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Social Media Cheat Sheet

Facebook	Comments
Images	• If only one image: 4:5 or 1:1 aspect ratio • Picture with link: When adding a link, a link preview is automatically generated; 16:9 aspect ratio. Delete the link from the text once the preview has been generated; the preview will be kept. If the image is not displayed nicely in the link preview, upload a separate image.
Videos	• Aspect ratio of 4:5 or 1:1, if available (better than 16:9) • Add the video to a suitable playlist, if applicable • Upload a miniature image yourself (important – this is the first image users will see) • Always add subtitles/captions (at least for EN, ideally both DE and EN) • Upload subtitles separately if possible (.srt) • Tags: at least UZH, Universität Zürich, University of Zurich
Text	• Language: German or English • We're generally on last-name terms • Add emojis as suitable (though not as many as on Instagram) • Tag people or businesses with @, directly in the text or below
Hashtags	• **Do not use hashtags on Facebook**

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Instagram post – remains visible in the feed	Comments
Images (max. 10 per post)	• 1:1 aspect ratio is easiest to use. Best visibility: 4:5, but check how the image is clipped: In the feed, the top and bottom edge is cut off. • If necessary, edit the photos before posting them
Video	• Videos will automatically be posted as reels, unless they are part of a carousel post which also includes photos. • However, only videos up to 90 seconds have all the editing options available for reels.
Text	• We're generally on first-name terms • Add emojis as suitable • Tag relevant accounts with @, in the text or below
Hashtags	• **#uzh #universityofzurich** • At the end of the text
Location (important: geotagging)	• University of Zurich (Rämistrasse 71) or University of Zurich Irchel (Winterthurerstrasse 190)

Instagram Stories – visible for 24 hours	Comments
Images or videos (up to 60 sec per story)	• Aspect ratio of 9:16 • Not too much text • Be creative with the available features (quiz, GIFs, etc.) • Use UZH GIFs, if suitable (search for "uzh" in the GIFs) • Add subtitles/captions, at least in keywords. Many people look at the stories without sound. • Tag relevant accounts. Only tagged accounts can share your story.

Instagram Reels – remain visible	Comments
Videos (up to 90 sec if filmed in the app; up to 15 minutes for uploads)	• Aspect ratio of 9:16 • When using subtitles/text in the video, make sure that the safety zones are left blank (especially the lower third and right) • Choose a suitable audio. Trending audios receive more reach by the algorithm. • Select or upload the title image yourself. In addition, determine which (square) section of the cover image appears in the feed.

Text	- Keep the caption short. Highlights at the beginning. - Tag relevant accounts. - Hashtags #uzh #universityofzurich at the end of the text

LinkedIn	**Comments**
Pictures	- If only one image: Aspect ratio 1:1 - Image with link preview: 16:9; delete the link from the text once the preview has been generated
Videos (max. 10 min)	- Upload a miniature image yourself (important – this is the first image users will see) - Always add subtitles/captions (at least for EN) - Upload subtitles separately if possible (.srt)
Text	- Communication is generally more formal - Work with fitting emojis (somewhat more restrictively than on Instagram) - Tag people or businesses with @ - The first sentence must arouse curiosity. Many people decide whether to read on or not based on the first sentence.
Hashtags	**Always use #UZH** - Depending on the topic, also use: #UZHinnovation, #UZHentrepreneurship #UZHdigitalization, #digitalsocietyinitiative #UZHcareerservices, #UZHjobhub, #UZHInoc #Stadtuniversität, #visionirchel, #forumuzh

Twitter	**Comments**
Images	Ideally 16:9 or 4:3 aspect ratio, up to 4 images
Videos (max. 140 sec)	4:5 (preview 1:1) or 1:1, if available - Videos up to 60 sec are played on a loop **First frame = miniature image** (important – this is the first image users will see) - Always use subtitles (embedded)
Text (max. 280 characters)	@uzh_ch German, @uzh_en English, communication is generally more formal (e.g. use surnames) - No emojis **Research people and businesses and tag them with @.** Directly in the text or below. - We don't abbreviate links: Links always count as 23 characters, source is more obvious.

Hashtags	• Use one to two relevant hashtags (not #UZH) • Adding them at the end improves readability
Interactions	• Like retweets by others that have comments • Retweets: make sure that the source is trustworthy and that the context and connection to UZH is clear.

YouTube	**Comments**
Videos	• Upload a miniature image/thumbnail yourself (important – this is the first image users will see) • Always use subtitles • Upload subtitles separately if possible (.srt) • Add the video to a suitable playlist • Tags are crucial for searching; make sure that tags are relevant and not too generic
Text	• Include keywords in the text that could also be used in a search.
Hashtags	• **Always use #UZH and #UniversityofZurich** • At the end of a text • Max. three hashtags are displayed directly above the title

In general:

The first sentence is crucial.
- It should catch people's interest, inspire or surprise them, give them useful information.
- Only those who are really interested will click on "More".

Clear, unambiguous language.
- Short sentences.
- Use active structures.
- Avoid technical terms as far as possible.
- Ask a second person to check your post (e.g. for spelling mistakes): Subsequent changes to a post are "punished" by the algorithm.

Edit photos before posting, if necessary.
- Using a smartphone: Directly in the photo app or with the Snapseed app, for example

The first few seconds of a video are crucial.
- Start the video with a highlight (must be a "scroll stopper", not an intro)
- UZH watermark in the top right corner; use the UZH credits
- Upload videos directly to the platform.