

Holy Family University

Social Media Best Practices

1. Embrace Our Mission

- Values: Reflect the values of Holy Family University, including respect, compassion, integrity, and service, in your visuals.

2. Consistency of Channel

- Posting Frequency: HFU Instagram pages are expected to post monthly and maintain a following base. New pages need to contact the University's Social Media Manager to inform before creating and show growth once launched.
- Account Activity: Any page that is not maintaining consistency will be asked to deactivate and post through the University's main page.

3. Quality Matters

- Equipment: Use high-quality equipment if possible (e.g., smartphones with good cameras, DSLR cameras).
- Visual Appeal: Pay attention to lighting, composition, and framing to create visually appealing images and videos.

4. Tell A Story

- Narrative: Think about the narrative your visuals convey. Share the story behind the moment whenever possible.



5. Consent and Privacy

- **Privacy Respect:** Always respect individuals' privacy. Seek permission if you're taking close-up photos of specific people.

6. Have Fun


- **Enjoyment:** Enjoy the process of capturing memorable moments and showcasing the spirit of Holy Family University.

**Thank you for your dedication to sharing
the Holy Family University experience through Instagram.
Your contributions help us connect with our community and more.**



**If you have any questions or need further guidance, please reach out
to the University Social Media Manager, Jeff Gonsiewski.**

Jeff Gonsiewski | Social Media Manager
Marketing & Communications

 215-678-0496

 Marian Hall 208

 jgonsiewski@holyfamily.edu