# SOCIAL MEDIA BEST PRACTICES & CANVA TEMPLATES

LUNCH & LEARN

AUGUST 25, 2025



### FRANKLIN TEAM



Susan Ambrosetti
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Marketing and
Communications



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Kendra Bryant
Development
Communications
Coordinator



Emma Rasmussen
Digital Engagement and
Social Media Specialist



Aubrey Sawyer
Client Communications
Account Professional

### DEPARTMENT AUDIT

### Follow UGA brand guidelines

• UGA Guidelines Link: brand.uga.edu/social-media/

### Top recommendations:

- Aim to post on every channel 3–5x/week and engage
  - At least once
- Know which platform is best to reach your audiences
  - Consider the types of posts, best time of day, and tone/voice

### **BEST PRACTICES**

We've reviewed social accounts - range of account activity

- Instagram
  - Avg. # of posts per month: 0.4 to 24.6
  - # of followers: 57 to 35,700
  - Use of franklin sub-brand
- <u>LinkedIn</u>
  - Avg. # of posts per month: 1.4 to 15.6
  - # of followers: 615 to 24,000

### FY 26 GOAL

Let's work together to evaluate and align your socials w/UGA brand guidelines

# FY 25 FRANKLIN



### TOP PERFORMING THEMES - INSTAGRAM

### 1. CONTEST/GIVE AWAYS



### 2. FRANKLIN FEST/STUDENT EVENTS



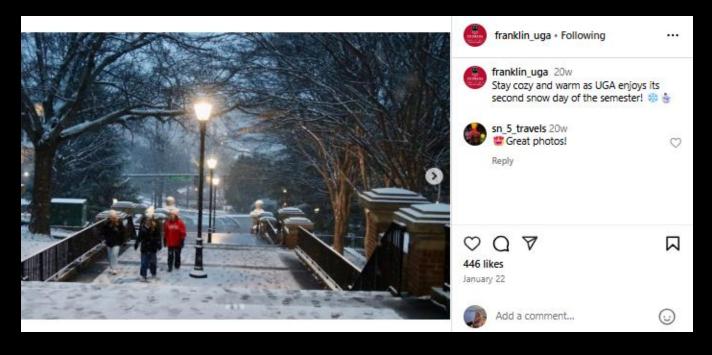
### 3. STUDENT SUCCESS



### 4. GRADUATION

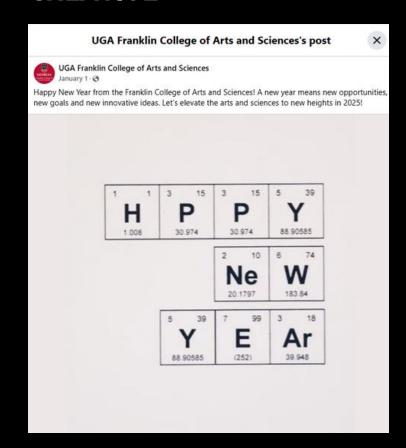


### 5. TOPICAL/CAMPUS LIFE



### TOP PERFORMING THEMES - FACEBOOK

### **CREATIVE**



### **AWARD HIGHLIGHTS**



### **GRADUATE SUCCESS**

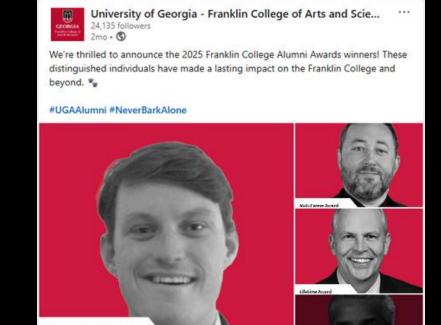


### **ALUMNI CONNECTIONS**



### TOP PERFORMING THEMES - LINKEDIN

### **ALUMNI AWARDS**



### **ALUMNI CONNECTIONS**



University of Georgia - Franklin College of Arts and Scie...

It was our pleasure to recently recognize the distinguished graduate students in receipt of the following Graduate Fellowship and Assistantships during the 2024-2025 academic year:

• The Osborne Fellowship

Young Alumni Award John "Jack" Hartpence (AB English 15)

- · The Franklin College Research Assistantship
- . The Jane Mulkey and Rufus King Green Graduate Fellowship
- The Mary Laraine Young Hines '68 Graduate Fellowship in Cancer Research
- The Grimes Family Distinguished Graduate Fellowship in Natural Sciences



### **FACTULTY AWARDS/CONNECTIONS**



University of Georgia - Franklin College of Arts and Scie...
24,135 followers
2mo • (\$)

