It’s time to spread the word. And social media is one of the fastest and most cost-effective ways to broadcast our brand message. In an increasingly digital world, having an active voice on social platforms has become an important way to be recognized and heard.
SOCIAL MEDIA

GOALS

Raise engagement.
Grow followers.
Post more consistently and strategically.
FIRST THINGS FIRST:
KNOW YOUR PLATFORM.

While most social media networks have a lot in common, there are some differences we should be aware of so that we’re using them well.

Facebook: The social media giant offers a great space to give a little more than you would on other social accounts. There is no character limit, but moderation is still key. Most people have a Facebook account—even grandma. Use hashtags to help build brand awareness. Video content is king on Facebook. Upload videos often and when possible, go live.

Instagram: It’s very popular with younger generations who use it (too often) to take selfies. Hashtags are commonly used on Instagram; use them freely, but don’t overdo it. Post your best photography and video of all kinds. Use Instagram Stories for super timely content that will disappear in 24 hours and Reels for fun videos that catch people’s attention.

Twitter: Short and snappy is the name of the game. With only 280 characters (upped from 140) at your disposal, being concise and clever is an art. Although its usership is lower than Facebook, its extremely public nature allows people to see posts without being active users. Hashtags were popularized by Twitter and are a great tool for this site. Twitter is a high-volume site; post often.

LinkedIn: LinkedIn is a great place to establish Pace as a thought leader. Engage with our professional audiences and post articles and share stories that reflect the deep expertise Pace is home to.

Ephemeral Social: Stories, Reels, Fleets, Snaps—there are many versions out there of timely content that disappears after the “moment” has passed. Almost every social platform has its version of ephemeral content. Best known are Snapchat (the OG of ephemeral content) and Instagram Stories. Ephemeral content should be hyper-timely and interactive. Generally, focus less on making this content feel highly produced. This is where most users (especially high school and college aged) are spending their time on social.

YouTube: YouTube has long been the video archive of the internet. Today, Gen Z is all about it. They rely on it for everything from a good laugh to the latest news. It’s especially popular with boys, who are a bit less likely to be on other platforms like Facebook, Instagram, or Twitter. Bring the spirit of Pace to life on YouTube in myriad ways. Post videos about community culture, research, the campus experience, arts, athletics—you name it.
**TACTICS FOR RAISING ENGAGEMENT.**

**Press play.** Post more videos. People want content that moves. Give it to them. Share student experience videos, short campus spirit videos, slideshows of photography, or even an occasional silly GIF. Don’t always feel compelled to post highly-produced video, social media is a good space to leverage user-generated video especially for channels like TikTok and Reels on Instagram.

**Play tag.** Include hashtags (#) and/or mentions (@) as much as possible on your posts. This adds another layer of interactivity and is the most effective way to build social media relationships and get more eyes on our posts.

**Make people feel good.** When people mention, follow, and engage with Pace on social media, reciprocate! Show users we’re paying attention. A simple thanks for a like or mention or returning a follow makes users feel good about engaging. They’ll be more likely to do it again. We can’t reciprocate every little thing. Use your best judgment to stay engaged with our followers.

**Share the load.** Don’t put the burden all on yourself. Not every post needs to be original content. Share articles, posts by other accounts, and other curated content. This shows that we’re attuned to what’s going on out in the world.

**Ask questions.** Don’t make it all about what we think and what we know. Ask our followers their thoughts and opinions. Give them a chance to talk about themselves. People like that.

**Make it count.** Choose the best content. Not every news item is post-worthy. Back up our brand story with examples worth sharing. Show off impressive projects and internships, our amazing faculty and staff, and how Pace is making an impact. No boring. No commonplace. Go after stories with oomph and aha.

**Give a little.** There’s nothing people love more than free stuff. Use offers, contests with prizes, and giveaways to drum up excitement and engagement.

**Bring people home.** Social media channels are launch pads for directing users to our other spaces (the website, events, etc.). A more active social presence will help bring new users to the website, notify people who may not have heard about our events and happenings, and broaden the reach of Pace stories and facts.

**Let people know.** Take every opportunity to encourage stakeholders to engage on social media. People can’t use our hashtags or be part of our social media campaigns if they don’t know about them. Publicize our social media platforms through other media channels (website, print materials, etc.).

**Let them lead.** Give students the opportunity to show and tell with account takeovers. Arrange for students, especially those with hands-on or visually compelling activities planned, to take over an account for a day. Students like to hear from other students in their own words. And this gives more authenticity to the Pace brand story.

