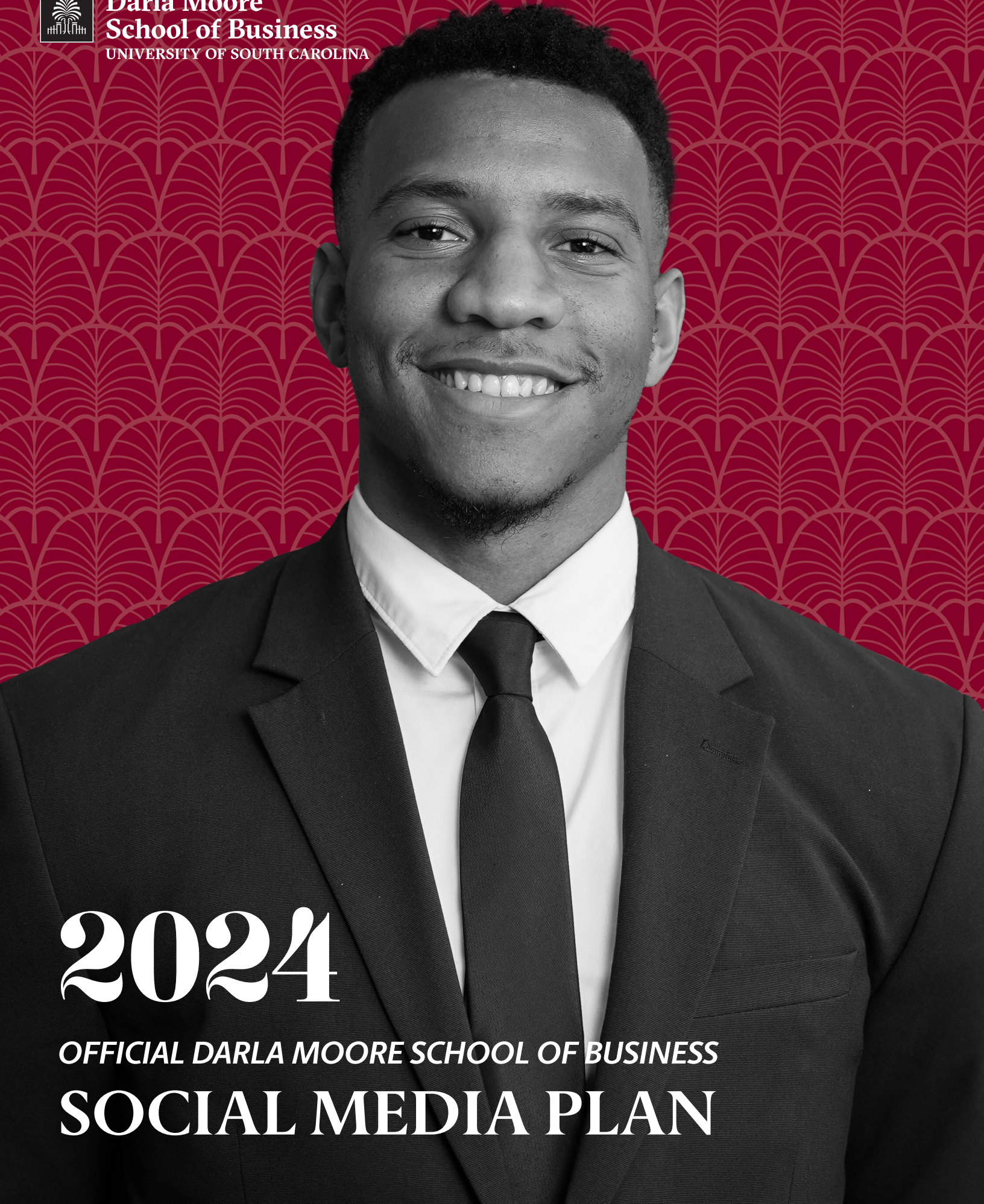




**Darla Moore**  
**School of Business**  
UNIVERSITY OF SOUTH CAROLINA

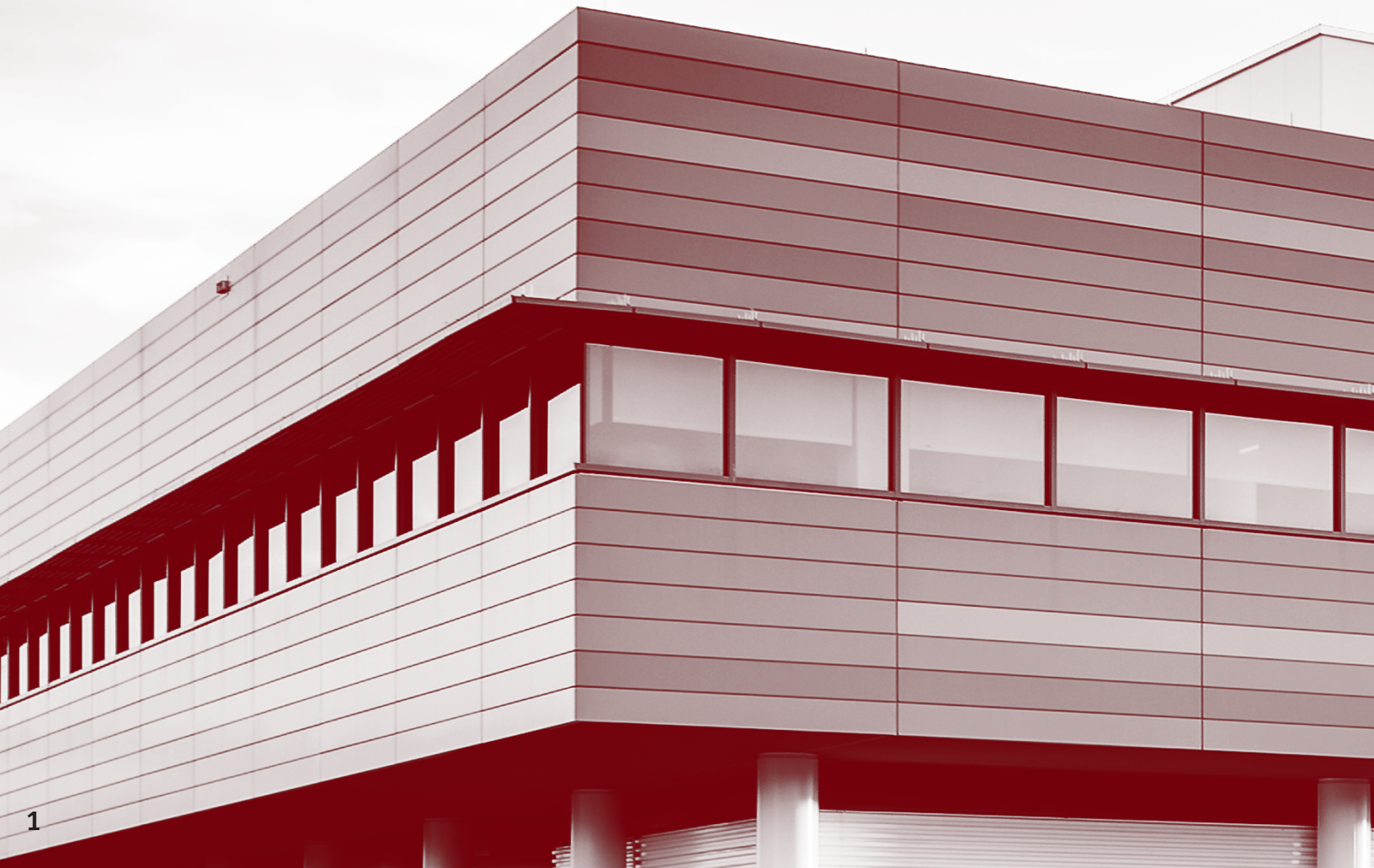


**2024**

**OFFICIAL DARLA MOORE SCHOOL OF BUSINESS**  
**SOCIAL MEDIA PLAN**

# ACCOUNT USERNAMES

- **Facebook:** mooreschool
- **Twitter/X:** @MooreSchool
- **Linkedin:** university-of-south-carolina-darla-moore-school-of-business