Franklin took on Atlanta for a second time last week at our spring Board of Advisors meeting! We recognized outgoing Board chair Kim Houlne, thanking her for her dedicated service, and welcomed new Board chair Bob Nunnally. We are so appreciative of our Board members and their continued support of the Franklin College! \*

### #UGAFranklin



### **VIDEOS**

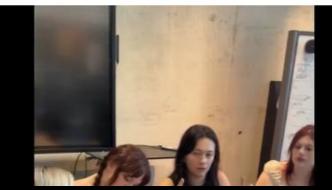


University of Georgia - Franklin College of Arts and Scie... ... 24,135 followers 2mo • • •

Dawg Day of Giving is today and we are excited to showcase the impact of giving to Franklin College through the new Layton Design Studio! Thanks to the generosity of Kelly and Brent Layton, students work with clients on real-world projects to build their portfolios and their agency acumen. Your support helps students and faculty thrive.

Make your gift today: https://lnkd.in/ejeADr2F 🥝

### #CallingAllDawgs



### STUDENT INVOLVEMENT OPPORTUNITIES



University of Georgia - Franklin College of Arts and Scie... 24,135 followers

On Monday, May 5, we celebrated another wonderful year with our incredible Franklin College Student Ambassadors!

Thank you to this dedicated group of students for their outstanding service, leadership, and commitment to representing the college throughout the year. You've made a lasting impact, and we're so grateful for all that you've done.



### **DONATIONS/DAWG DAY OF GIVING**



University of Georgia - Franklin College of Arts and Scie... ... 24,135 followers

Dawg Day of Giving is today and we are excited to showcase the impact of giving to Franklin College through the new Layton Design Studio! Thanks to the generosity of Kelly and Brent Layton, students work with clients on real-world projects to build their portfolios and their agency acumen. Your support helps students and faculty thrive.

Make your gift today: https://lnkd.in/ejeADr2F

### #CallingAllDawgs



### INKEDIN NEWSLETTERS

### Franklin College







July 25, 2025

### From the Desk of Dean Anna Stenport

I hope this finds you well and enjoying the last few weeks of summer. As a research study from psychology doctoral student Ryan Grant pointed out earlier this year, vacations are critical for well-being and the positive effects stay with us.

Franklin continues to develop new programs and opportunities for students to flourish and build the credentials to meet their ambitions. Just this spring we had new minors and certificates approved in Animation. Applied History, Artificial Intelligence, Bioethics, Data Visualization, Medical Humanities, Publishing, and Studio Furniture Design/Fabrication, with new undergraduate degrees in Global Languages and Leadership and Neuroscience in the pipeline.

At the annual Franklin College Alumni Awards and Donor Celebration, we recognized the achievements of alumni and donors who have a vision for the Franklin College instructional mission to match their heart for UGA.

Our Franklin College Innovation Initiative guides our efforts into the next era of American higher education and consists of three pillars designed to complement each other and work together: 1) Academic Innovation, 2) Research Partnerships and Public Engagement, and 3) Student Success.

### **Capstones Enhance Student Success**



Pictured: Museum Studies certificate program capstone course exhibition. Photo courtesy of Akela Reason, Associate Professor of

Capstone projects provide an opportunity for students to augment their classroom learning for expanded, handson challenges working with organizations, agencies, businesses, or other partners on campus or in the community. There are a wide array of opportunities across Franklin College - ranging from data-driven projects in statistics and data science, to history students curating an exhibition in the Hargrett and Russell library galleries for the Museum Studies Certificate program, both of which have produced outstanding work this spring. Read more

Capstone projects are a key part of student success via experiential learning at Franklin, giving students the chance to apply classroom knowledge in real-world settings. If you would like to support our students in

### Department of Geology



CORE CONNECTIONS

SUMMER 2025 NEWSLETTER

### **UGA Geology Digs Into Success**



Department of Geology - UGA 🗸

Geology Department at University of Georgia - Franklin College of Arts and...



July 2, 2025

The Department of Geology at the University of Georgia is gearing up for the new school year and continuing to grow its research impact and opportunities for student success. Read the stories below to "dig" into the amazing discoveries and achievements at the "core" of UGA Geology.

