

# JMU Social Media Training

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## Takeaways

### Instagram

- Understand what your public audience wants to see
- Maintain a constant-changing page that sparks interest
- Don't post something on your account, or comment on someone else's, that has the potential to create a negative affect for your brand

### Twitter

- Take advantage of the direct contact you have with your followers
- Tweet with at least two: insight, personality, information
- Post around 3 pm, Monday-Friday for the most engagement

### Facebook

- Post 5-10x a week
  - Diversify your post types
  - Don't be afraid to take inspiration from other pages
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## Note Taking:

## Branding Reminders

- Consistent brand
- Recognizable
- Colors and fonts evoke emotions to the audience
- Rule of Three

**Content tool:**

