



UNIGE | SOCIAL MEDIA

Advice for use



INSTAGRAM

Getting started on Instagram

The University of Geneva has an Instagram account: <https://www.instagram.com/unigeneve>.

You can also create an Instagram account for your department, unit or center.

Please be aware that **moderating a social media is a daily process**.

You are free to manage the content of your account. However, to ensure consistency across University accounts, there are some elements we ask you to include:

- 1 to 2 Creating an account
- 3 to 4 Promoting your account
- 5 Boosting its posts
- 6 Instagram Story
- 7 Photos and videos
- 8 Image rights
- 9 Copyright
- 10 to 11 Advertising and Algorithm

Please note that you are responsible for the content of your account and for updating it. You must remain **courteous** and apply good manners at all times, as you would anywhere else.

Your Instagram account must be used **legally** and **ethically** and in keeping with the principles and values of academic freedom.

All posts must comply with the law, be morally upstanding, and not harm the reputation of the University or its members. In particular, there must be no posts of a slanderous, defamatory, insulting, racist, sexist or pornographic nature.



① Creating a profile

Choose a title for your Instagram profile, such as your department or unit's acronym (FTI, ISE, etc.). Add UNIGE to your username: [@egaliteunige](#); [@culture.unige](#).

Complete your profile with a biography, a link to your department or unit's website, and maybe an email address and phone number.

<p>Modifier profil</p> <p>Changer de mot de passe</p> <p>Apps et sites web</p> <p>E-mail ou texto</p> <p>Notifications push</p> <p>Gérer les contacts</p> <p>Sécurité et confidentialité</p> <p>Activité de connexion</p> <p>E-mails d'Instagram</p>	<div style="text-align: center;">  <p>unigeneve Modifier la photo de profil</p> </div> <p>Nom <input type="text" value="Université de Genève (UNIGE)"/></p> <p><small>Aidez les gens à trouver votre compte à l'aide de votre nom le plus connu, que ce soit votre nom complet, votre surnom ou votre nom d'entreprise.</small></p> <p><small>Vous pouvez uniquement changer votre nom deux fois tous les 14 jours.</small></p> <p>Nom d'utilisateur <input type="text" value="unigeneve"/></p> <p>Site web <input type="text" value="https://www.unige.ch/"/></p> <p>Bio <input type="text" value="Partagez votre quotidien à l'UNIGE et taguez nous sur vos photos ou stories avec @unigeneve"/></p> <p>Informations personnelles <small>Fournissez vos informations personnelles, même si le compte est utilisé pour une entreprise, un animal, ou autre chose. Elles n'apparaîtront pas sur votre profil public.</small></p> <p>Adresse e-mail <input type="text" value="socialmedia@unige.ch"/></p> <p>Numéro de téléphone <input type="text" value="0041 22 379 71 11"/></p>
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② Profile pictures

To make your department or unit easily identifiable, use a customized UNIGE logo. You can request one from the graphic designers: graphistes@unige.ch.



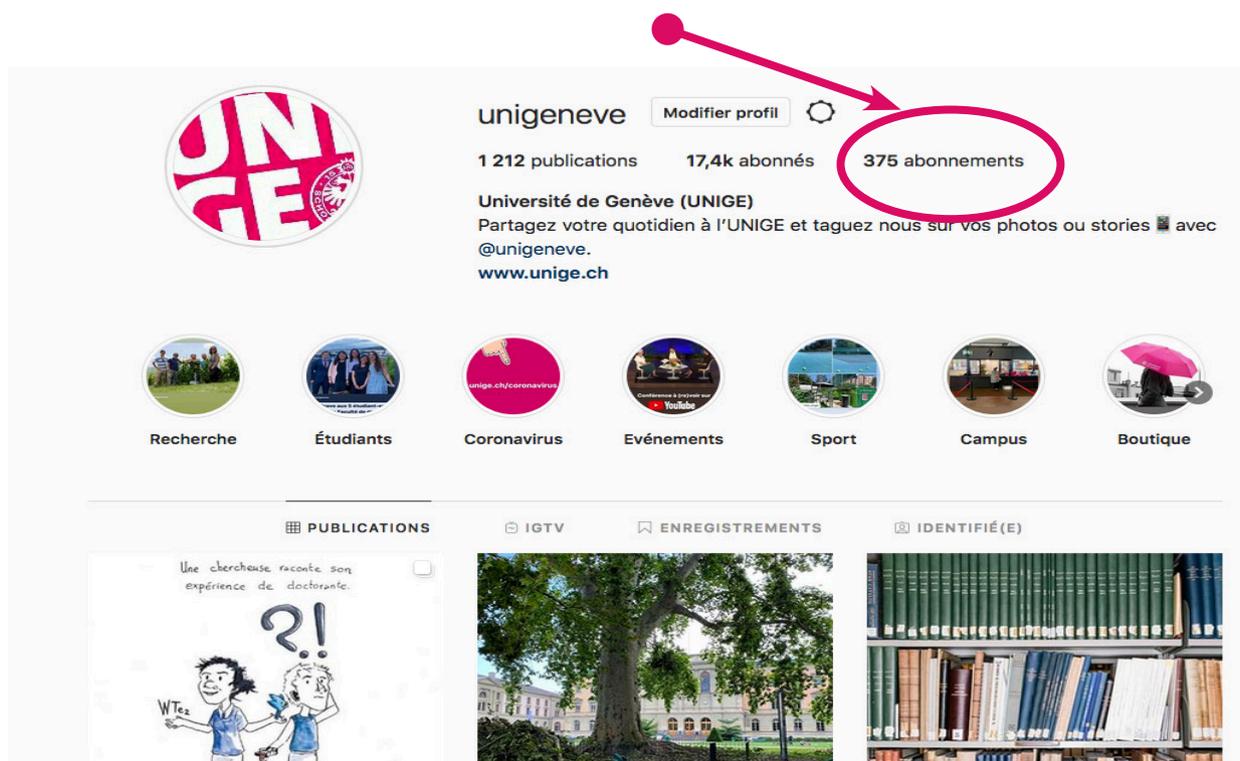
③ Connect your account to UNIGE's other Instagram accounts