What to expect in this newsletter:

### **New Online Master's in Environmental** Geology



UGA is now offering a fully online MS in Environmental Geology, taught by esteemed faculty, including Geology Department Head Adam Milewski, and designed to be both rigorous and flexible. Tailored for professionals in environmental consulting, resource exploration, or regulatory roles, this non-thesis program combines advanced technical knowledge with essential business and professional skills. In addition to traditional courses (Aqueous Environmental Geochemistry, Hazardous Waste Site Remediation, and Water Resources Economics and Management), students will also build

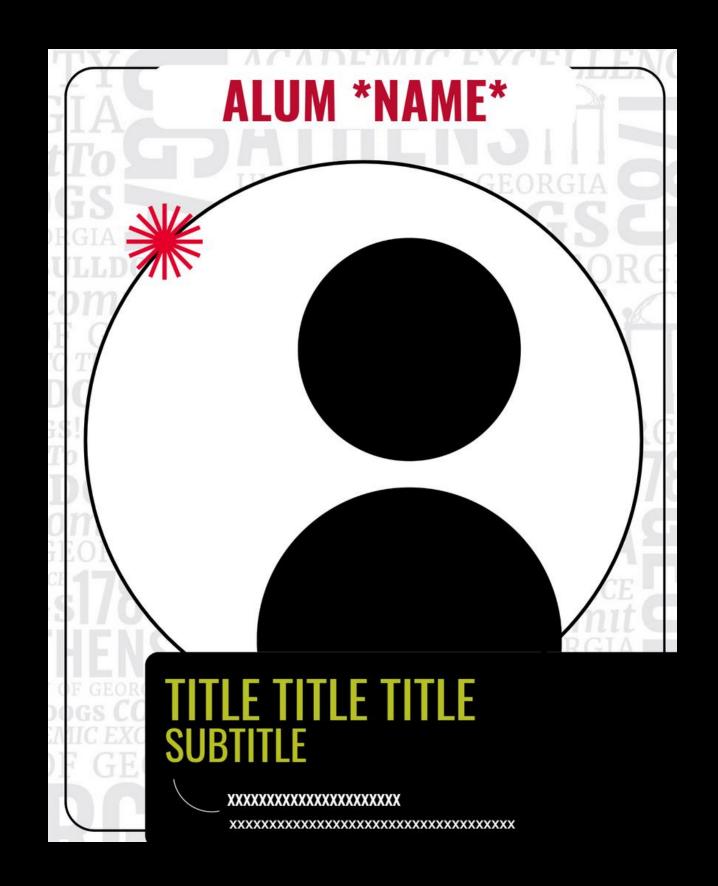
### FY-26 PLANS

- Templates in Canva
- Bringing departments' social into Hootsuite
- Align departments with UGA social guidelines

- Digital Dawgs
- Franklin Force
- Franklin Fest
- LinkedIn Newsletters
- More consistent content
  - (video, alumni, student, faculty, campus)

### TEMPLATES

- Social Media Formats
  - Instagram, Facebook, and LinkedIn
- Topics
  - Student
  - Alumni
  - Faculty
  - Events
  - Awards
  - Announcements





- Student
- Faculty
- Alumni

- Event
- News

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Alumn Student Event



# STUDY ABROAD SPOTLIGHT

CITY, COUNTRY



# FRANKLINFEST Celebrating Franklin College for All of February! Free Food | Giveaways Events | Fun



### SOCIAL MEDIA TEMPLATES

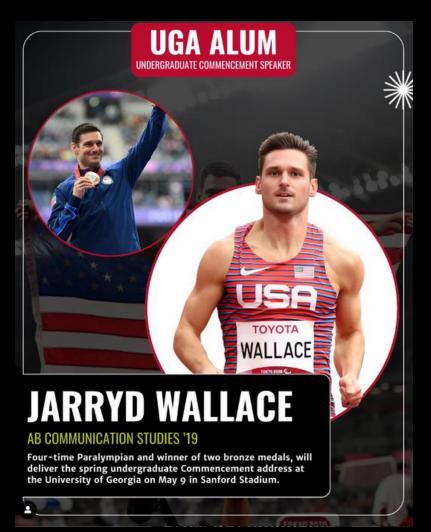


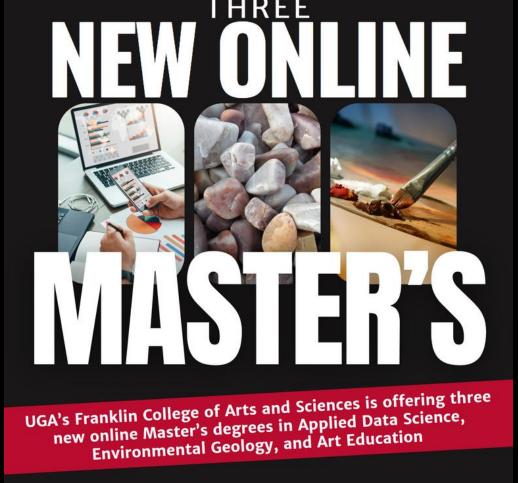


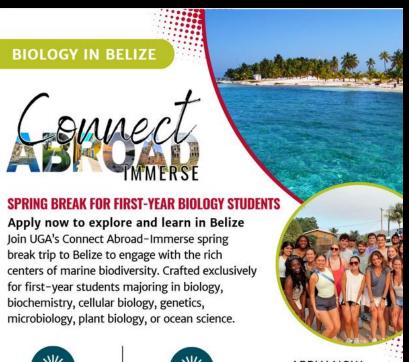




### SOCIAL MEDIA TEMPLATES - IN USE









Open to first-year students majoring in Computer Science and other computing related majors