**Talk ‘em up.** We have an amazing faculty. Use our social channels to share the expertise and amazing teaching skills that we have here at Pace. Show professors in action, post stories, and celebrate student-faculty relationships. Host star professors for Q&A sessions and account takeovers.

**Be accessible.** Pace is an inclusive community. Let’s make sure it extends to social. Make sure our posts are optimized so that ALL of our followers can enjoy. That means using captions for videos, alt text for images, and making sure text is contrast compliant.
TACTICS FOR GROWING FOLLOWERS.

**Follow up.** Follow everyone. Well, maybe not everyone. But do make it a point to follow and friend organizations who will help us get in front of our audiences. Think education advocates/experts, local and national nonprofits, and colleges and universities. Not only will we be able to see what they’re all up to, but also, hopefully, they’ll share the love and follow us back.

**Tap into your inner circle.** Social is all about the numbers. People (especially students) gauge our legitimacy and presence in the industry based on our social following. So do whatever it takes to play the numbers game.

**Join the club.** Lots of social trends have become globally popular, like Throwback Thursday (#TBT). Join in. Show followers that we’re there and in-the-know. Let’s take a more active approach to our social media presence by joining the conversations that are currently trending.

**Hashtag strategically.** Hashtags are a great way to steer conversations on social media. When used well, they can expand our reach. They can be used in all kinds of marketing materials (print, swag, online) to push people to engage with us on social media. Use our own brand hashtags as much as possible.

**Assemble your meme team.** Call on faculty, students, and parents who are already our biggest supporters and active social media users to become social media ambassadors. Treat these folks like our front line for sharing, liking, and commenting on Pace social content and for getting the word out via their own channels in their own words. Make sure to arm them with our brand language, hashtags, and key talking points. More folks sharing our content means more people becoming acquainted with us.

**Link it up.** When you feature curated content on social media, make sure you point followers back to that original content with URLs. Shorten links through services like bit.ly or Hootsuite. When you share links, make sure you include a photo to catch users’ eyes. On Facebook and LinkedIn, erase the URL once you’ve pasted it in and it has loaded. Don’t worry, the content will still be there.

**Go viral.** Okay, this is not so easy. But we’re doing some awesome things at Pace that could really catch people’s attention. When we have truly unique or groundbreaking news, we need to invest time and energy in promoting those stories so that they might have a chance to catch on. A good start: bold headlines, strong hashtags, epic imagery.
TACTICS FOR POSTING MORE CONSISTENTLY AND STRATEGICALLY.

Show some personality. On social media, we can break from more formal writing conventions. People come to social sites to be social. They don’t want to be talked at—but talked to. Stay within the tone and style of our brand: smart, bold, supportive.

Timing is everything. Connect what’s happening on our social sites with what’s happening out in the world. Being timely is half the battle of being engaging. Get involved in conversations, the latest happenings in pop culture, buzzworthy stories, local events. Take every opportunity to connect to our expertise.

Think ahead. Sometimes you’re posting on the fly—that’s the nature of social media. For content that you know about ahead of time (facts, stories, quotes), do yourself a favor and schedule those in advance to ease the daily burden.

Find the balance. We should be using all of our social accounts to tell prospects the Pace story. Make sure there’s a variety of content on each platform that gives the full picture.

Safety first. Make sure you’re keeping your Pace social accounts secure. Use a shared email address for the account so that other members of your team can access in your absence. Change the password regularly and any time after you’ve shared the credentials (like for takeovers).

Plan it out. This toolkit is great for making sure our team understands how we can leverage social media to support our brand. But we need to drill down deeper to make sure we keep things moving day to day. Create a social media plan that outlines hard goals for followers and engagement and that tracks with the overall marketing plan.

Who’s the boss? Designate a social media manager (or two) who can take ownership of the social media process and create guidelines and goals for the whole social media team. This person should serve as the point of contact for all things Pace social. Have a process in place for escalation of issues if necessary.

Make it a machine. Establish a workflow for all social media content with clear responsibilities and roles for contributors. For example:

- Managers touch base daily as needed.
- Managers meet weekly to write and schedule posts and review analytics.
- Social team meets quarterly to discuss progress, ideas, and goals.
- Faculty and staff send content to social media managers for consideration daily.

Keep track. Most social media sites have analytics tools that show which posts are performing well. Take advantage of these tools to see what people like on our social media channels. Hone in on what’s working, what isn’t, and why. If something isn’t working, change it. Use these metrics to inform the goals for your social media plans each year.

Cut it down. People don’t read. Especially on social media. Keep posts brief, even on platforms with no character limit. A good rule of thumb: no more than three concise sentences. Don’t try and tell the whole story on social media; use links to push users to more information.