This will enhance UNIGE's reach and increase the number of visits to each page and therefore potentially the number of followers as well.

How to do this?

Once you've created your account, go to <https://www.instagram.com/unigeneve/> and click on **Follow**. Do the same with the other UNIGE Instagram accounts.

You can find them under **Following** or at <https://socialmedia.unige.ch>



④ Spreading the word

Tell your colleagues, your students the [Communications Department](#) and the general public about the page.

Share it on your website, on your other social networks, in your newsletter or in your email signature.



5 Posts

Share photos and videos of your day-to-day work, including members of your team, your students, your work environment and your events. Your followers will like being able to see the faces of the people you work with and knowing what's going on behind the scenes.

Recommendations

Be creative with your photos and make sure the quality is good. That's crucial when it comes to promoting your account. Be sure to define an editorial line. Use hashtags linked to your photo (ex: #science, #etudiant, #studentlife, #phdlife, #laboratoire, #unigeneve, #geneve, etc.).

In order to create synergies, it is important to **tag** services and partners in your posts. They will then be able to share your content more easily.

→ All you have to do is put **@** before the name of the person or institution.

To help you, [a full list of UNIGE's accounts](#) is available online.

Feel free to tag the UNIGE account **@unigeneve** **#unigeneve** or **#universitedegeneve** so that your photos can be shared.

Also mention the accounts of your potential partners. This will help you to expand your reach and perhaps acquire new followers. Make sure you use the right hashtags and use geolocalization in university buildings.





6 Instagram Story

Instagram Stories are **photo or video posts that stay on the platform for 24 hours**. They're very popular on social media.

Photos or videos must be taken in **vertical format**. You can use this feature to show the backstage of an event, for example, or to address your audience directly, in a more spontaneous way.

You can also add tags (emoticons, geolocalization, time, etc.) and create surveys.

Please note that for your stories to be shared by other accounts, you have to mention those accounts (**@XXX**) in your stories. This will notify your partners, who can automatically add the post to their story.



You can also add your stories to your account permanently if you **Add them to Story Highlights**. You can then create folders on different themes (students, events, courses, etc.).



7 Photos and videos

Photos

Share photos of your day-to-day work, including members of your team, your students, your work environment and your events. Your followers will like being able to see the faces of the people you work with and knowing what's going on behind the scenes.

Recommendations

Be creative with your photos and make sure the quality is good. That's crucial when it comes to promoting your account. Be sure to define an editorial line.



Videos

If you make videos, upload them directly to Instagram and inform the Communications Department and your partners before publishing it on social media. Check out the different formats and durations of videos depending on your broadcast channel (on the feed, in a story or on Instagram TV).

8 Image rights

Make sure you get permission from the people in your photos (if they are recognizable) before sharing them on social media.

Sharing a photo without someone's consent could be a breach of their privacy.

However, if the individual is in the background or not a main part of the photo, it is not considered a breach of their privacy.

You don't need to obtain consent if:

- the image is of a public figure or sports person
- the image is of a public event, as people should be aware that there may be photographers present. Please note: Photos taken in this context should not focus on one individual and should be used to illustrate the event and be for information purposes only.

It's better to inform participants if photos are likely to be taken as part of the event.

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9 Copyright

Be sure to comply with copyright rules when using photos.

Make sure that any images or photos you use are not subject to copyright.

Just because you find an image online doesn't mean it isn't subject to copyright.

Keep in mind that some photos and images cannot be used for advertising or marketing purposes.

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10 Advertising

[Instagram ads](#) will allow you to reach a wider audience than just your followers. If you want to promote content on Instagram and need advice, contact the social media manager at : socialmedia@unige.ch

You can advertise a video or a post. You can also create specific advertising content that won't be visible on your page.

Please note that before posting an ad, it is crucial to determine your objectives and your target audience.

11 Algorithm

All social media platforms use **algorithms** to determine how high up in newsfeeds your posts will appear, using ranking signals from profiles and pages. The aim is to ensure that users get valuable and meaningful content in their newsfeed.

The algorithm first ranks each post in terms of content quality: Are the images and videos native? Is the post unique? Does it include a click trap or encourage people to share and like?

The better the content, the more likely the platform is to display it.

The post will first be shown to just 1% of your followers. The algorithm then evaluates users' reactions to it:

Does the post generate likes, comments and shares? Do videos get viewed for at least a minimum amount of time? Or does the post get negative comments, reports, etc.?

The more positive reactions you get in a short space of time, the higher up the post will appear in Facebook newsfeeds, and vice versa.

Advertising is a way to reach a larger number of people, including followers who didn't get to see your post in their newsfeed.
