

UNIVERSITY MARKETING AND COMMUNICATIONS QUICK REFERENCE GUIDE

LinkedIn

○ Audience

- Companies and working professionals. Great for reaching alumni of all ages. Students are also present, especially as they search for jobs.

○ Tips to Succeed on LinkedIn

- As a business/professional social platform, consider using a more collegiate and professional tone on LinkedIn than on other platforms
- Comment, like, and share on posts of your followers. Interaction and networking will help to build engagement especially on this platform.
- Look critically at your profile and make sure it really declares who you are and what you stand for. Make sure you're leveraging keywords in your company/profile description to be found more easily in searches.
- Try to post often, at least once or twice a week. (sharing content posted by others counts) As on other platforms, maintain a clear, concise focus in your content, with specific calls to action.

○ Example Post



LeTourneau University
12mo

Join us in celebrating our new university president, Dr. Steven D. Mason, November 5 & 6! We're counting down until the Inaugural Weekend, a lineup of events designed to give God the glory for all He has done and will continue to do at LeTourneau University; to honor the Mason family; and to enjoy a time of fun and fellowship together as LETU friends and family. To register and learn more, go to www.letu.edu/inauguration.

**The Inauguration Of
Steven D. Mason, Ph.D.,
President of LeTourneau University
November 5-6, 2021**

224 · 13 Comments

Like Comment Share

Post has a clearly defined goal (i.e. event promotion)

Image supports the text to strengthen the post's impact

Collegiate post style geared towards alumni

in Technical Specifications

○ Video

	Recommended Size	Min Size	Max Size	Supported Ratios	Max Length	Recommended File Types	Max File Size	Notes
Shared Video	1920x1080	256x144	4096x2304	1:2.4 to 2.4:1	10 min, 60fps	.mov, .webm, .flv, .mkv	5 GB	
Video Ad	1920x1080	480x360 (narrow), 640x360 (wide), 600x600 (square)	1140x1080 (narrow), 1920x1080 (wide), 1080x1080 (square)	16:9, 1:1	30 min, 30fps	.mp4	200 MB	Audio sample rate should be less than 64KHz, audio format should be AAC or MPEG4 recommended ad length is 15 seconds or less

Updated on 2022-10-17 | Source: <https://influencermarketinghub.com/social-media-video-specs/#toc-5>

○ Images

	Recommended Size	Min Size	Supported Ratios	Recommended File Types	Max File Size
Profile Photo	up to 7680x4320	400x400	any (displays at 1:1)	.png, .jpg	8 MB
Profile Cover Photo	1584x396	1584x396	4:1	same	8 MB
Company Logo	300x300	300x300	1:1	same	8 MB
Company Cover Photo	1128x191	1128x191	1.9:1	same	8 MB
Shared Link Post	1200x627	1200x627	1.9:1	same	8 MB
Post Image	1200x1200 (square), 1080x1850 (vertical), 1200x627 (horizontal)	1200x1200 (square), 1080x1850 (vertical), 1200x627 (horizontal)	1:1, 4:1, 1.9:1	same	not published
Event Ad	1200x300	1200x300	4:1	same	not published
Sponsored Content	1200x627	1200x627	1.9:1	same	5 MB
Message Ad	300x250	300x250	1.2:1	same	not published
Carousel Image Ad	1080x1080	1080x1080	1:1	same	10 MB

Updated on 2022-10-17 | Sources: <https://blog.hootsuite.com/social-media-image-sizes-guide/>, <https://www.oom.com.sg/linkedin-image-sizes-guide-for-marketers/>