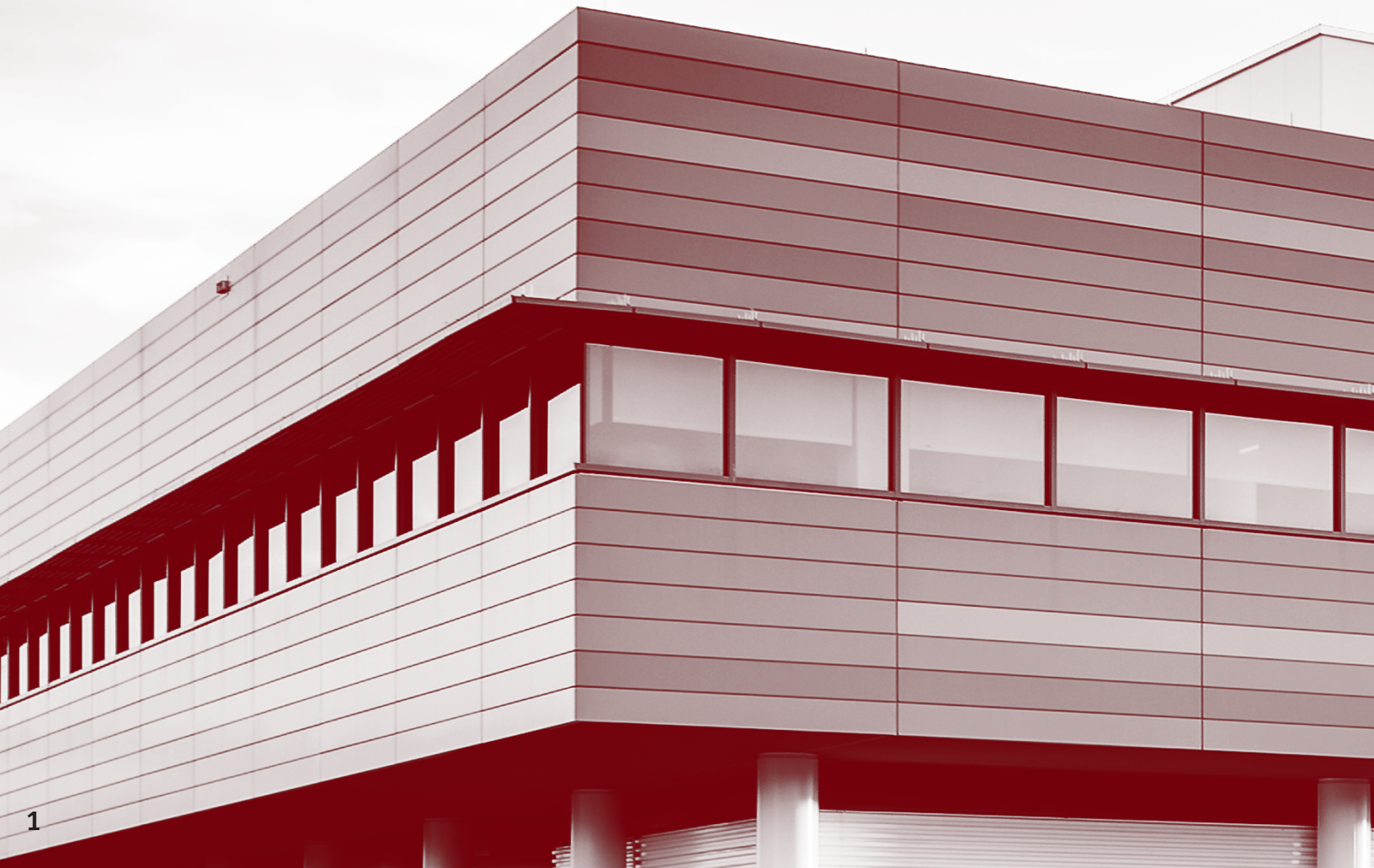Darla Moore
School of Business
UNIVERSITY OF SOUTH CAROLINA

