

VARSITY // BRANDS

THE COLLECTIVE

STUDENT EMPOWERMENT MONTH

LEVERAGING SOCIAL MEDIA

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.

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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)