



December 2021

## Social Media Cheat Sheet

Facebook	Comments
Images	<ul style="list-style-type: none"> <li>• If only one image: 4:5 or 1:1 aspect ratio</li> <li>• Picture with link: When adding a link, a link preview is automatically generated; 16:9 aspect ratio. Delete the link from the text once the preview has been generated; the preview will be kept. If the image is not displayed nicely in the link preview, upload a separate image.</li> </ul>
Videos	<ul style="list-style-type: none"> <li>• Aspect ratio of 4:5 or 1:1, if available (better: 16:9)</li> <li>• Add the video to a suitable playlist, if applicable</li> <li>• Upload a miniature image yourself (important – this is the first image users will see)</li> <li>• Always add subtitles/captions (at least for EN, ideally both DE and EN)</li> <li>• Upload subtitles separately if possible (.srt)</li> <li>• Tags: at least UZH, Universität Zürich, University of Zurich</li> </ul>
Text	<ul style="list-style-type: none"> <li>• <b>Post: In two languages</b>, German and English (use the FB Business Manager for that)</li> <li>• We're generally on first-name terms</li> <li>• Videos: English or German, depending on the content</li> <li>• Add emojis as suitable (though not as many as on Instagram)</li> <li>• Tag people or businesses with @, directly in the text or below.</li> </ul>
Hashtags	<ul style="list-style-type: none"> <li>• <b>Do not use hashtags on Facebook</b></li> </ul>



<b>Instagram post – remains visible in the feed</b>	<b>Comments</b>
Images (max. 10 per post) Videos (max. 1 per post)	<ul style="list-style-type: none"> <li>• 1:1 aspect ratio is easiest to use. Best visibility: 4:5, but check how the image is clipped: In the feed, the top and bottom edge is cut off.</li> <li>• If necessary, edit the photos before posting them</li> </ul>
Text	<ul style="list-style-type: none"> <li>• We're generally on first-name terms</li> <li>• Add emojis as suitable</li> <li>• Tag people or businesses with @, directly in the text or below.</li> </ul>
Hashtags	<ul style="list-style-type: none"> <li>• <b>#uzh #universityofzurich</b></li> <li>• At the end of the text</li> </ul>
Location (important: geotagging)	<ul style="list-style-type: none"> <li>• University of Zurich (Rämistrasse 71) or University of Zurich Irchel (Winterthurerstrasse 190)</li> <li>• If a different location, then use that one</li> </ul>

<b>Instagram Stories – visible for 24 hours</b>	<b>Comments</b>
Images (9:16) Videos (max. 15 sec per story; videos of up to 60 sec are automatically split into videos of 15 sec)	<ul style="list-style-type: none"> <li>• Not too much text</li> <li>• Be creative with the available features (quiz, boomerang, slider, GIFs, etc.)</li> <li>• Use UZH GIFs, if suitable</li> </ul>
<p>The following points are important when it comes to Instagram Stories:</p> <ul style="list-style-type: none"> <li>• Even people who have never heard of a topic must be able to understand what it is about.</li> <li>• If a few stories are linked by a common topic, there should be a clear beginning and a clear end.</li> <li>• If you're talking directly into the camera: Add subtitles/captions, at least in keywords. Many people look at the stories without sound.</li> <li>• Think beforehand about who could share the stories and tag their account in every story.</li> <li>• Add a location and use relevant hashtags.</li> </ul>	



LinkedIn	Comments
Pictures	<ul style="list-style-type: none"> <li>• If only one image: Aspect ratio 1:1</li> <li>• Image with link preview: 16:9; delete the link from the text once the preview has been generated</li> </ul>
Videos (max. 10 min)	<ul style="list-style-type: none"> <li>• Upload a miniature image yourself (important – this is the first image users will see)</li> <li>• Always add subtitles/captions (at least for EN)</li> <li>• Upload subtitles separately if possible (.srt)</li> </ul>
Text	<ul style="list-style-type: none"> <li>• Communication is generally more formal</li> <li>• No emojis</li> <li>• Tag people or businesses with @, directly in the text or below.</li> <li>• Vary the length of your texts for different reading needs.</li> </ul>
Hashtags	<ul style="list-style-type: none"> <li>• <b>Always use #UZH</b></li> <li>• Depending on the topic, also use: <ul style="list-style-type: none"> <li>○ #UZHinnovation, #UZHentrepreneurship</li> <li>○ #UZHdigitalization, #digitalsocietyinitiative</li> <li>○ #UZHcareerservices, #UZHjobhub, #UZHInoc</li> <li>○ #Stadtuniversität, #visionirchel, #forumuzh</li> </ul> </li> </ul>

Twitter	Comments
Images	<ul style="list-style-type: none"> <li>• 16:9 aspect ratio, up to 4 images</li> </ul>
Videos (max. 140 sec)	<ul style="list-style-type: none"> <li>• 4:5 (preview 1:1) or 1:1, if available</li> <li>• Videos up to 60 sec are played on a loop</li> <li>• <b>First frame = miniature image</b> (important – this is the first image users will see)</li> <li>• Always use subtitles (embedded)</li> </ul>
Text (max. 280 characters)	<ul style="list-style-type: none"> <li>• @uzh_ch German, @uzh_en English, communication is generally more formal (e.g. use surnames)</li> <li>• No emojis</li> <li>• <b>Research people and businesses and tag them with @.</b> Directly in the text or below.</li> <li>• We don't abbreviate links: Links always count as 23 characters, source is more obvious.</li> </ul>
Hashtags	<ul style="list-style-type: none"> <li>• Use one to two relevant hashtags (not #UZH)</li> <li>• Adding them at the end improves readability</li> </ul>
Interactions	<ul style="list-style-type: none"> <li>• Like retweets by others that have comments</li> <li>• Retweets: make sure that the source is trustworthy and that the context and connection to UZH is clear.</li> </ul>



YouTube	Comments
Videos	<ul style="list-style-type: none"> <li>• Upload a miniature image/thumbnail yourself (important – this is the first image users will see)</li> <li>• Always use subtitles</li> <li>• Upload subtitles separately if possible (.srt)</li> <li>• Add the video to a suitable playlist</li> <li>• Tags are crucial for searching; make sure that tags are relevant and not too generic</li> </ul>
Text	<ul style="list-style-type: none"> <li>• Include keywords in the text that could also be used in a search.</li> </ul>
Hashtags	<ul style="list-style-type: none"> <li>• <b>Always use #UZH and #UniversityofZurich</b></li> <li>• At the end of a text</li> <li>• Max. three hashtags are displayed directly above the title</li> </ul>

**In general:**

**The first sentence is crucial.**

- It should catch people’s interest, inspire or surprise them, give them useful information.
- Only those who are really interested will click on “More”.

Example of an event:

Your first sentence should NOT be: On (date), event xy took place at UZH.

Instead, we recommend to explain why the event was exciting or mention one of its highlights.

Only then should you explain what kind of event it was for those who are interested.

**Clear, unambiguous language.**

- Short sentences.
- Use active structures.
- Avoid technical terms as far as possible.
- Ask a second person to check your post (e.g. for spelling mistakes): Subsequent changes to a post are “punished” by the algorithm.

**Edit photos before posting, if necessary.**

- Using a smartphone: Directly in the photo app or with the Snapseed app, for example

**The first few seconds of a video are crucial.**

- Start the video with a highlight (must be a “scroll stopper”, not an intro)
- UZH watermark in the top right corner; use the UZH credits
- Upload videos directly to the platform.