

Social Media Internal Guideline

(Discussed in publicity working group meeting on 18 Oct 2023)

Updated on 26 Oct 2023 (Thu)

Objective

- Ensure students are well informed of CEDARS's latest services, resources and programmes
- Build long term engagement with students
- Recognise students' achievement
- Inspire other students to make their impact



Regular posts about CEDARS's services, resources and programmes



Periodic posts about student stories

Social media plan – 4 types of posts

A. Planned posts



Promotion

- Nature: Mainly promotion, announcement/ reminder
- Reference to CEDARS e-news/ website banner promotion schedule
- Dean's office to pitch each section/team to submit materials and text for promotion

Hall/College
Vacancies
Available for
Application

Announcement/ Reminder

B. Regular posts



Event highlights

- Nature: Mainly event highlights
- Initiated by each section/team to submit materials and text

Social media plan - 4 types of post

C. Instant/ Live Posts



Instant event highlights

- Nature: Mainly instant event highlights (e.g. flagship programmes / award ceremonies)
- Initiated by each section/team to submit materials and text

D. Student Stories



Student Stories

- Nature: student stories
- Initiated by each section/team to submit materials and text

Submission Frequency (by each section/team)

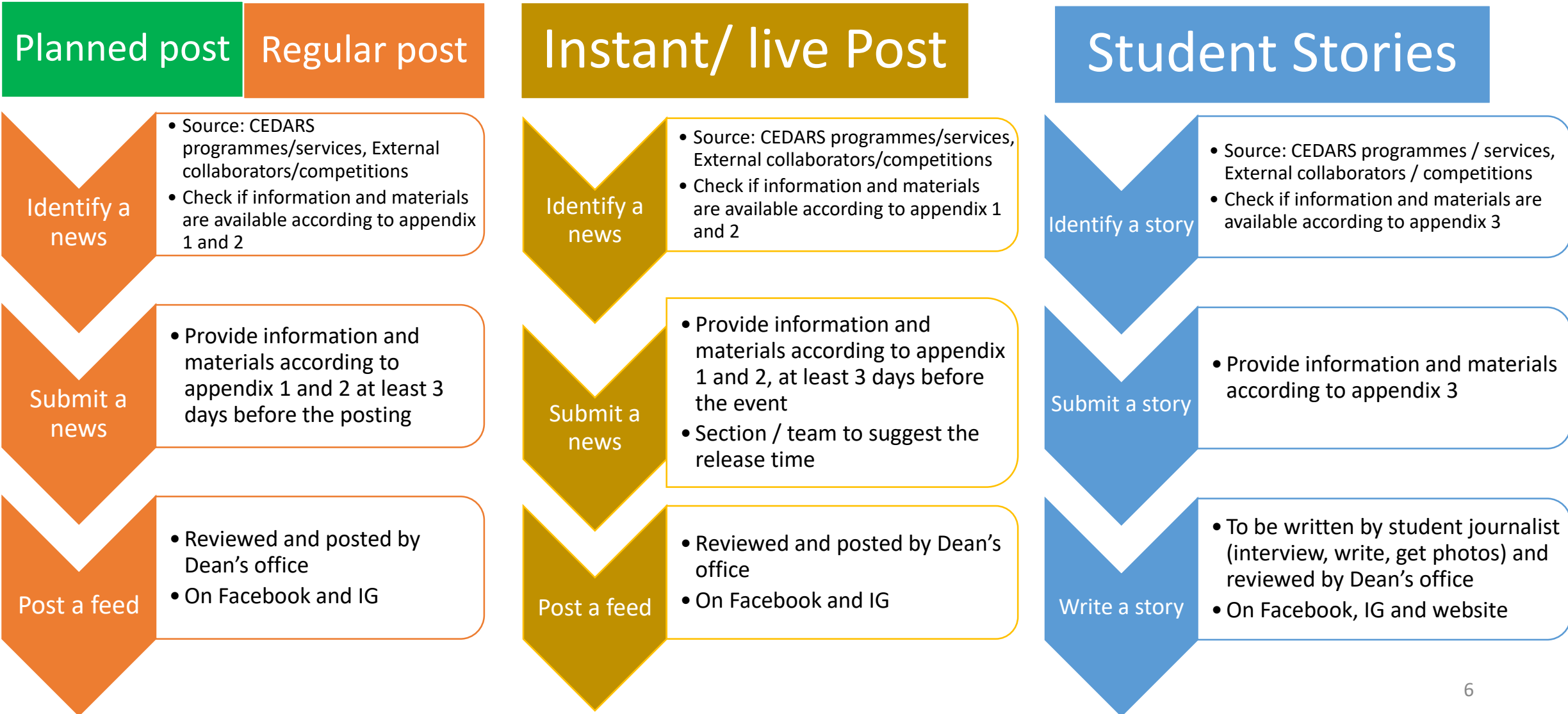
Planned posts	Occasional (Pitching by Dean's Office)
Regular posts	1 post per month
Instant/ Live posts	1 post per semester
Student stories	1 story per month

*Excluding "post share" from individual programme FB

Submit to Dean's Office by filling in the [Online Publicity Request Form](#).

