

Follow these quick tips to help your class promote your Mental Health Awareness Campaign throughout May on your social media accounts.

Consistent Branding: Establish a consistent visual identity across all social media platforms. Use cohesive colors, fonts, and imagery to reinforce your project's branding. Consistency builds recognition and trust among your audience.

Create with Visuals: If applicable, utilize a variety of visuals such as statistics, videos, and images to convey your message. Visual content tends to capture attention and evoke emotions more effectively than text alone.

Use #BreaktheStigma: Research and incorporate relevant hashtags into your posts to increase visibility and reach a broader audience. Use the #BreaktheStigma and tag @varsitybrands on all posts to reach a wide range of audiences.

Share Testimonials: If applicable, encourage individuals to share their experiences and involvement with the Mental Health Awareness Campaign. Stories about your students' involvement will foster community and support among your followers.

Encourage Interaction: Spark conversations on your social media accounts by asking questions or sharing polls related to your Mental Health Awareness Campaign. Engage with comments and messages promptly to foster a sense of connection and inclusivity.

Celebrate Milestones: Acknowledge and celebrate milestones reached by your students on their Mental Health Awareness Campaign. Recognizing your students' progress fosters a sense of accomplishment and motivates continued engagement.

VARSITY // BRANDS
THE COLLECTIVE
STUDENT EMPOWERMENT MONTH

**LEVERAGING
SOCIAL MEDIA**

Common Social Media Post Sizes:

Instagram:

Square posts: 1080 x 1080 pixels

Landscape posts: 1080 x 608 pixels

Portrait posts: 1080 x 1350 pixels

Stories: 1080 x 1920 pixels

Facebook:

Shared image: 1200 x 630 pixels

Shared link: 1200 x 627 pixels

Event cover: 1920 x 1080 pixels

Profile picture: 360 x 360 pixels

X (Twitter):

Shared image: 1200 x 675 pixels

Shared link: 1200 x 628 pixels

Header photo: 1500 x 500 pixels

Profile picture: 400 x 400 pixels

TikTok:

Profile picture: 200 x 200 pixels

Video resolution: 1080 x 1920 pixels (9:16 aspect ratio)