Keep calm. Carry on. Every once in a while, you’ll find an unhappy post or comment from a follower. Address their concerns as best you can. Don’t engage further if the follower is unrelenting or unreasonable.
Whenever new Pace materials are developed, ask yourself the questions:

"How can this translate to social media?"
"Will I need social media assets designed?"
Plug and play content that's ready to use.
SOCIAL MEDIA BIOS

These are the Pace biographies for launching the brand on social media. There’s a short version for platforms with character limits and a mid-length version for platforms where there is space to say a little more.

**Short**

Powerful academics. Immersive experiences. Dedicated mentoring. Pace will get you where you want to go. Where you go is up to you. #PaceGoGetters

**Mid**

Inspired academics, real-world experiences, and dedicated mentoring, all in the heart of New York. Pace is for people who are going places—the dreamers, strivers, achievers, #PaceGoGetters.
BRAND HASHTAGS
These are the Pace brand hashtags. Use them to tell our story and celebrate our brand. Promote them heavily on and off social media as we begin to launch the Pace brand on social.

#PaceGoGetters
Use this brand hashtag to tell our stories, big and small, and to compel our community to join in and tell their own Pace stories. We want to create a curated set of social media content that shows how Pace and its people are making a difference.

#PaceU
This hashtag is an identifier and pride builder. Encourage our community to use it broadly to showcase their experiences at Pace.
EXAMPLE POSTS

Text for social media posts that can be mixed and matched with various design assets or images.

Everyone is welcomed and celebrated at Pace. We're a community that believes the world is made better by diversity and varied perspectives.

When we say you'll have real-world, hands-on learning experiences, we mean it. Our philosophy is that to truly understand something, you've got to do it. So get ready to get to work.

Study coyotes in urban environments. Use Oysters to clear pollution in the Hudson River. Develop anti-microbial ointments. Whatever your academic interest, get it here.

The Pace Seidenberg School of Computer Science and Information Studies is 28% female compared to the 18% national average. We're not talking about bringing diversity to tech. We're doing it.

Being #PaceGoGetters isn't just about getting ahead. Whether they're cleaning local parks, harvesting vegetables for the hungry, or painting school murals, our students are committed to giving back. We're making a difference in our community and beyond.

You won't find any laurel resters, easy way outers, or sit by and watchers at Pace. Career, community, out in the world—no matter where you look we're there making things happen. Cause that's what #PaceGoGetters do.

We've got an excellent track record of making sure that when our students are done with us, they're ready for their next move. Whether it's grad school or career, #PaceGoGetters get there sooner.

We're home to the NYC Design Factory. A playground for dreaming up innovations and making them come to life. Want to build something totally new? Get it done at #PaceU.

Tatyana worked on wetlands protection for the EPA. Angelina manages the Pace Fit smoothie café as a business student. Ricky interned at the White House. The point is #PaceGoGetters zero in on what they want to do and do it. We help them get there.

Build your career from the ground up. Shape the course of a creative life. Contribute to the world in meaningful ways. What you do is up to you. So, what can Pace do? Provide the tools, the experiences, and the connections to make it happen. And ensure that nothing, and no one, gets in your way.

There are internships, and then there are internships. At Pace, we don't believe you should waste valuable learning time getting other people's coffee. In fact, we have an entire program dedicated to making every second of your education count. It's called the Pace Path.

If you're looking for a slow start to your college career, Pace is probably not for you. We believe in the early advantage. The "more is more" philosophy of experiences. And in an academic path that charts a clear course for professional success.

We've been thinking about the intersection of climate and environment since '87, when Dean Emeritus Richard Ottinger founded the Pace Energy Center. Since then, the Center has evolved from analyzing energy regulatory law and policies to working towards mitigating climate change and ultimately boosting climate resilience.

We know that climate change is a big problem. We're on it. We are committed to leveraging our #PaceGoGetters to bring solutions to our city, our state, our country, and beyond.

We've been ranked the #1 private college for upward mobility by Harvard's Opportunity Insights study. Don't just get a degree. Get a leg up.

Looking to broaden your horizons, expand your worldview, meet new and interesting people? This is your place. Here you'll find people from all over the globe.
FEED POSTS

Pair these graphic images and videos with written text to share on social media. They can be mixed and matched with the example posts provided in this toolkit, or you can use them with new posts that you've written. Don’t share them all at once. Spread them out over time, mixed in with other content you’re posting to give them greater impact.

You want it? Go get it.

Your vision. Your future. It all starts at Pace.

Go get it.

Get the degree that takes you places.

Pace University, New York City.

Go for the results.

Go for the custom experience. Go for the inspired academics.

