

Social Media Toolkit Guide

Social Media Toolkit

Introduction

This toolkit provides an overview of the social media guidelines, templates, and best practices for posting job opportunities on social media. The purpose of this toolkit is to help maintain brand consistency and align with the social media brand strategy for the Anschutz campus when sharing job opportunities across social media.

Table of Contents

Overview of CU Anschutz Social Media	3
Guidelines.....	3
Anatomy of an Effective Post	4
Social Media Best Practices	6
Templates.....	6
Accessibility	7
Additional Resources	8

Overview of CU Anschutz Social Media

At the University of Colorado Anschutz Medical Campus, the following social media accounts are managed by the [Office of Communications](#)

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[X \(formerly Twitter\)](#)

If your department is interested in setting up a department social media account, those requests must be submitted through the [registration form](#)

We also have a Glassdoor account for the Anschutz campus managed by Central HR. A member of Central HR responds to reviews for the campus bi-weekly. If we can tell what department the review is for, it will be shared with the HR leader for that unit.

[Glassdoor](#)

Guidelines

To align with the Office of Communications branding guidelines, we ask that you use the following specifications when possible while creating a branded social media post.

Font – Neue Helvetica, Arial, or Roboto (for all caps postings)

Colors – Black – HEX #000000



Gold – HEX #CFB87C



White – HEX #FFFFFF



The Office of Communications has some additional [social media guidelines](#) that would be recommended for review. Please work with your department's communication liaison if you need a CU Anschutz or department logo.

Anatomy of an Effective Post

A social media post is designed to grab the viewer's attention and get them to click on the link to learn more, like, or even share the content. The goal is to maximize what is being posted while also keeping it short and engaging. Choose wisely when it comes to what you want to feature and what would work better as linked content. Below are some tips on an effective social media post.

Facebook – The most effective posts usually have around 40-80 characters.

X (formerly Twitter) has a 280-character limit. The most effective posts are usually around 71100 characters.

LinkedIn – The ideal length on LinkedIn is 100 characters. After 140 characters, the user has to click the 'See More' button to view the rest of the content.

- [What's The Best Social Media Post Length?](#)

Check out the [Communication Department's site](#) for more tips on the audience, tone, and best time to post.

Grab Attention – Let people know you are hiring with a short phrase to grab attention. We have some example starts in the template section to help you get started.

Body – Keep the posting to 2-3 short sentences of the most important things to highlight about the role.

Call to Action – This can also be part of the first grab attention. If you include a link, let the audience know more information can be found in the link.

Link – Ensure you list a link to the job posting on CU Careers for the user to get more information on the role. To shorten the link, we recommend using a URL shortener. This helps condense the size of the URL to make it easier to fit into the posting. Some free URL shortener sites are in the 'Additional Resources' section.

Hashtags – Use hashtags. Hashtags are used to amplify messages to larger communities and the number used depends on each platform. Prior to using hashtags, search for them on each social platform to ensure no derogatory associations exist. Less is more. If your content relates to a hashtag that is trending on a social platform, even better.

Branded Image – Use a branded image. Having a brand image for CU Anschutz showcases our brand and builds credibility for the post when it's associated with our brand. Since a link will be in the post, the social media site will try to pull an image from CU Careers. Delete that image and upload one of our branded images for a complete and branded post.

Recommended Hashtag Use

- Facebook: 2–3
- X (formerly Twitter): 1–3
- LinkedIn: 1–5

For the Anschutz campus hiring posts, we recommend using the following hashtags:

#CUAnschutz	#JobSeekers	#Employment
#CUCareers	#Opportunity	#Community
#Hiring	#Opportunities	#Recruitment
#Careers	#JobOpportunity	
#ApplyToday	#Jobs	
#JoinOurTeam	#JobSearch	

Example

Following is a sample post that incorporates the items from the preceding section:

Grab Attention

We're **#Hiring**! Join the Finance Department as an Accountant. This is a great opportunity to build your career and be part of the CU Anschutz community. This role is responsible for compliance with implementing and monitoring accounting standards and much more. To learn more about this outstanding opportunity click on the link below.

Body


Call to Action

<https://tinyurl.com/ycxdp9ht> **Link**

Hashtags

#CUAnschutz #CUCareers #Accounting #Finance #JoinOurTeam #ApplyToday

Branded Image



Social Media Best Practices

In this job market, it's best practice to share and promote job opportunities on social media. It's a relatively inexpensive way to promote open jobs amongst your department and networks. Social media can broaden your applicant pool and reach individuals who may not be going to our traditional job sites.