Updated on 15 Dec 2022

Submission Flow (by each section/team)



Posting materials



Resize existing key art
with ONE key
message



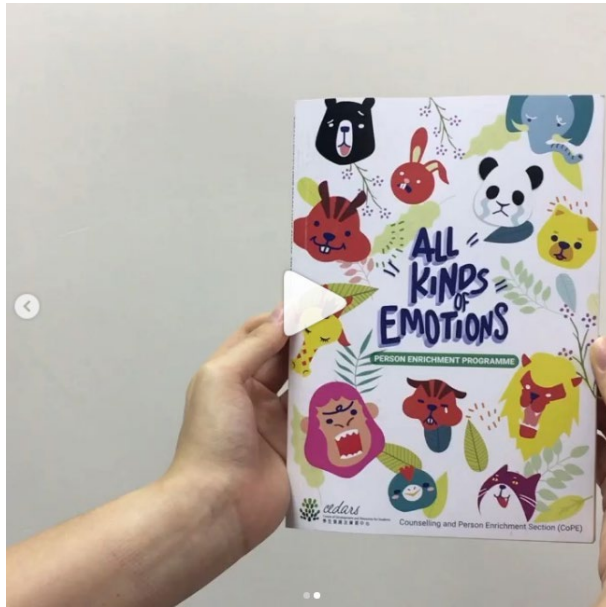
Modify existing key
art with key message



Photo (promotional materials)

Posting materials (Con't)

- Types of posting materials:



Video (promotion materials)



Photo (event highlights / student stories)



Video (event highlights / student stories)

Appendix 1 - Facebook Materials submission

- Information to provide: Event name, Event brief/intro, URL , Date & Time (day format : date month year – e.g. 25 Sept 2019)
- Image size: Varied (IG image / Poster / Banner is acceptable) in RGB jpeg
- Video size: MP4 / MOV format, below 60s, below 4GB
- Recommended text length: less than 150 words
- Hashtag: (#hku #hkucedars #hkulife #HKUer #theuniversityofhongkong #growwithcedars #港大學生) + (programme/event specific hashtags)
- Location tag (if applicable)

Updated on 26 Oct 2023

Appendix 2 - Instagram Materials submission

- Information to provide: Event name, Event brief/intro, URL , Date & Time (day format : date month year – e.g. 25 Sept 2019)
- Image size: 1080px x 1080px, in RGB jpeg
- Video size: MP4 / MOV format, below 30s, below 4GB
- Recommended text length: less than 100 words
- Hashtag: (#hku #hkucedars #hkulife #HKUer #theuniversityofhongkong #growwithcedars #港大學生) + (programme/ event specific hashtags)
- Location tag (if applicable)

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Appendix 3 - Student Stories Materials submission

- Information to provide:
 - Student full name
 - University number
 - Brief (profile/experience)
 - Photo
 - Theme (at least 2 themes – please refer to Appendix 4)
 - Consent for the student journalist
- Image size: 16:9 / 3:4 image, 300dpi
 - *Prefer ONE individual portrait shot (not group photo) and ONE story-related photo*
- Video size: MP4 / MOV format, below 30s, below 4GB

Appendix 4 - Student Stories Materials submission

- Key Themes:
 - At home, At HKU
 - WoW
 - Hall & RC
 - Intern & Careers
 - Student Groups
 - Student Projects / Activities
 - Cultural Exchange
 - Global citizenship
 - ... and more!

Special note - Repost

- Once you tag “@hku.cedars” in facebook post, IG story and IG post , we could share your post



Special note – Management role

- Dean's office becomes the Insight Analyst for the following Facebook page accounts:
- CEDARS - CYMCC – <https://www.facebook.com/hkucedars.cymcc/>
- CEDARS - Careers – <https://www.facebook.com/hkucedars.careerfair/>
- CEDARS - CoPE – <https://www.facebook.com/hkucedars.cope/>
- CEDARS - GE – <https://www.facebook.com/hkucedars.ge/>