2024

OFFICIAL DARLA MOORE SCHOOL OF BUSINESS

SOCIAL MEDIA GUIDE

ACCOUNT USERNAMES

- **Facebook:** mooreschool
- **Twitter/X:** @MooreSchool
- **Linkedin:** university-of-south-carolina-darla-moore-school-of-business
- **Instagram:** moore_school

FACEBOOK

AUDIENCE:
An even spread of Generation X (ages 43-58) and Millennials (ages 27-42)

BEST TIMES TO POST ON FACEBOOK:
Mondays from 8 a.m. to 1 p.m.
Tuesdays from 8 a.m. to 2 p.m.
Wednesdays from 8 a.m. to 1 p.m.
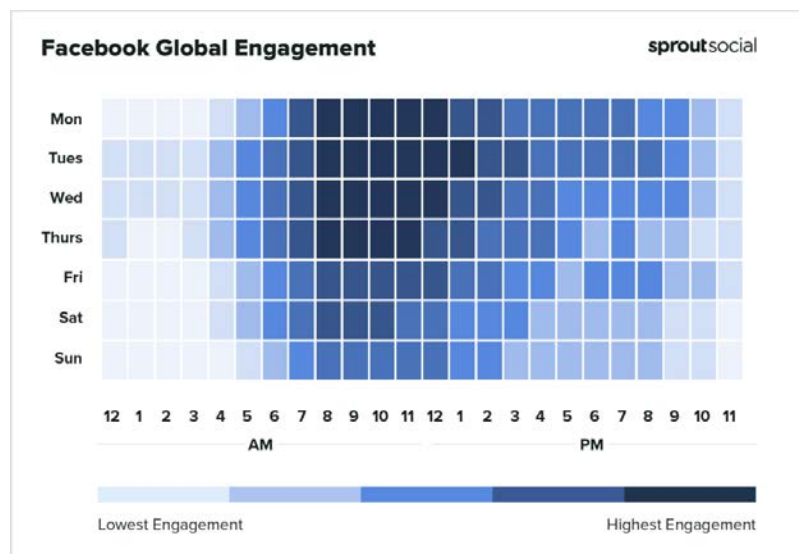*Thursdays* from 8 a.m. to noon

BEST DAYS TO POST ON FACEBOOK:
Mondays through Thursdays

WORST DAYS TO POST ON FACEBOOK:
Sundays

POST BETWEEN 1 TO 2 TIMES PER DAY

University of South Carolina Darla Moore School of Business
Published by Sydney M. Hankinson · November 3, 2023

Congratulations to Moore School MHR students Kristian Andaas, Thomas Lentine, Claire Rish, Ty'Ren Turner and Sarah Watson in their 2nd place win at the Purdue Case Competition. And congratulations to Ty'Ren who was named the best presenter!

Facebook Global Engagement — sproutsocial

TWITTER/ X

AUDIENCE:
Primarily Millennials (ages 27-42)

