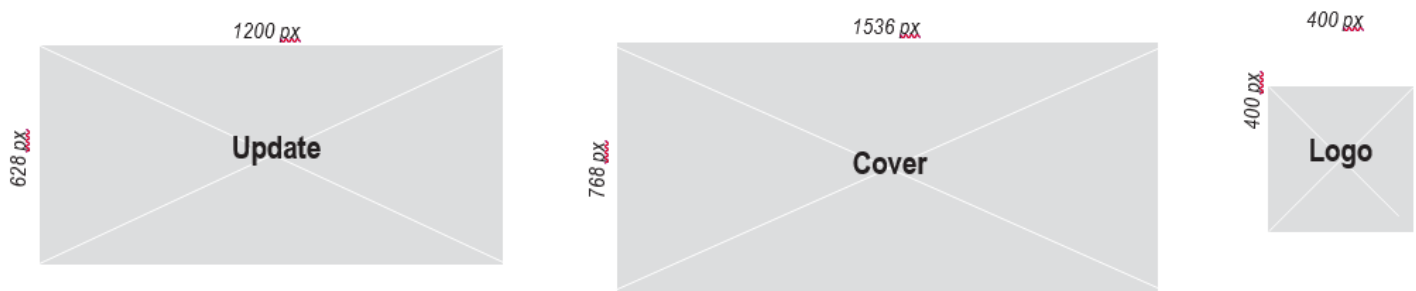
## LinkedIn

Connects the University to students and alumni. Content focuses on major news and strategic initiatives. It is available space for current students to connect with alumni for career opportunities and advice.

TARGET AUDIENCE	CHARACTER COUNT
Alumni & Community 23-55	700

\* *NOTE: Not for visual — most consist of a headline & a link to an article*

\* *NOTE: If a URL is pasted and LinkedIn populates information, remember to go back and erase the URL from the post text area.*



\* *NOTE: LinkedIn Stories allow users to create and share professional content that is visible for 24 hours.*

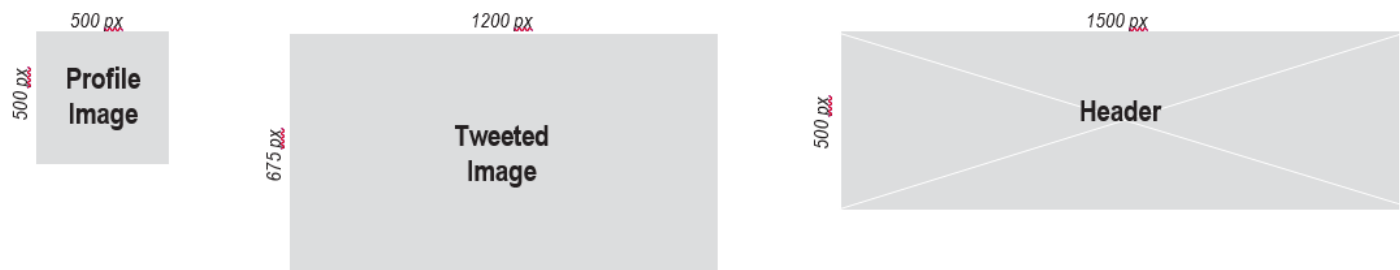
### FAST FACTS

- Active Monthly Users: 738 Million
- Largest Age group: 46-55
- Gender: 51% Female, 49% Male
- 40 million students & college graduates
- 49% users earn \$75k/year or more

## Twitter

Distributes research and news relevant to the campus and Clarksville communities. Additionally, this platform is used to interact and encourage conversation. University news stories and events are best for this platform.

TARGET AUDIENCE	CHARACTER COUNT	VIDEO LENGTH
Media outlets, stakeholders 18-34	71-100	20-30 seconds



\* *NOTE: Fleets allow users to create and share content that is visible for 24 hours.*

### FAST FACTS

- Active Monthly Users: 187 Million
- Largest Age group: 30-49
- Gender: 32% Female, 68% Male
- Time spent per day: 3.53 Minutes

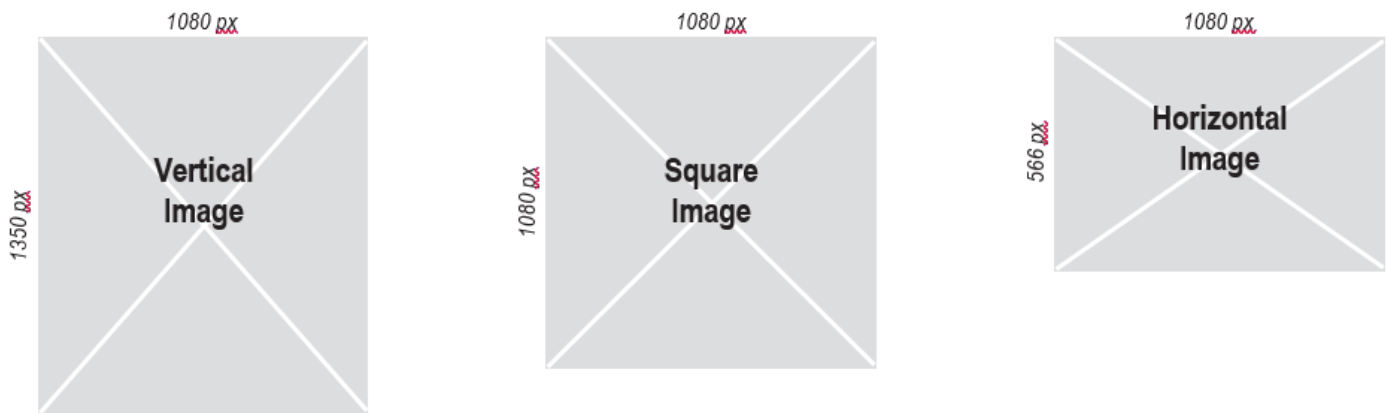
### Tips

- Promote other official University accounts on the page.
  - Include main University social media account handle on the cover photo.

