



UNIVERSITY OF WEST GEORGIA

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# UWG Social Media Toolkit

Updated November 2023

University of West Georgia  
University Communications and Marketing

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# Let's Share the Story

The University of West Georgia leverages social media as a powerful platform to share compelling stories and engage with its diverse community, including students, alumni, and other stakeholders. By utilizing social media, UWG can effectively disseminate information and narratives that reflect the university's essence, fostering connections and promoting a sense of belonging among our audience. This strategy is integral to the social media toolkit, which aims to equip UWG's Social Media Managers with the resources and guidance necessary for successful storytelling and outreach in the digital realm.



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# UWG's Social Media Goals

1

Increase engagement between current and prospective students, alumni, faculty, staff, and community members

2

Organically showcase life at UWG

3

Post consistently and strategically

4

Relay institutional messages and goals



# Know the Platform



**Instagram**

Instagram is a social networking site meant to provide context, educate your audience(s), be personable, and encourage followers to take action. Users can upload photos and videos to share with others, as well as view, comment, and like posts of those they follow. Utilize all features such as the ability to post in your feed, to Instagram stories, Reels, and create Guides.



**Facebook**

Facebook is a social networking site that makes it easy to share with your audience highlights of news features, alumni profiles, and success stories happening not only in your specific department or division, but across campus and in the community.



**YouTube**

YouTube is a video-sharing platform designed for creators to share their content, build an audience, and inspire viewers to engage with their videos. On YouTube, you can showcase your creative talents, share your knowledge, and connect with like-minded content creators.



**LinkedIn**

LinkedIn is a professional networking site, tailored to connect with industry peers, maintain a professional image, and inspire your network to engage with your content. Here, you can showcase achievements and network with like-minded professionals.



# Campus Hashtags Examples

## General

#UWG  
#GoWest

## Alumni Related

#UWGAlumni  
#ForeverWest  
#UWGGrad  
#WentWest

## School, Department, or Program Specific

#UWGAdmissions  
#UWGCACSI  
#UWGBookstore  
#UWGCampusLife



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# Hashtags In Use

1. Graduates, welcome to the #ForeverWest family 🎓✨
2. Recently, #UWG President spoke to an Organizational Leadership class to encourage and give advice to students.
3. Follow our UWG Social Media Ambassadors to see what your life could look like if you #GoWest
4. Our #UWGAlumni had so much fun at the Homecoming football tailgate! 🏈🙌
5. Congratulations Class of 2023, you've made it to #UWGGrad status 🎓✓
6. Click below to read more on why UWG Alum Jo Smith #WentWest
7. Comment below if y o u plan on attending Fall Showcase hosted by #UWGAdmissions this weekend ↩
8. #UWGCACSI offers a variety of programs from Performing Arts ➡ Biology!
9. Looking for new UWG apparel? The #UWGBookstore has you covered!



# Design Assets

The following images should be uploaded to all UWG-Sponsored social media accounts by the account manager(s).

Click on a profile image to access your UWG-Sponsored social media profile image.





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# Additional Resources

For additional resources regarding best practices, institutional messaging, manager information, and more, click [here](#) to access the UWG Social Media Managers shared Google Drive. This resource is for all UWG-Sponsored Social Media Managers.

For further questions, email UWG's Digital Content Strategist or email [socialmedia@westga.edu](mailto:socialmedia@westga.edu).