BEST TIMES TO POST ON TWITTER:
Tuesdays from 9 a.m. to 2 p.m.
Wednesdays from 9 a.m. to 1 p.m.
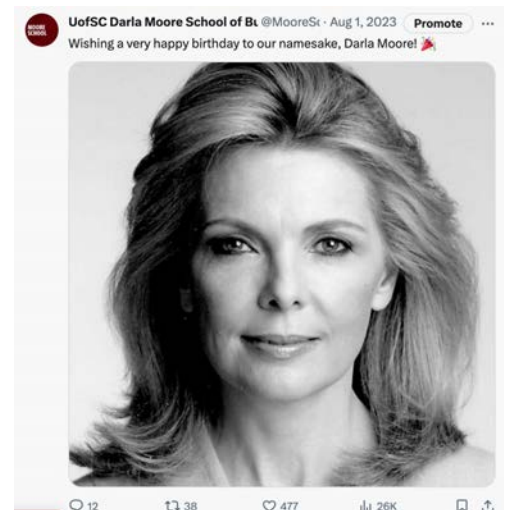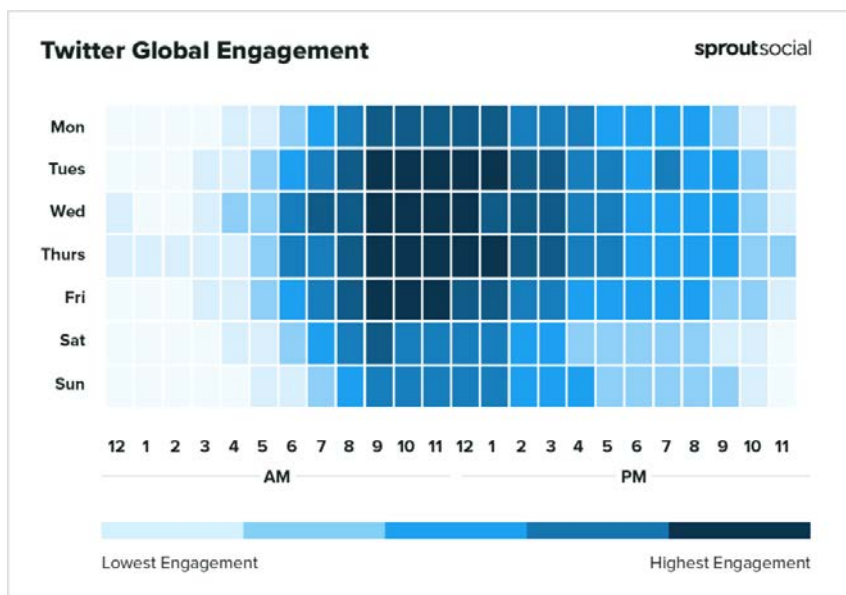*Thursdays* from 9 a.m. to 2 p.m.
Fridays 9 a.m. to noon

BEST DAYS TO POST ON TWITTER:
Tuesdays through Thursdays

WORST DAYS TO POST ON TWITTER:
Sundays

POST BETWEEN 2 AND 3 TIMES PER DAY

LINKEDIN

AUDIENCE:
Baby boomers (ages 59-68), Generation X
(ages 43-58), and Millennials (ages 27-42)

BEST TIMES TO POST ON LINKEDIN:
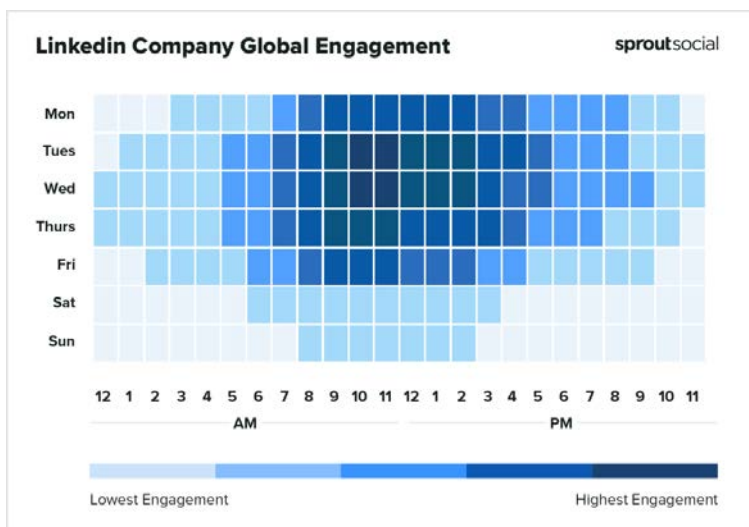Tuesdays and Wednesdays
from 10 a.m. to noon

BEST DAYS TO POST ON LINKEDIN:
Tuesdays through Thursdays

WORST DAYS TO POST ON LINKEDIN:
Weekends

POST BETWEEN 1 AND 2 TIMES PER DAY

Linkedin Company Global Engagement — sproutsocial

INSTAGRAM

AUDIENCE:
Primarily Millennials
(ages 27-42)

BEST TIMES TO POST ON INSTAGRAM
Mondays from 10 a.m. to noon
Tuesdays from 9 a.m. to 1 p.m.
*Wednesday*s from 10 a.m. to 1 p.m.
Fridays from 9 to 11 a.m.