Fulfills Experiential Learning (EL) requirement



Earn 1 credit hour Faculty-led program Scholarships avaliable

Financial aid applies



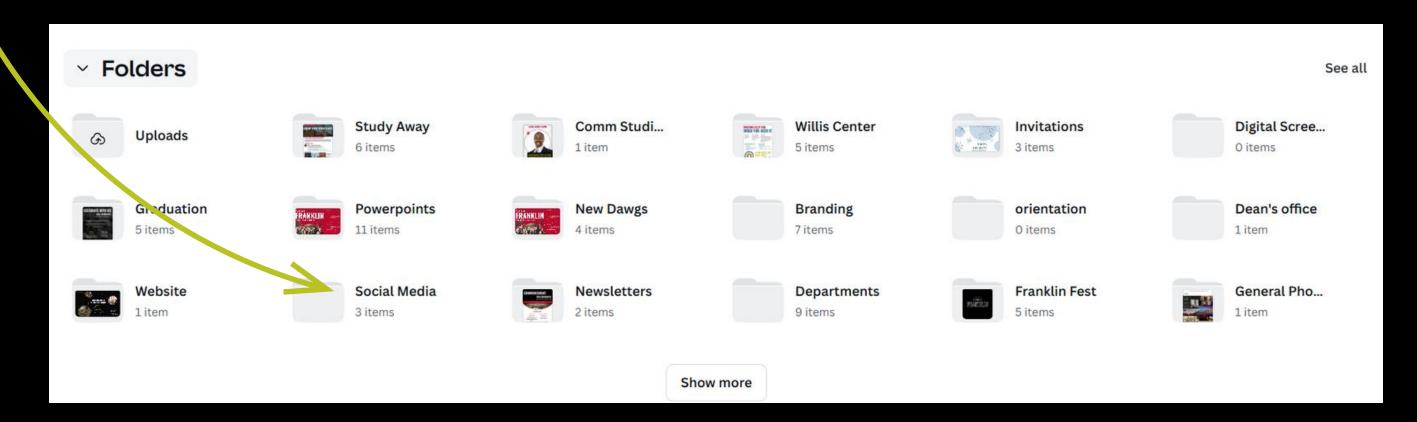


Connect Abroad with School of Computing



### FINDING YOUR DOCUMENTS

- 1. On the left side of screen click the tab called "Projects"
- 2.Scroll down until you see the folders find the one labeled "Social Media" these are where all the social templates are.
- 3. When wanting to use a folder/file make a copy first!
  - a. To make a copy, hover your curser over the document and click the 3 dots icon and find the "copy" tab
  - b. Rename and work in your new copy, when finished move it to your department's folder



