

# How to Optimize Your Social Media Posts

Boost online student engagement with your career center



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# General tips and tricks

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## Save time for Instagram, LinkedIn, and Twitter

Try a free or low-cost social media planning tool, such as [Hootsuite](#) or [Later](#), which will allow you to pre-plan and schedule posts in advance. However, when posting to Facebook, we recommend posting directly with [Facebook Creator Studio](#) to avoid any algorithmic penalties.

## Focus your social energy on the platform(s) where you can really thrive

Don't feel pressured to create a TikTok or Twitter just because they're there; stick to platforms where you think you'll have the best chance of reaching your students and be able to maintain a regular content cadence. Social media can be time-consuming, and there's no shame in leaning into only one or two platforms where you can really shine.

## Leverage your students to create content

If your career center staff don't feel up for figuring out the world of TikTok, a student volunteer might be up to the task. Be sure to spotlight students and their successes on social media. When other students see a peer who's landed a great job with the help of your career center, it helps build confidence in your advice and tools and inspires them in their own hunt.

## Use pre-built assets from Handshake

Save time by using Handshake's library of [pre-made social media assets](#) to inspire and engage students! Also check out [Handshake's Student Blog](#) for more shareable student career tips, and follow Handshake (@joinhandshake) across social media for content that you can easily share and repost.



**Pro-tip:** Tag Handshake in any student success stories! We're always happy to repost or feature your students and shout out your career center. You can also email student stories to [stories@joinhandshake.com](mailto:stories@joinhandshake.com).

# Facebook

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## **Click to follow Handshake on Facebook**

### **1. Catch their eye**

Utilize visual imagery in your posts—because photos and videos take up more space in the feed, they're more likely to catch your audience's attention as they scroll! Most links serve the same function, as they auto-pull their own image.

### **2. Streamline your message**

When communicating on social media, assume that your audience is quickly skimming. Identify your main points and lead with them. When targeting students, consider the following:

- **What's the main goal of your post?** Are you announcing a virtual career fair, promoting Handshake signups, or closing your office for the holiday break?
- **Why is it relevant to them?** Communicate clearly (and concisely!) why they need to know and what benefit it will have for them.
- **What is their next step?** End with a strong call to action.

### **3. Engage with your audience**

When relevant, encourage conversation in your Facebook comments by asking a question in your caption or encouraging sharing among the student body.

### **4. Post using Facebook's own tools, either directly or using Facebook Creator Studio**

Content is sometimes penalized by not being shown to as many people when posted to Facebook through third party services like Hootsuite.

# Twitter

## **Click to follow Handshake on Twitter**

### 1. Use threads when relevant

Twitter is a LOUD platform, and it's easy for messaging to get lost. That's why we recommend using threads to continue bumping up your content in a student's feed! If they miss the first tweet, they might see a response tweet later on as they scroll.

### 2. Utilize hashtags

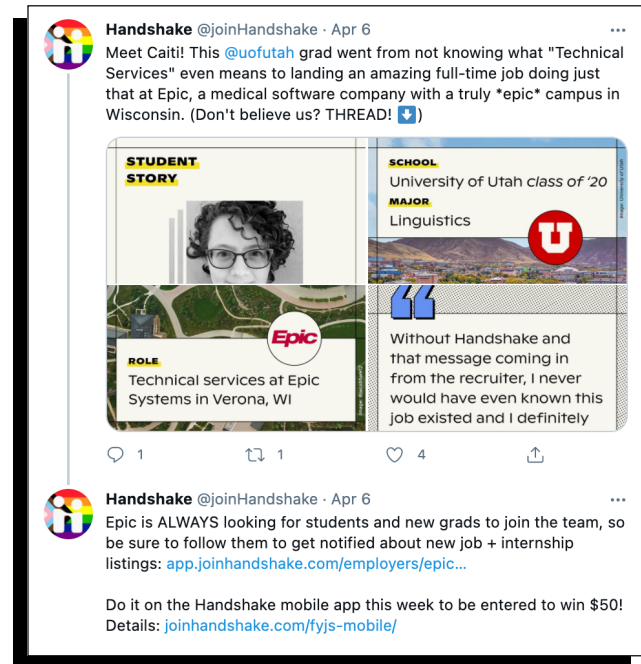
School-specific and topical hashtags will help your audience find the content that's relevant to them.

### 3. Pin and retweet important and timely tweets

Have a message you don't want your students to miss? Pin it to the top of your page and retweet it periodically to increase visibility.

### 4. Hold Q & A sessions

Twitter is a great real-time engagement tool. Closely monitor your feed for student questions during special events like career fairs.



Example of using threads in Twitter.

### 5. Streamline your message

Twitter's 280-character limit ensures a relatively brief message, but always consider the following:

- What's the main goal of your post?
- Why is it relevant to them?
- What is their next step?