BEST DAYS TO POST ON INSTAGRAM:
Tuesdays and Wednesdays

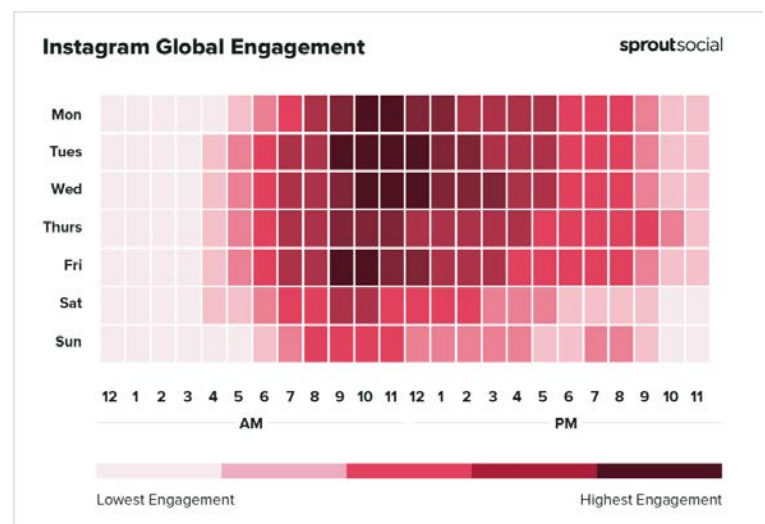**WORST DAYS TO POST ON INSTAGRAM:**
Sundays

WHEN TO POST
Feed:
Post between 3 and 5 times per week
Stories:
Post 2 times per day

View insights   Boost post

Liked by **lososorio** and **318 others**
moore_school After a missionary trip to Chile where he taught English, management and entrepreneurship assistant professor Jeff Savage said he "fell in love with teaching."

Knowing he didn't want to teach accounting, he realized that he could earn his Ph.D. in entrepreneurship and strategy.

Instagram Global Engagement   sproutsocial

Lowest Engagement   Highest Engagement

HASHTAGS

Some of the hashtags we have used. Use mainly on Instagram and LinkedIn and no more than 3-6 at a time. Only 1 or 2 on FB posts. Make sure to CHECK what a hashtag is about before using it!

- #GivingTuesday
- #MeetTheDean
- #ForevertoThee23 (use relevant year)
- #Alumni
- #Networking
- #USC
- #Homecoming
- #NetworkWithMoore
- #ShuckandShag2023 (use relevant year)
- #MooreSchool
- #DarlaMoore
- #Gamecocks
- #GoGamecocks
- #SpursUp
- #Cocky
- #FDOC
- #StudentLife
- #FlashbackFriday
- #LinkInBio

- #MemorialDay
- #TravelTuesday
- #BusinessEducation
- #MBA
- #BusinessSchool
- HigherEd
- #WednesdayWisdom
- #Give4Garnet
- #G4G23 (use relevant year)
- #StudentExperience
- #BusinessBash2023 (use relevant year)

PHOTO/VIDEO

ORIENTATION

Unless it is a photo or video going on YouTube, it is generally best to shoot social media photos and videos vertically