# BRINGING DEPARTMENTS' SOCIAL MEDIA ACCTS INTO

A Social Media Management and Analytics Platform

### WHAT WE CAN TRACK/SHARE ON HOOTSUITE

### **POST-LEVEL METRICS**

- Engagement
- Impressions and reach
- Clicks
- Views
- Post performance

### **ACCT-LEVEL METRICS**

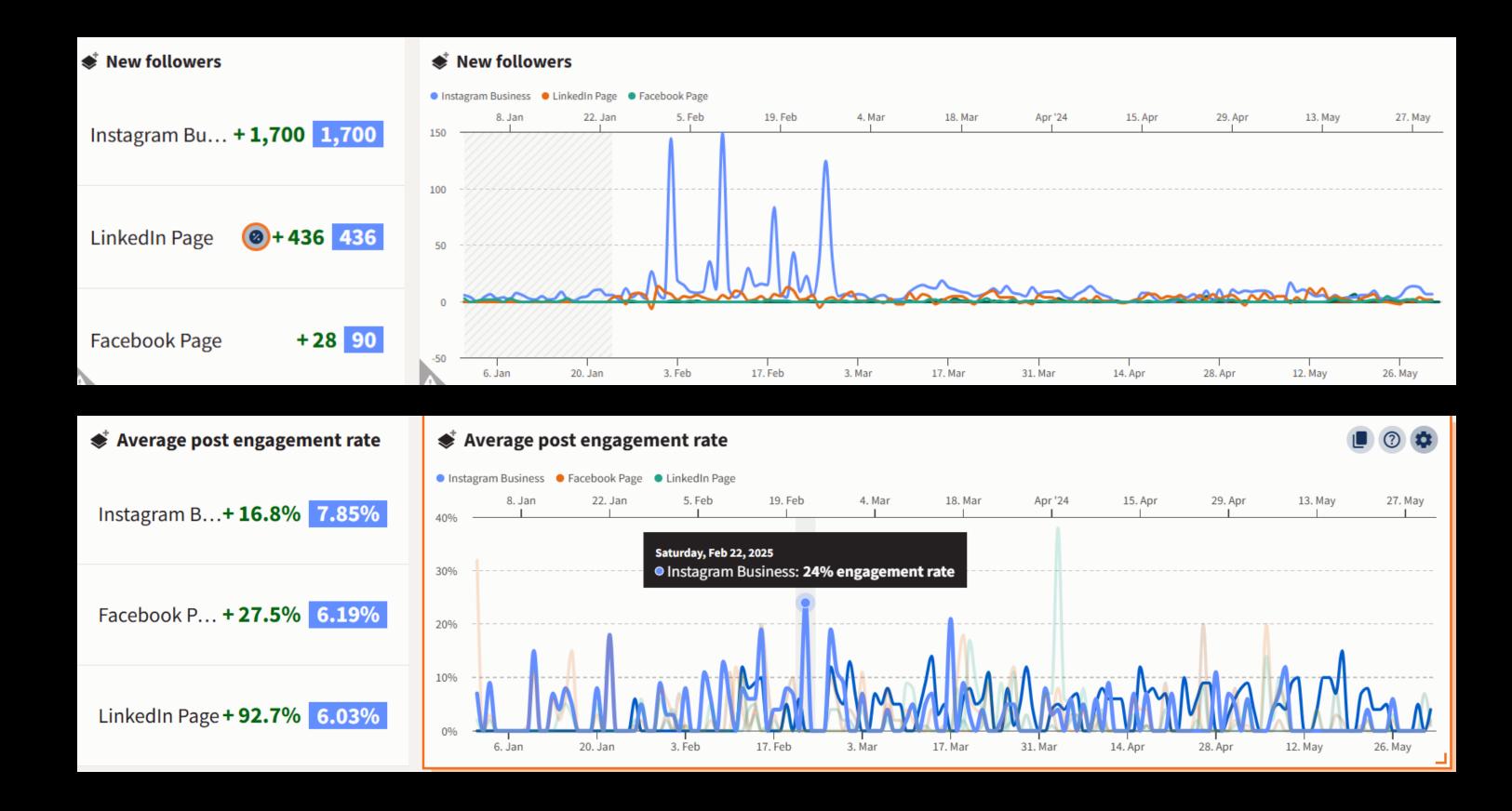
- Follower growth
- Demographics
- Profile visits
- Impressions
- Engagement rate
- Audience activity

Send us your social media account logins!
Use this link: <a href="mailto:surveymonkey.com/r/FYDSRPF">surveymonkey.com/r/FYDSRPF</a>

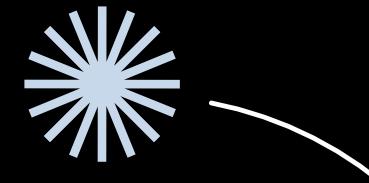


We will share quarterly reports for Franklin department's social accounts in Hootsuite - will help align w/UGA standards

### YOY REPORT - MAIN FRANKLIN



### FRANKLIN FORCE



Program through Franklin MARCOM to encourage student submissions for social posts

- Goals:
  - Increase visibility of Franklin College's programs, events, and awareness/engagement on socials
  - Create engaging authentic original content in different media forms-in real time
  - Faster turnaround for getting content on social
- Involvement
  - Easy access for anyone to submit content in real-time to have the quickest turn around
  - Collaborate with student ambassadors
  - Reach out to highlight students/alumni/events/news
  - Encourage students to share stories

### FRANKLIN FEST

- Celebrating first-years in Franklin
  - Free food, Merch Giveaways, and Fun
- How you can help
  - Monday, September 15, 2025 12:30 3:30 p.m. Sanford Stadium, West End Zone
  - Please post on social
  - Help Promote
    - We will provide a post for you to share
  - Link to register:





