

Social Media Tips & Best Practices

This guide will help you make the most of your Loomis Chaffee School-related social media accounts. While we recommend every social account has a defined strategy before creation, we're here to help if you're stuck or looking for tips to boost activity and engagement.

What should I post?

Those who handle social media at Loomis Chaffee have many responsibilities, so creating content to feed your social accounts can seem daunting. Our best suggestion? Think beyond your own content. Who else is publishing media related to your area of expertise? Share and repost relatable content that other profiles are posting.

Please do not create any Loomis Chaffee-related social media accounts on your own. Contact the Office of Strategic Communications and Marketing to request a school social media account.

General Social Media Best Practices

The following best practices can be applied across all social media platforms.

- Encourage conversation. Ask questions in your captions and respond to comments on your posts by followers.
- Don't delete comments unless they're profane, obscene, harassing, threatening, or contain personal information. If it gets too negative/critical, go private or offline. Reach out to the Office of Strategic Communications and Marketing for further guidance.
- Tag other profiles in your posts if applicable.
- To respect the privacy of our students, it is best practice not to identify students by full names directly connected to your posts or tag student profiles.
- Include @LoomisChaffee when you're posting cool things happening around campus so we can repost/share!

Instagram – [Follow @LoomisChaffee on Instagram!](#)

Setting up an Instagram Profile

- Athletic accounts should use a profile photo approved or designed by the Athletic Department's Sports Information Director.

Instagram Posting Best Practices

- Be active. Post at the very least once a week.
- Quality over Quantity. Instagram is about beautiful visuals. It's better to post fewer high-quality visuals than many not-so-great ones.
- Use #hashtags. Ideally, use 3-5 hashtags per post that will increase your post reach. Please always use school standards: #LoomisChaffee #PurposeLived. Vary the rest based on the content you are posting.
- Don't use links in captions, they are NOT clickable. Instead, direct people to the link in your bio, or use the "link" sticker tool when publishing to your Instagram Story.
- Repost other Instagram users' content, especially if they have tagged you in it. Make sure to credit them and ask for permission first.
- Instagram Stories are another form of posting to share photos or videos, but different from feed posts these stories are only available to view for 24 hours. You can add text, icons, music, and drawings to them. Visuals that are posted to an Instagram Story do not appear in the regular Instagram feed nor on a user's profile (sometimes referred to as "the grid").
- Instagram Reels is a short-form video feature on Instagram designed for users to create and share engaging, entertaining videos. Reels allow users to create videos up to 90 seconds, set to music or audio clips, and enhanced with various creative tools. Including Reels in your content strategy will help to engage your audience and increase your reach.

Instagram Image/Video Size Guidelines

Recommended sizes (in pixels):

- Square Post: 1080 x 1080
- Portrait (vertical) Post: 1080 x 1350
- Landscape (horizontal) Post: 1080 x 566
- Story: 1080 x 1920
- Reel: 1080 x 1920

X, formally known as Twitter – [Follow @LoomisChaffee on X!](#)

Setting up an X Profile

- Include @LoomisChaffee in your bio. Ex: Official X account for @LoomisChaffee.
- Athletic accounts should use a profile photo approved or designed by the Athletic Department's Sports Information Director.

X Posting Best Practices

- Be active. Post at least once a day.
- Posts that include visual content (videos, photos, link previews, GIFs) get more click-throughs, likes, and shares than non-visual posts.
- Be brief. 280 characters or less. Links count for 23 characters no matter how long or short they are.
- Shorten your links. Long links are distracting; we recommend using a link-shortening tool like bit.ly to retrieve a shorter link URL.
- Use #hashtags. Ideally, 1-3 per post.
- Use emojis when relevant.
- Retweet others if they @mention you.

X Image Size Guidelines

The recommended size for images on X is 1600 x 900px.

Facebook – *[Follow The Loomis Chaffee School on Facebook!](#)*

When creating a Facebook account for Loomis Chaffee, you should create either a Page or a Group, not a Profile. Creating a profile as a business violates Facebook's Terms of Services and could cause your account to be shut down. If you're looking to create a small community for people to communicate with others around a specific topic or interest, shared identity, or common place, you should create a Facebook Group, especially if you'd like to keep the conversation private. If you're looking for a place to share news publicly (not to just a small group of people), you should create a Page.

What's the difference between a Group, Page, and Profile? How do I know which one to choose?

Here is the short answer:

Profile = personal

Page = brand, business, or organization

Group = topic-based community of people (can be private or public)

Facebook Groups

Facebook Groups are private or public communities centered around conversations that take place between its members. If you're looking to create a place where people can talk to one another about a common topic, a Facebook Group is the way to go. Members must have Facebook Profiles, but do not need to be "friends" with other members of the Group in order to talk with each other within the Group. Members can share updates, files, photos, videos — all the same files you can share on your Profile. You can also create Events and broadcast Facebook Live videos within the Group. All groups have admins (known publicly to the Group) who moderate posts by members.

There are three types of Facebook Groups:

- Open – All posts are public, and anyone can join.
- Closed – Anyone can find the Group through search, but all posts are private to members of the group. Membership must be requested and approved by a Group Admin.
- Secret – Secret groups cannot be found through search. All posts are private to members of the group, and members must be invited to join by a Group Admin.

Facebook Pages

Facebook Pages are similar to Profiles, but they are for organizations, brands, and businesses, not people. Instead of sending a "friend request" to a person on Facebook, you can follow updates from Pages by visiting the Page and clicking "like."

People manage Facebook Pages using their own personal Facebook Profiles, the general public will not be able to see that you are an admin of a Facebook Page — only admins can see this. When an admin posts on the Page, they post as the Page (not as themselves) to share photos, videos, status updates, and create events. Pages can also reply to comments, share, and like posts from other Facebook Pages and Profiles.

Facebook Posting Best Practices

- Be active. Post at least once a week.
- Be brief. Keep your posts to 450 characters or less.
- Shorten your links. Long links are distracting; we recommend using a link-shortening tool like bit.ly to retrieve a shorter link URL.
- Visuals are engaging. Try to always include a photo or video with your post.

- If you're linking to an article or website, you may have to upload your own.
- Create Facebook events
- Schedule posts.

Facebook Image Size Guidelines

Facebook image sizes change all the time! We recommend bookmarking the following [website](#) and referring to it frequently when you need to create an image. Generally, it's recommended that images are at least 800 px wide for regular posts. Square images seem to perform best, so it's recommended to use 1080px by 1080px.

Additional Resources

- [Facebook: Getting Started with Pages](#)
- [Facebook Group Basics](#)
- [Instagram Business Basics](#)
- [X, formally known as Twitter Business Basics](#)