# Instagram



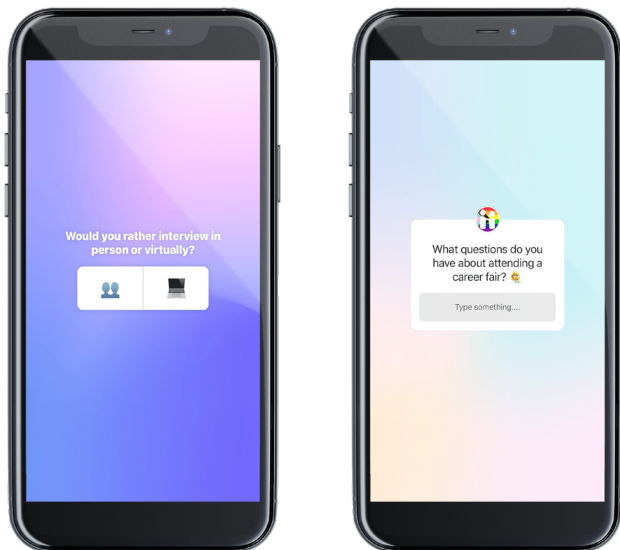
## Click to follow Handshake on Instagram

### 1. Use features beyond the Feed to optimize your reach:

The **Instagram Stories** function is the best way to ensure visibility on the platform, as algorithmic changes make Feeds somewhat unpredictable. Even when posting something new on your Feed, “share” it (using the paper airplane icon) to your page’s Story for quick, easy cross-promotion.

“Polls” and “Q&A” in Stories are easy ways for students to engage with your content.

**Reels** is Instagram’s answer to TikTok and an easy space to engage students with quick tips + tricks content. These 15-30 second videos don’t need to be highly polished and produced; use Instagram’s own fonts and tools to easily create fun content like answers to common interview questions, outfit ideas, and more. Check out examples on Handshake’s account!



Instagram Stories is an excellent channel to engage students. Left: Example of Polls. Right: Example of Q&A.



**Pro-tip:** If you really need to save time on creating videos, you can also download and repost TikTok content that’s under 30 seconds long. While this will leave an unsightly TikTok watermark in your Reels video, Instagram does not currently penalize performance of reposted content.

# Instagram

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**Guides** are a good way to breathe new life into older (or other accounts') content. You can use them to compile your own older posts around a specific topic or theme, such as interview tips or internship advice. You can also use them to compile saved posts from other accounts (like Handshake!) on a specific topic and add your own commentary.

**IGTV** is a good space for sharing video content that's longer form, such as expert advice or product demos. [See examples of Handshake IGTV videos here.](#)

## 2. Streamline your post caption

Instagram cuts off long bits of post caption text, so be sure to frontload the important information. Consider:

- What's the main goal of your post?
- Why is it relevant to them?
- What is their next step?

## 3. Geotag your posts

Be sure to add a relevant location to each Instagram post to help increase its visibility. When you tag yourself on your campus, that means students exploring Instagram are more likely to come across your content. (This counts for Stories, too!)

## 4. Use relevant hashtags on every post

If your university has a hashtag, be sure to include it in every Feed and Stories post to increase your likelihood of being seen.

## 5. Optimize your posting schedule

When is your audience most likely to be surfing Instagram? Explore Instagram "Insights" (located within the menu at the top right of your profile page) for information about your audience's prime activity periods, and time your posts accordingly.

# TikTok

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## **Click to follow Handshake on TikTok**

### **1. Use (appropriate) trending hashtags, songs, and sounds to make your content more easily discoverable**

Users will often click into a popular sound to peruse several posts that utilize it.

### **2. Try to hook your viewer in the first five seconds of a video**

How will they benefit from watching the video? Is there a personal anecdote or juicy stat that makes your advice extra grabby? Some good examples are:

- “I finally landed my dream job at Instagram after sending 200+ applications; here’s what helped me stand out.”
- “80% of students who do these three things on Handshake receive a message from a recruiter. Let me break ‘em down!”

- “I’ve been in career counseling for 20 years. Here are the worst mistakes I’ve seen job-seekers make.”

### **3. Exceed the minute cap? Don’t be afraid to break videos on topics into multiple parts.**

If you direct a student to “check out part two!” for more, they’re more likely to click into your profile and discover the rest of your TikTok content.

### **4. Use text!**

TikTok is an extremely visual platform that rewards accessibility, so be sure to summarize or caption your content with text to allow anyone to follow along.

# LinkedIn

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## **Click to follow Handshake on LinkedIn**

### **1. Use relevant tags and hashtags to truly amplify your post**

LinkedIn is another platform where images can help catch somebody's eye in the feed, especially because so much content on LinkedIn is text-based.

### **2. “Like” and comment on posts that support your message**

Even if you've posted a link or update on your own page, be sure to engage with others who share your post – this activity will show up in followers' feeds and ensure that they see your content. Check your page notifications regularly to engage early and often.

### **3. Pin important updates to the top of your profile**

Just like with Twitter, this increases your post's visibility.

### **4. Follow hashtags that are relevant to your university or content focus areas**

This allows you to join in on conversations even if not tagged directly. You can access this feature within the “manage” module.

**Follow Handshake for more social media inspiration.**