# HOW CAN WE WORK TOGETHER ON SOCIAL

- Send us your social logins to be put in Hootsuite
  - We will send quarterly reports/meetings
- Help amplify/collab with other accounts & Franklin Main
  - It's a two-way street
- What templates would you like us to make
- Do you have stories send them in!
  - Email Franklinstories@uga.edu
  - Awards, Internships, Study Away trips

# CANN FATES



### CANVA - ACCESS AND FOLDERS

https://www.canva.com/login/

- Please email franklinmarketing@uga.edu for access
- Login: fccanvadept@uga.edu

Folders labeled – can create more for departments



### FONTS TO USE

### HEADERS - <u>OSWALD</u>

- USE ALL CAPS
- OSWALD HEAVY

Other headers and subheads - Merriweather Light

Body copy- Merriweather Sans

Click links to download



### COLORS TO USE

### **Primary Colors**

- Arch Black #000000
- Bulldog Red #BAoC2F

### **Secondary Colors**

- Chapel Bell White #FFFFFF
- Glory Glory #E4002B
- Hedges #B4BD00
- Odyssey #C8D8EB
- Olympic #004E60
- Creamery #D6D2C4

Limit the use of secondary colors to no more than 20% of overall design—these should complement the design, not overtake it



### TEMPLATES TO DISCUSS TODAY

- Newsletters
- Social Media

- PowerPoints
- Digital Screens
- Flyers





### FRANKLIN MARKETING & COMMUNICATIONS HAS A QUARTERLY ALUMNI NEWSLETTER

- Share your ideas with us for consideration
- We started a parent newsletter also quarterly share your ideas with us!
- We'd love to tap into your student newsletters share info i.e. a la Franklin Fest, etc.

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### SIE E E E



### **WEEKLY NEWS**

Date 00/00/0000



TOP NEWS OF THE MONTH



### >>> READ MORE

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### READ MORE <

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### TOPIC subheading

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### TOPIC

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### TOPIC

Department of Microbiology

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### MICROBIOLOGY NEWSLETTER



Date 00/00/0000

### TOP NEWS XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

**SUBTITLE** 

XXX

### 

Department of Microbiology UNIVERSITY OF GEORGIA

Franklin College of Arts and Sciences

TITLE

XXXXX

### NEWSLETTER IN USE

Department of Microbiology UNIVERSITY OF GEORGIA

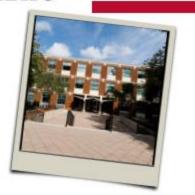
### **WEEKLY NEWS**

August 12, 2025

### WELCOME BACK TO CAMPUS

Stop by the Gene Michaels room in Cedar St Building C, room 476B, for a snack break!

**AUG 13-15** 





### MIBO FALL KICK-OFF

for our Microbiology Fall Kick-Off event in Cedar Street Building C. More details soon to come!

### FRANKLIN FEST

Monday, September 15th at 12:30-3:00 PM Sanford Stadium Celebrate with the broader Franklin College community-there will be food, fun, and prizes.



### UGA MENTOR PROGRAM

Looking to build meaningful relationships that can guide, support, and inspire you? The UGA Mentor Program makes it easy to build meaningful connections—one Dawg at a time. See all the details here.



### OCTOBER 31 - NOVEMBER 2

The American Society for Microbiology Southeastern Branch conference will be held at UGA this year in Cedar Street Building C. There will be several ways you can be involved in this conference and it will be an excellent opportunity to network. More details to come. Check out the website here.

### LET US KNOW

f you've accomplished something significant, been accepted into a program, won an award, or simply nave something you're proud of, we want to hear about it.

Sharing your successes inspires others and nelps build a supportive community. Please email megan.lanter@uga.edu anytime to let us know about your achievements.

### **ROML ADVISING NEWS**

Date 08-





TOP NEWS OF THE MONTH



### >>> READ MORE

The Department of Romance Languages is excited to welcome new Assistant Professor of French Lukas Ovrom. A scholar of Medieval French literature, Professor Ovrom received his PhD from the University of California at Berkeley and has taught at Emory University and Hamilton College.

### READ MORE <



The Department of Romance Languages is excited to welcome new Assistant Professor of French Maureen DeNino. A scholar of Nineteenth-Century French literature with a particular interest in journalism and media, Professor DeNino received her PhD from Princeton University and comes to UGA from Smith College.





Department of Philosophy

UNIVERSITY OF GEORGIA

### **Department Name** TITLE TITLE TITLE TITLE

### **SUBJECT**

### SUBJECT



### SUBJECT





### **SPRING BREAK FOR FIRST-YEAR STUDENTS**

Apply now to explore and learn in LOCATION



\*\*\*\*\*\* \*\*\*\*\*\*\*



- XXXXXXXXX
- XXXXXXXXXXXX





### 



NEW PHILOSOPHY MINOR BIOETHICS

Preparing students to enagage responsibly with ethical questions and challenges that arise in the practice of medicine, health, and biomedical research.