- **Instagram:** moore\_school



# FACEBOOK

## AUDIENCE:

An even spread of Generation X (ages 43-58) and Millennials (ages 27-42)

## BEST TIMES TO POST ON FACEBOOK:

*Mondays* from 8 a.m. to 1 p.m.

*Tuesdays* from 8 a.m. to 2 p.m.

*Wednesdays* from 8 a.m. to 1 p.m.

*Thursdays* from 8 a.m. to noon

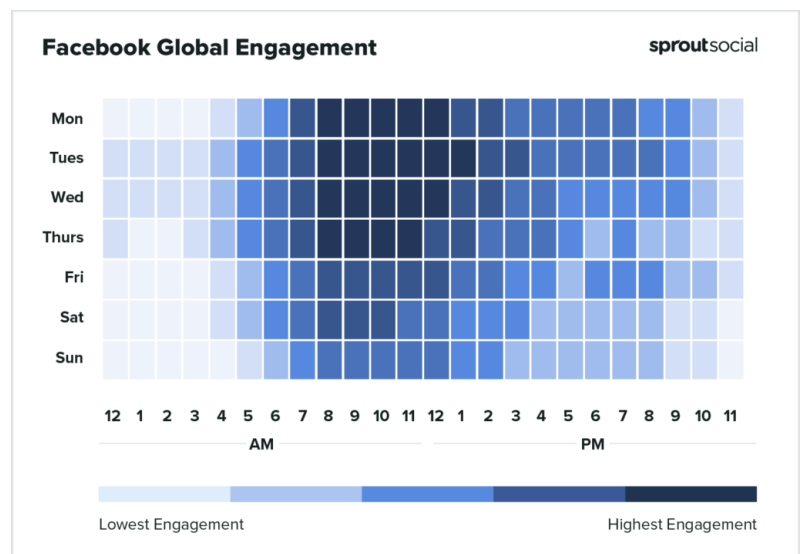
## BEST DAYS TO POST ON FACEBOOK:

