October 2022

Social Media Cheat Sheet

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Comments</th>
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| Images   | • If only one image: 4:5 or 1:1 aspect ratio  
            • 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. |
| Videos   | • Aspect ratio of 4:5 or 1:1, if available (better than 16:9)  
            • Add the video to a suitable playlist, if applicable  
            • Upload a miniature image yourself (important – this is the first image users will see)  
            • Always add subtitles/captions (at least for EN, ideally both DE and EN)  
            • Upload subtitles separately if possible (.srt)  
            • Tags: at least UZH, Universität Zürich, University of Zurich |
| Text     | • Language: German or English  
            • We’re generally on first-name terms  
            • Add emojis as suitable (though not as many as on Instagram)  
            • Tag people or businesses with @, directly in the text or below |
| Hashtags | • Do not use hashtags on Facebook |
## Instagram post – remains visible in the feed

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| Images (max. 10 per post) | • 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.  
• If necessary, edit the photos before posting them |
| Video | • Videos under 15 minutes will automatically be posted as reels, unless they are part of a carousel post which also includes photos |
| Text | • We’re generally on first-name terms  
• Add emojis as suitable  
• Tag relevant accounts with @, in the text or below |
| Hashtags | • #uzh #universityofzurich  
• At the end of the text |
| Location (important: geotagging) | • University of Zurich (Rämistrasse 71) or University of Zurich Irchel (Winterthurerstrasse 190) |

## Instagram Stories – visible for 24 hours

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| Images or videos (up to 60 sec per story) | • Aspect ratio of 9:16  
• Not too much text  
• Be creative with the available features (quiz, GIFs, etc.)  
• Use UZH GIFs, if suitable (search for “uzh” in the GIFs)  
• Add subtitles/captions, at least in keywords. Many people look at the stories without sound.  
• Tag relevant accounts. Only tagged accounts can share your story. |

## Instagram Reels – remain visible

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| Videos (up to 90 sec if filmed in the app; up to 15 minutes for uploads) | • Aspect ratio of 9:16  
• When using subtitles/text in the video, make sure that the safety zones are left blank (especially the lower third and right!)  
• Choose a suitable audio. Trending audios receive more reach by the algorithm.  
• Select or upload the title image yourself. In addition, determine which (square) section of the cover image appears in the feed. |
| Text | • Keep the caption short. Highlights at the beginning.  
• Tag relevant accounts.  
• Hashtags #uzh #universityofzurich at the end of the text |
## Communications

### LinkedIn

| Pictures | • If only one image: Aspect ratio 1:1  
|          | • Image with link preview: 16:9; delete the link from the text once the preview has been generated |
| Videos (max. 10 min) | • Upload a miniature image yourself (important – this is the first image users will see)  
|          | • Always add subtitles/captions (at least for EN)  
|          | • Upload subtitles separately if possible (.srt) |
| Text | • Communication is generally more formal  
|          | • No emojis  
|          | • Tag people or businesses with @  
|          | • Vary the length of your texts for different reading needs. |
| Hashtags | • **Always use #UZH**  
|          | • Depending on the topic, also use:  
|          |   o #UZHinnovation, #UZHentrepreneurship  
|          |   o #UZHdigitalization, #digitalsocietyinitiative  
|          |   o #UZHcareerservices, #UZHjobhub, #UZHInoc  
|          |   o #Stadtuniversität, #visionirchel, #forumuzh |

### Twitter

| Images | • 16:9 aspect ratio, up to 4 images |
| Videos (max. 140 sec) | • 4:5 (preview 1:1) or 1:1, if available  
|          | • Videos up to 60 sec are played on a loop  
|          | • **First frame = miniature image** (important – this is the first image users will see)  
|          | • Always use subtitles (embedded) |
| Text (max. 280 characters) | • @uzh_ch German, @uzh_en English, communication is generally more formal (e.g. use surnames)  
|          | • No emojis  
|          | • **Research people and businesses and tag them with @.** Directly in the text or below.  
|          | • We don’t abbreviate links: Links always count as 23 characters, source is more obvious. |
| Hashtags | • Use one to two relevant hashtags (not #UZH)  
|          | • Adding them at the end improves readability |
| Interactions | • Like retweets by others that have comments  
|          | • Retweets: make sure that the source is trustworthy and that the context and connection to UZH is clear. |
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”.

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.