Another best practice is to share social media posts with the search committee and share the opportunity to broaden the outreach efforts further. Sharing it with the search committee to promote it can help job opportunities connect with active and passive job seekers. It also helps endorse our campus as a 'great place to work' when employees share job opportunities with their network.

If the department would like the search committee or others within the department to share the opportunity, it's best practice to provide a link to the post for them to easily share. In the next section, we will get into templates that can be used and modified for your department, along with sample verbiage to use in your posts to help build interest in the opportunity.

Lastly, notify your Talent Acquisition Consultant when you share a job on social media and provide a link so they can like and share the opportunity.

Templates

This section will provide you with some starting phrases to grab attention. Use one of these starter phrases along with a sentence or two with the exciting aspects of the role.

- We're #Hiring! Join the DEPARTMENT NAME as a JOB TITLE.
- See yourself at #CUAnschutz! The DEPARTMENT NAME is hiring for a JOB TITLE.
- Make a difference at #CUAnschutz! We're hiring for JOB TITLE in the DEPARTMENT NAME.
- Grow your career at #CUAnschutz! The DEPARTMENT NAME is hiring for a JOB TITLE.
- Join our team! Be part of the CU Anschutz community as a JOB TITLE.
- Ready to take your #Career to the next level? CU Anschutz is hiring for a JOB TITLE in DEPARTMENT NAME.
- Passionate about INDUSTRY (healthcare/research/etc.)? Our DEPARTMENT NAME is hiring for a JOB TITLE.
- We're expanding our team! Join DEPARTMENT NAME as a JOB TITLE.
- Launch your career at #CUAnschutz! We're hiring JOB TITLE within the DEPARTMENT NAME.
- Elevate your career at #CUAnschutz! We're seeking a JOB TITLE to join the DEPARTMENT NAME.

Accessibility

We want to cast a broad net when it comes to attracting potential applicants to our job opportunities. One way to help with that effort is to ensure that your social media post is accessible. Having an accessible post allows for individuals with varying abilities to be able to interact with the content. Below are a couple of recommendations to enhance accessibility of a social media post.

1. **Add alternative (alt) text to images)** – alt text is a description of the image that's being shown that allows screen readers to read the image to the user. This can also be used for videos on social media as well. For steps on adding alt text to an image, check out the Sprout Social link it includes steps based on the social media platform.
2. **CamelCase** – when using hashtags in a post, use 'CamelCase.' CamelCase is used with hashtags and capitalizes the first letter of each word if multiple words are used in a hashtag. This allows users to be able to read the hashtag if they are using a screen reader. This is especially helpful when the hashtag has multiple words.

Example: #joinourteam = #JoinOurTeam with CamelCase

3. **Avoid acronyms** – this is important in social media and job posting to avoid acronyms. Once the words in the acronym are spelled out, the acronym can be used so the audience is aware. Below is an example of how an acronym can be used effectively. After it's established then the acronym can be used.

Example: School of Medicine (SOM)

For more tips on making your social media post more accessible, check out the link below by [Sprout Social](#).

Additional Resources

Images

The Office of Communications has several options in [Image Relay](#) if the department is seeking images or the official CU Anschutz logo for social media postings.

URL Shortener

Using a URL shortener is a great way to condense a long URL into a smaller URL for people to use. The benefit is that it takes up less post space and avoids having a multiple-line URL. We recommend using a URL shortener in your social media post.

Following is a list of free URL shorteners to consider using:

[Bitly](#)

[tinyurl](#)

[Rebrandly](#)

On these sites, they do have paid for plans. Usually, if you scroll down the page, it will have a section for you to input the URL to shorten it without a paid for account.

Link Reference

Bitly: <https://bitly.com/>

Communication Department site: <https://www.cuanschutz.edu/offices/communications/social-media#ac-frequencybest-times-to-post-2>

Facebook: <https://www.facebook.com/CUAnschutzMed/>

Glassdoor: https://www.glassdoor.com/Reviews/University-of-Colorado-Anschutz-MedicalCampus-Aurora-Reviews-EI_IE7992904.0,46_IL.47,53_IC1148156.htm?filter.iso3Language=eng

Instagram: <https://www.instagram.com/cuanschutz/>

LinkedIn: <https://www.linkedin.com/school/cuanschutz/>

LinkedIn Article: What's the Best Social Media Post Length?:
<https://www.linkedin.com/pulse/whats-best-social-media-post-length-siva-yenneti/>

Office of Communications social media guidelines:
<https://www.cuanschutz.edu/offices/communications/social-media/guidelines>

Rebrandly: <https://www.rebrandly.com/>

Sprout Social: <https://sproutsocial.com/insights/social-media-accessibility/>

tinyurl: <https://tinyurl.com/app>

X (formerly Twitter): <https://twitter.com/CUAnschutz>