

DAY  FOR THE
KNIGHTS

HOW-TO CREATE A SIMPLE & EFFECTIVE SOCIAL MEDIA POST

DAY FOR THE KNIGHTS 2022

“Meaningful quote from
spotlight questions; something
that really captures the
spirit of your team + MU”

- NAME 'GRAD YEAR



PICTURE OF PERSON/PEOPLE

We understand that not everyone is a designer, and we want to provide as much assistance as we can! If you are not particularly adept with Photoshop or InDesign, we suggest recreating this design on Canva.

Canva (www.canva.com) is an online design platform that makes making social media incredibly easy.

You can create a free account, click on “Create a design”, and select “Instagram Post” or “Facebook Post” as your style. From there it's very simple!

Some notes for while you're designing:

- Current students & alumni need to have their graduation year listed after their names (ex: Joe Student '08)
- Our color hexcodes are #031E51 and #FDB813
- When in doubt, review the Marian University brand guide!

Please review our sample for a better understanding of how these general posts could/should look.

DAY FOR THE KNIGHTS

“Marian University Office of Advancement is great because my fellow interns and professional mentors care so much about my well-being and only want to see me thrive.

It feels less like work here and more like a vacation with *family.*”

- Annie Klare '22
Intern, Office of Advancement



Marian University Alumni Association

Annie Klare '22 is a senior Communication major and intern in the Office of Institutional Advancement. While she's not sure what awaits her after leaving Marian University, she knows she doesn't want her time here to end any time soon.

When asked what would people least expect about working in the Office of Advancement, she said: “We love to pull pranks on each other... at least on the third floor! But don't worry, they're all harmless. We're really great at balancing fun and work, which means I never dread coming to Sommers Mansion.”

Additionally, when asked why she's supporting the Office of Advancement on Day for the Knights, she responded: “I've never felt more connected to Marian than after I started working with our donors, those who have helped cultivate the scholarships I received, the buildings I eat and study in, and the vibrant campus that I call home.”

Well, we are so happy to have you in our office, Annie! If you want to support students like Annie, do so by following the link below! #DayForTheKnights 2022

[INSERT LINK]

CAPTION WRITING TO-DO LIST:

There are **three circles** on the sample caption, found on the previous page. Each one represents one of the three things you must do before completing your caption.

TAG

If you are spotlighting a student, faculty member, alumni, or constituent and they have the social media platform that you are using, please tag them. This is done a variety of ways, dependent on the platform you are using, but typically is done by inserting an “@” symbol before their name, this will open a search option where you can look for and select their account.

This is important because it alerts them that they’ve been posted about, giving them the opportunity to engage, but it also alerts their friends/followers that they’ve been featured in a post, subsequently extending the reach of said post.

HASHTAG

The official Day for the Knights hashtag is “#DayForTheKnights2022”. We ask that you include this at the end of all your captions related to DFTK. If you were to click on the hashtag, you would see all posts made on the platform with that hashtag included.

If you would like to use a secondary hashtag, they must be approved through Allison Hering in MarCom.

LINK

You have/will be provided a link to the DFTK giving page, where we are collecting donations. Please include this at the bottom of all your DFTK-related posts, so that viewers know where to go to donate.

Questions to ask when interviewing:

The following 9 questions should be asked to your students/faculty/staff/alumni/constituents if you plan on spotlighting them for Day for the Knights. You do not have to include all of their answers in your social posts, but they should provide you a good set of answers to build your promotions out of.

1. What brought you to Marian University, and the team that you're currently on?
2. What is your favorite part about working on your team?
3. What is unique about your team?
4. Does your team have any traditions?
5. What is unexpected about working on this team?
6. Why should someone support your team on Day for the Knights?
7. What's a fun fact about YOU?
8. What is your favorite memory on your team?
9. Why Marian University?

* "team" = program/department/office/organization