Mondays through Thursdays

## WORST DAYS TO POST ON FACEBOOK:

Sundays

## POST BETWEEN 1 TO 2 TIMES PER DAY



# TWITTER/ X

## AUDIENCE:

Primarily Millennials (ages 27-42)

## BEST TIMES TO POST ON TWITTER:

*Tuesdays* from 9 a.m. to 2 p.m.

*Wednesdays* from 9 a.m. to 1 p.m.

*Thursdays* from 9 a.m. to 2 p.m.

*Fridays* 9 a.m. to noon

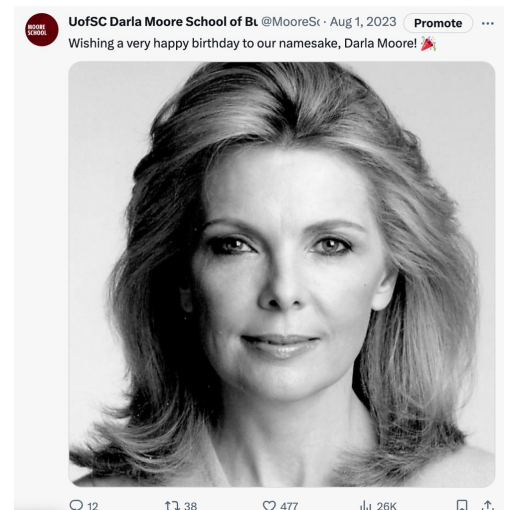
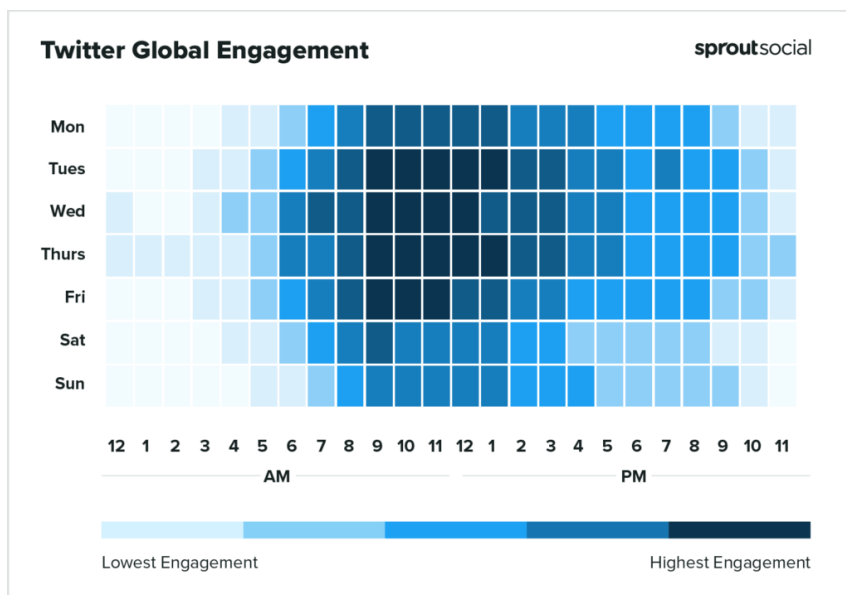
## BEST DAYS TO POST ON TWITTER:

Tuesdays through Thursdays

## WORST DAYS TO POST ON TWITTER:

Sundays

## POST BETWEEN 2 AND 3 TIMES PER DAY



# LINKEDIN

## AUDIENCE:

Baby boomers (ages 59-68), Generation X (ages 43-58), and Millennials (ages 27-42)