CAPTIONS

Ideal length is 138-150 characters

Make sure to abide by USC brand standards

TAGGING

Tagging other Instagram accounts can boost your post's engagement

Only tag when there's a chance that it will be seen as a positive by the person being tagged
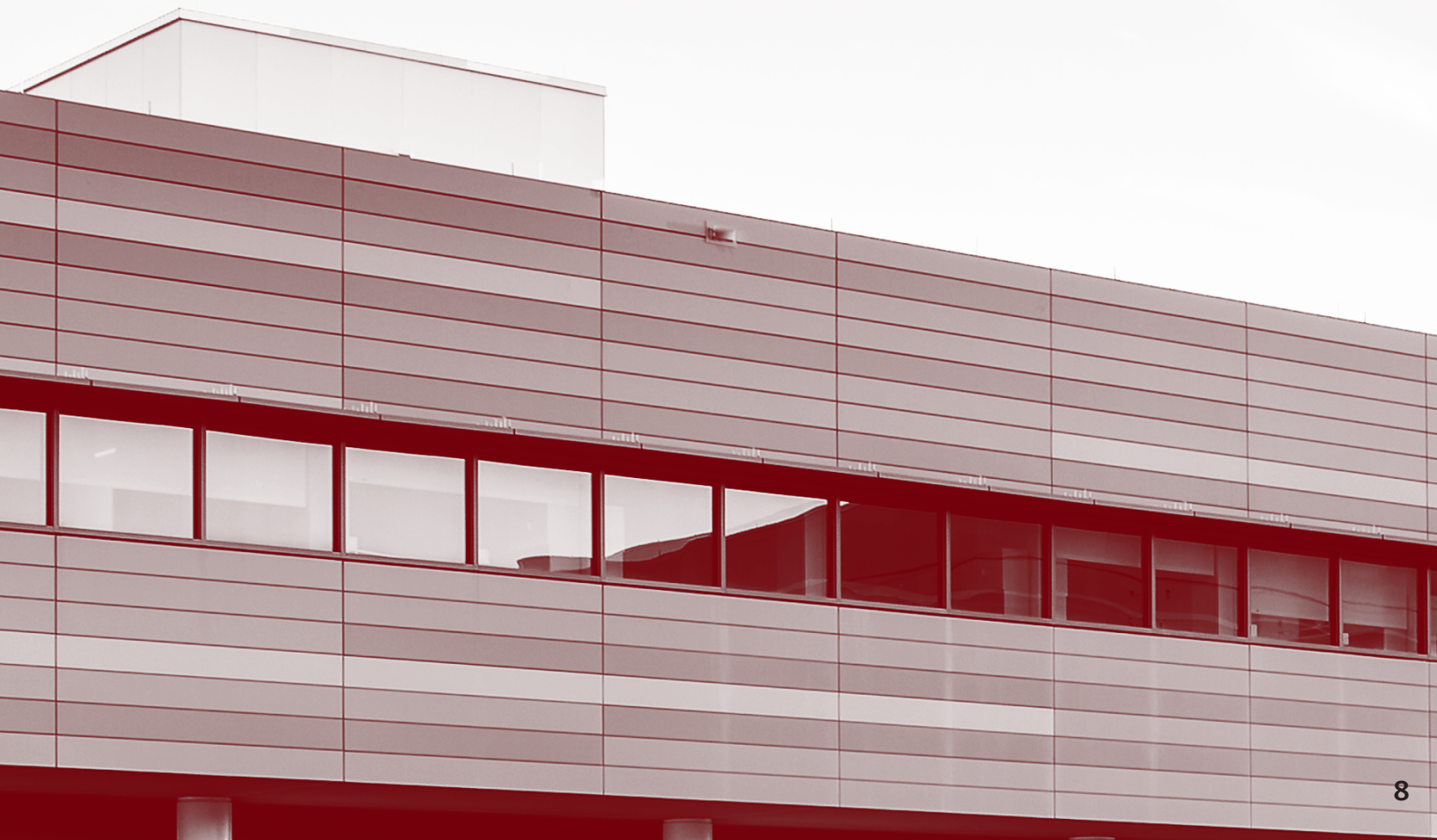
VIDEO LENGTH
- IG/FB Stories- up to 15 seconds
- IG Feed- ideally 15-30 seconds
- FB Feed- ideally 24-90 seconds
- Twitter/X- ideally 20-45 seconds
- YouTube- ideally under 2 minutes
- LinkedIn- ideally 30 seconds to 5 minutes

REQUESTING A POST

Submit a social media request by emailing marcom@moore.sc.edu

Form submission does not necessarily guarantee post, will still need to be approved