PLEASE VISIT THE PHILOSOPHY WEBSITE FOR MORE INFORMATION



Romance Languages

### GRADUATE PROGRAMS \*\*



Department of UNIVERSITY OF GEORGIA



French

Italian

Portuguese

Spanish

### INTERNATIONALLY RECOGNIZED FACULTY

Our faculty are well-respected in their fields within and beyond Georgia and collaborate with researchers internationally.

### SPECIALIZE IN TRADITIONAL OR EMERGING FIELDS

Linguistics: Applied Linguistics, Contact Linguistics, Indigenous Languages, Phonology, Morphology, and more.

Literary and Cultural Studies: Cultural Theory, Digital Humanities, Film, Literary History, Postcolonial Theory, and

### PROFESSIONAL DEVELOPMENT & JOB MARKET PREPARATION

Our students benefit from close mentoring, regular professional development workshops, and pedagogy training

### LEARN MORE ABOUT THE PROGRAM

rom.uga.edu/graduate-program



**Graduate Coordinator** nlucero@uga.edu

### GRADUATE DEBT-FREE

All qualified graduate students receive a Teaching Assistantship that includes a tuition waiver (all but \$25 per semester, fees not included) and a stipend for living expenses while they complete their studies.

### TRAVEL FUNDING

Fund your conference presentations and research travel with grants provided by the Graduate School. Additional funds are available from the Romance Languages Department, the Willson Center, and the Latin American and Caribbean Studies Institute.

MICROBIOLOGY. MULTICULTURAL AND MUTILINGUAL STUDIES

### **SUMMER STUDY ABROAD IN GERMANY**

### Apply now to explore and learn in Munich

Join us for an enriching 3-week study abroad program in the vibrant city of Munich, Germany! This program is designed for students from the University of Georgia who are eager to expand their academic horizons and immerse themselves in a new culture. Participants will take two courses, blending the disciplines of science and multicultural education.

- 1. Introduction to Microbiology MIBO 3500
- 2. Language and Culture in the Classroom -LLED5040 (Satisfies Franklin College Multicultural requirement, one course in the TESOL minor and one course of three in the ESOL endorsement)

This program offers a unique opportunity to combine academic learning with cultural immersion, providing students with a well-rounded and unforgettable experience in one of Europe's most dynamic cities. Join us in Munich and broaden your global perspective!



- Great fit for students majoring in life science disciplines (biology, microbiology, etc) or science education
- Fulfills Experiential Learning (EL)



- · Earn 6 credit hours
- Faculty-led program
- Scholarships avaliable
- Financial aid applies





### ES

# ITS FINALLY HOMECOMING REGISTER TODAY



COME JOIN US OCTOBER 3 AT 6:00



### GET READY FOR HOMECOMING REGISTER TODAY



Cheer on the Dawgs, reconnect with friends, and make unforgettable memories.





### POWERPOINTS

Link to folder: <a href="https://www.canva.com/folder/FAFgaF4byPU">https://www.canva.com/folder/FAFgaF4byPU</a>





### **AUTUMN HAMPTON**

Autumn Hampton is a third-year CURO Honors Scholar double majoring in biochemistry and molecular biology and sociology.

"Doing research is genuinely therapeutic for me. When I go to the lab, I am only focused on my experiments, so it is the one time where I can finally breathe and calm my nerves. I do not always know what goes on in the lab, but that is part of my learning experience. Nothing is perfect, as I have to run experiments time after time again to get things where they need to be. I learned that failure isn't bad, it's just a bump in the road, and I have started to apply that to my everyday life."







- 250+ programs, degrees and certificates
- 3 of the most popular UGA majors (Biology, Psychology and Computer Science)
- 6 most popular UGA minors (Biology, Communication Studies, Computer Science, Sociology, Spanish and Studio Art)
- · World-class faculty and research
- Real-world Projects/Experiential learning
- Award-winning advisors
- 33 Study Abroad Programs on Five Continents and 57 countries

For recent accomplishments, see: https://www.franklin.uga.edu/news/all



### DIGITAL SCREENS

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### FRANKLIN COLLEGE DOUBLE DAWGS