## Instagram

Allows the University to share visual highlights of campus life. It also provides us with user content that is shared directly through the use of tags and hashtag. Good quality, appealing photos are best fit for this platform.

TARGET AUDIENCE	CHARACTER COUNT	VIDEO LENGTH
Prospective & Current Students 17-29	138-150	30 seconds



\* *NOTE: Instagram Stories allow users to create and share content that is visible for 24 hours.*

### FAST FACTS

- Active Monthly Users: 1 Billion
- Largest Age group: 25-34
- Gender: 57% Female, 43% Male
- Time spent per day: 29 Minutes

### Tips

- Promote other official University accounts on the page.
  - Post Instagram stories to Facebook simultaneously.
- Best time to post: Wednesdays at 11:00 a.m.
- Write compelling, long captions with the most important words first.
- Use emojis to make it more eye-catching and fun.
- Tag locations on posts.
- Embed important Instagram posts on Website.
- Use relevant hashtags – quality over quantity.
- Use Ozarks keywords to appear in searches.
- Tell a story that brings attention to the feed.

## TikTok

Short vertical clips that promote real-time day-to-day life and campus events. Light-hearted, authentic content that gives the audience an inside look at our campus is most popular.

TARGET AUDIENCE	IMAGE	VIDEO LENGTH
Prospective Ages 18-24	N/A	15-60 seconds

### FAST FACTS

- Active Monthly Users: 100 Million
- Largest Age group: 18-24
- Gender: 59% Female, 41% Male
- Time spent per day: 45 Minutes

### Tips

- Creative organic content is best.
- Use hashtags in the caption.

## Snapchat

Promotes real-time day-to day life and campus events. Light-hearted, authentic content that gives the audience an inside look at our campus is most popular.

TARGET AUDIENCE	IMAGE	VIDEO LENGTH
Prospective Ages 16-22	N/A	10 seconds

Content sent from a user directly to another user is called a Snap.

\* *NOTE: Snaps can last 1 second – ∞*

Content posted by a user that is public to all followers is called a story.

\* *NOTE: Stories remain for 24 hours*

### FAST FACTS

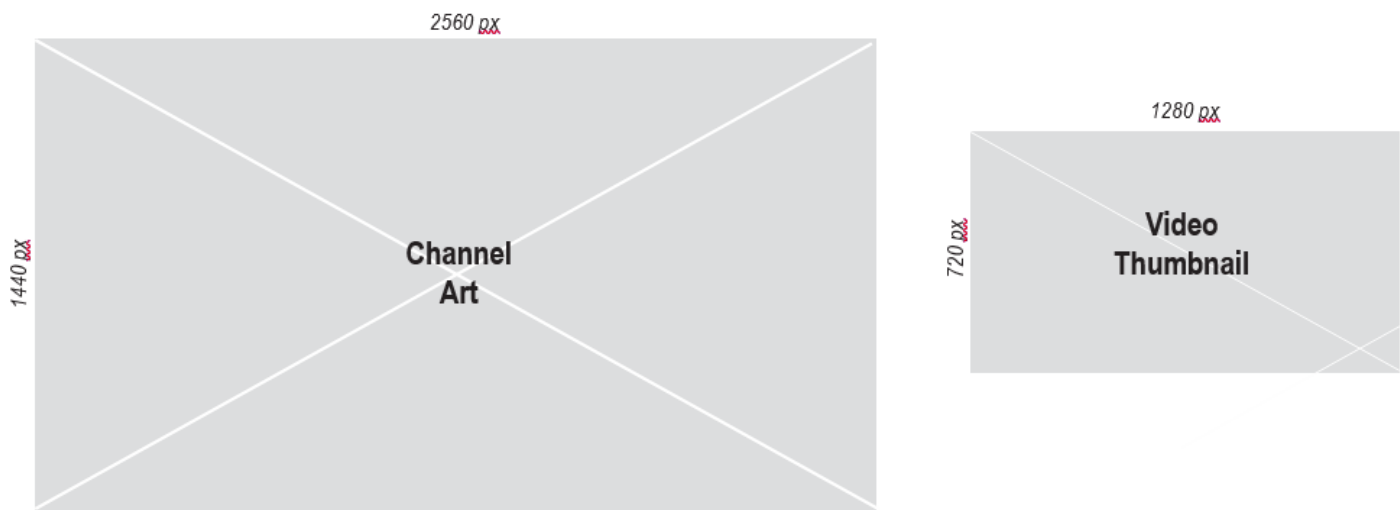
- Active Monthly Users: 265 Million
- Largest Age group: 13-34
- Gender: 58% Female, 40% Male
- Time spent per day: 26 Minutes

## YouTube

University videos are promoted on this platform to help communicate our story. Short, high-quality clips with limited description are most appropriate.

TARGET AUDIENCE	CHARACTER COUNT		VIDEO LENGTH
	TITLE	DESCRIPTION	
Prospective & Current Students 18-34	70	130	3 minutes

\* *NOTE: Add custom URL*



### FAST FACTS

- Active Monthly Users: 2 Billion
- Largest Age group: 15-25
- Gender: 72% of all female internet users and 72% of all male internet users
- Time spent per day: 41.9 Minutes

### Tips

- Video Thumbnails are the cover photos for each video and should be eye-catching to viewers.