

Holy Family University

Social Media Tip Sheet: Instagram Channels

1. Instagram Posting

- Frequency: Post daily stories/frequent grid posts
- Content: Make stories interactive (e.g., polls, Q&As, quizzes, countdowns)
- Goal: Increase following and engagement

2. Engage with Followers

- Actions: Follow back, like, and comment on your follower's posts, respond to comments and messages, repost follower's relevant content
- Goal: Build a community and foster engagement

3. Use Canva for Content Creation

- Tools: Utilize Canva for creating visually appealing content (e.g., advertising programs, promoting events, informational posts)
- Goal: Maintain a consistent and professional aesthetic

4. Collaborate with Other HFU Pages

- Actions: Collaborate on posts and stories with other HFU departments and organizations, engage in collaborative posts and shared stories
- Goal: Expand reach and showcase a unified university presence



5. Leverage Reels

- Content: Create and share Reels (e.g., campus tours, student testimonials, event highlights, day-in-the-life videos)
- Goal: Increase visibility and engagement, as Reels are top performers for university platforms

6. Be Creative and Experiment

- Content Variety: Capture the essence of programs and events in diverse and engaging ways (e.g., photos, videos, Q&As, podcasts, interviews)
- Goal: Keep content fresh and engaging


7. General Best Practices

- Consistency: Maintain a regular posting schedule
- Quality: Ensure high-quality visuals and sound
- Branding: Keep posts aligned with HFU's branding guidelines
- Analytics: Regularly review analytics to understand what content performs best and adjust strategies accordingly

8. Contact for Help

- Assistance: For high-quality images at events and any other assistance, reach out to the Social Media Manager, Jeff Gonsiewski at jgonsiewski@holyfamily.edu.

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