**FALL APPLICATION DEADLINE: NOV 15** 

### TITLE

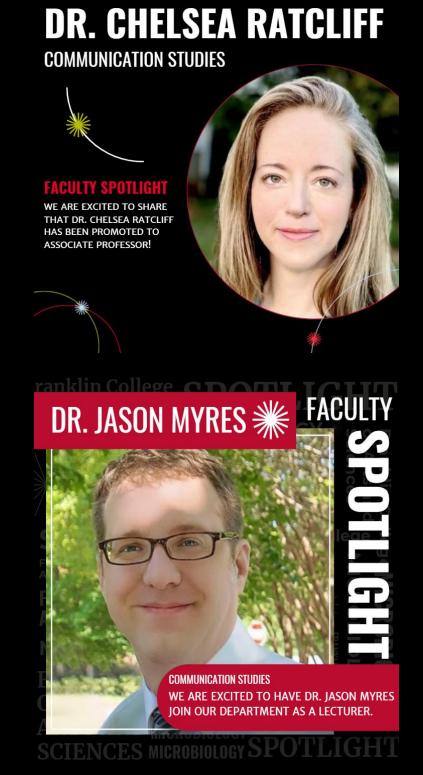
A combined major-minor program allows students to earn both a major and a minor within the same academic track and minor criteria simultaneously.

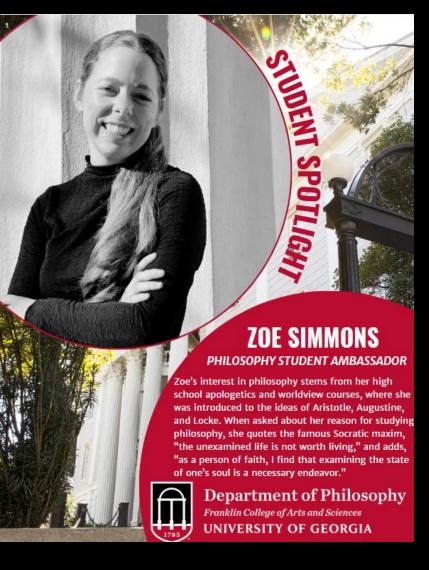


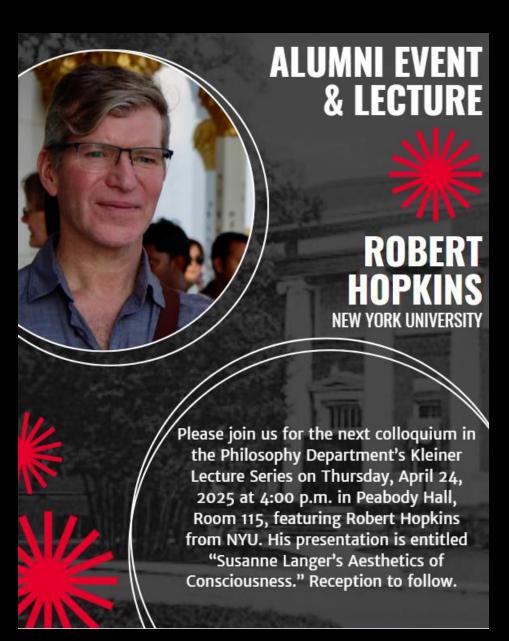
A combined major-minor program allows students to earn both a major and a minor within the same academic track, often by overlapping coursework. These programs are designed to maximize efficiency, letting students fulfill minor requirements while completing their major.

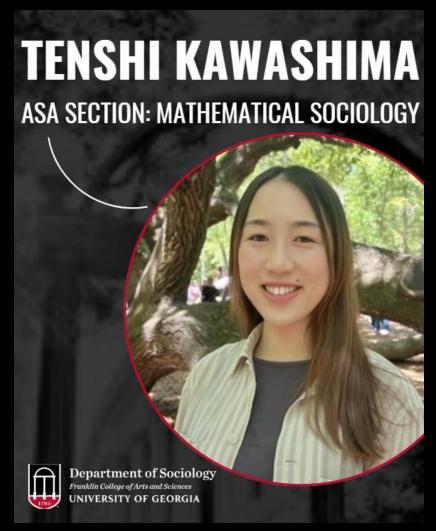
### SOCIALS IN USE

Link to folder: https://www.canva.com/folder/FAFhpH-vCzg











### FLYERS ACROSS FRANKLIN

We have started monthly distribution to departments, centers and institutes with events that are relevant to campus, all franklin or several department.

If you want to participate things to consider Event should be campus-wide, Franklin wide or involve multiple department

Items should be submitted to Old College second floor one week prior to monthly department head meeting

Reach out to Aubrey or franklinmarketing@uga.edu for more information Based on your audience we will need 50-150 flyers for distribution.

Send request one week before the department head meetings



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