**Social Media**

UB’s social media aims to be informative, engaging, professional, and friendly. We love highlighting the UB community and the involvement of students, faculty, and staff on campus. If you have photos, videos, or information that you want shared on UB’s social media, please consider the following questions:

* Are you trying to promote an upcoming event? - see **Event Recap Template**
* Are you trying to recap a past event? - see **Event Recap Template**
* Do you have content that is not related to an event?
	+ Include photo or video
		- Please consider the platform. Vertical videos are typically only used on TikTok and Instagram stories. Horizontal videos are used on Facebook, Instagram posts, and LinkedIn.
	+ Include description of content
		- When the photo/video was taken
		- Where the photo/video was taken
		- Name and subject taught by faculty in photo/video
		- Name, grade, and major of student(s) in photo/video
	+ Include purpose of submission

\*Please note that all content submitted is subject to approval by the UB Marketing and Communications department. It is possible that content sent in will not make it to social media due to our calendar schedule/posting guidelines.