## BEST TIMES TO POST ON LINKEDIN:

Tuesdays and Wednesdays  
from 10 a.m. to noon

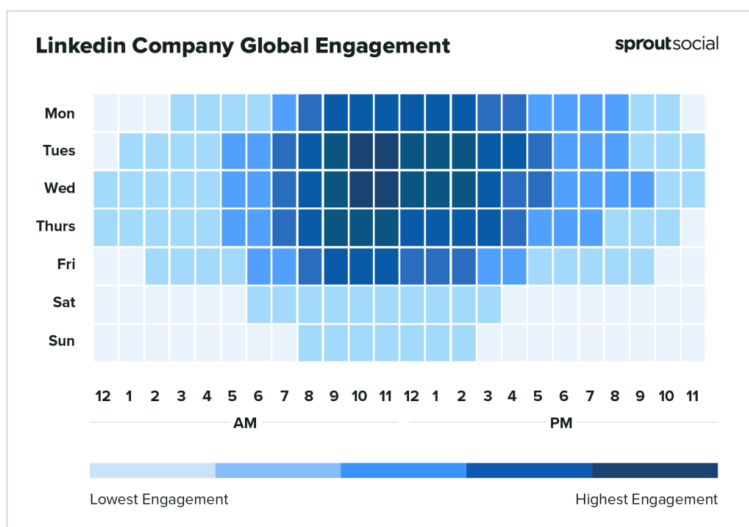
## BEST DAYS TO POST ON LINKEDIN:

Tuesdays through Thursdays

## WORST DAYS TO POST ON LINKEDIN:

Weekends

## POST BETWEEN 1 AND 2 TIMES PER DAY



# INSTAGRAM

## AUDIENCE:

Primarily Millennials  
(ages 27-42)

## BEST TIMES TO POST ON INSTAGRAM

*Mondays* from 10 a.m. to noon

*Tuesdays* from 9 a.m. to 1 p.m.

*Wednesdays* from 10 a.m. to 1 p.m.

*Fridays* from 9 to 11 a.m.

## BEST DAYS TO POST ON INSTAGRAM:

Tuesdays and Wednesdays

## WORST DAYS TO POST ON INSTAGRAM:

Sundays

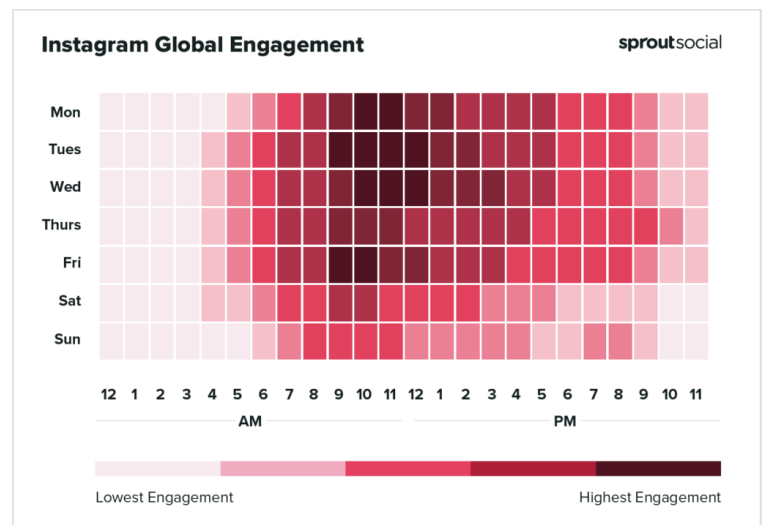
## WHEN TO POST

Feed:

Post between 3 and 5 times per week

Stories:

Post 2 times per day



# HASHTAGS

Some of the hashtags we have used. Use mainly on Instagram and LinkedIn and no more than 3-6 at a time. Only 1 or 2 on FB posts. Make sure to CHECK what a hashtag is about before using it!

- #GivingTuesday
- #MeetTheDean
- #ForevertoThee23 (use relevant year)
- #Alumni
- #Networking
- #USC
- #Homecoming
- #NetworkWithMoore
- #ShuckandShag2023 (use relevant year)
- #MooreSchool
- #DarlaMoore
- #Gamecocks
- #GoGamecocks
- #SpursUp
- #Cocky
- #FDOC
- #StudentLife
- #FlashbackFriday
- #LinkInBio
- #MemorialDay
- #TravelTuesday
- #BusinessEducation
- #MBA
- #BusinessSchool
- HigherEd
- #WednesdayWisdom
- #Give4Garnet
- #G4G23 (use relevant year)
- #StudentExperience
- #BusinessBash2023 (use relevant year)

# PHOTO/VIDEO

## **ORIENTATION**

Unless it is a photo or video going on YouTube, it is generally best to shoot social media photos and videos vertically

## **CAPTIONS**

Ideal length is 138-150 characters

Make sure to abide by USC brand standards

## **TAGGING**

Tagging other Instagram accounts can boost your post's engagement

Only tag when there's a chance that it will be seen as a positive by the person being tagged

## **VIDEO LENGTH**

- IG/FB Stories- up to 15 seconds
- IG Feed- ideally 15-30 seconds
- FB Feed- ideally 24-90 seconds
- Twitter/X- ideally 20-45 seconds
- YouTube- ideally under 2 minutes
- LinkedIn- ideally 30 seconds to 5 minutes



# REQUESTING A POST

Submit social media request here

*Form submission does not necessarily  
guarantee post, will still need to be  
approved*

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UNIVERSITY OF SOUTH CAROLINA

