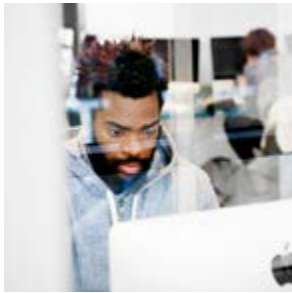## MULTIMEDIA CONTENT:

PROMOTING OUR CONTENT IN THE MOST EFFECTIVE WAY

To maximize efficiency on social media, we recommend that you include photos or graphics at a 1:1 ratio (1200 X 1200px) or a 2:1 ratio (1200 x 600px). For more details on banners, covers or additional custom sizes, please consult this website.

1:1 RATIO

2:1 RATIO

POINTERS FOR GRAPHICS

• Avoid including an abundance of text in social graphics. Keep it short and simple to make your content accessible and compelling to your audience. The efficiency of your graphics will also allow you to create paid campaigns that generate more engagement from targeted audiences.

• Cover photos should be engaging and reflective of the University.

• Do not hesitate to contact the Communications Office for official photos and logos.

POINTERS FOR VIDEOS

• The shorter, the better. If you have a longer video, use a short excerpt for social media.

• Embed subtitles in your video for accessibility. Most videos are watched on mobile devices without the sound on.

• Share your video natively where possible. Uploading your video directly to Facebook or Twitter (rather than posting a YouTube or Vimeo link) provides a better user experience and increases your chances of getting better engagement.

• Have a video that could fit our institutional YouTube account? Contact the Communications Office to discuss strategies and next steps.