Go-getters. Go to Pace.

Ready. Set. Go.

50+ cutting edge learning laboratories.

Go for the results.

100+ years of getting people where they want to go.

Get out in front.

Focused on the climate conversation for more than 30 years.

Go. Ready. Set.

You want it?

Go.

Go.

Forward-looking. Forward-thinking.

Get focused on the climate conversation for more than 30 years.

Get focused on the climate conversation for more than 30 years.
Don't wait for it.
GO FOR IT.
GET THE DEGREE THAT GETS YOU SOMEWHERE.

2,500+ INTERNATIONAL STUDENTS FROM 120+ COUNTRIES

PACE SETTERS. WORLD SHAPERS. GO-GETTERS.

ONE OF THE MOST LGBTQ+ FRIENDLY SCHOOLS IN THE COUNTRY.
—Affordable Colleges Online

ONE OF THE MOST DIVERSE COLLEGES IN NEW YORK.
—Niche.com

DREAMERS, SEEKERS, ACHIEVERS. GO-GETTERS.

GO FOR THE CUSTOM EXPERIENCE.
GO FOR THE INSPIRED ACADEMICS.

GO FOR THE RESULTS.
TOP 10% FOR ROI
—PayScale

ONE OF THE MOST DIVERSE COLLEGES IN NEW YORK.
—Niche.com

PACE UNIVERSITY
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FEED POSTS

1. "Hone your craft in the #1 Theater Program in the best state for performing arts."
2. "PACE SETTERS. WORLD SHAPERS. GO-GETTERS."
3. "8,000+ internships, co-ops, practicums, field experiences, and clinicals completed last year."
4. "To learn is to do. We get it."
5. "WE’LL SHOW YOU HOW TO GO GET IT."
7. "8000+ internships, co-ops, practicums, field experiences, and clinicals completed last year."
8. "Go-Getters. Go to Pace."
9. "Go for it. Don’t wait for it."
10. "Focused on the climate conversation for more than 30 years."
TWITTER FEED POSTS

These feed posts are developed specifically for use on Twitter, which has a different image display ratio than the other platforms. All of the images in this toolkit will work on Twitter, but these images will display best for the platform.
STORY POSTS
These videos are created specifically for use in the stories format featured on several social media platforms which provides a fullscreen, immersive effect when viewed on mobile.
EXAMPLE FEED POSTS

“YOU DON’T HAVE TO BE GREAT TO START, BUT YOU HAVE TO START IN ORDER TO SOMEDAY BECOME GREAT.”
/ GREG MATARAZZO ’16
GO TO PACE

Our athletes are winning on the field and in the classroom. Our women’s field hockey team is the perfect example. Five players were just named @NFHCA Scholars of Distinction making this one of the top academic teams in the country.

Tatyana’s work on the Gotham Coyote Project with Professor Toomey examines how Coyotes are perceived in her own neighborhood—The Bronx. She hopes the work they’re doing will make residents aware that even though they’re in an urban environment, they’re still in a shared habitat with wildlife. When she’s not studying Coyotes? Reading, interning with EPA, Animal Crossing, and volunteering for the census.

Programmers won’t look like they used to. Not if Dr. Pauline Mosley has her way. She’s opening the door to computer science for women and minority communities and teaching her students how to use their tech skills for the greater good. Her efforts extend from high school students in the GenCyber program she runs to advocacy and mentorship for women in tech.

When you see a problem, go get a solution. That’s what Sukh Singh did when he saw a gap in our veterans’ services. He reinstated Pace’s Student Veteran Association and spearheaded the effort to create a campus veterans center. Next, he plans to take his passion for advocacy to the next level by earning a law degree.

He’s building the experience and the connections to take his career wherever he wants it to go. At Pace, Kyle Igarta discovered a path that embraced his background in competitive dance and his interest in business. As an Arts and Entertainment Management and Business Analytics double major, Kyle has a foot in both worlds, with internships spanning Broadway to Wall Street.

Building future scientists and saving lives. That’s what Dr. Nancy Krucher hopes to achieve with her work on Cancer treatment research. With her students at her side, she’s studying breast cancer treatment trying to uncover why cancer cells become resistant to the treatment over time.

An enterprising marketing major with an eye for fashion, Greg used $2,000 he made working at a pizzeria to print 175 shirts bearing his original designs. Today, Burassi—a fashion venture that started in a Pace res hall—has grown into a lifestyle brand with sales in all 50 states and 40+ countries. What will you start at Pace?

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PROFILE ASSETS
For additional profile assets, visit the Social Media folder at www.pace.edu/brandassets.

PRIMARY PROFILE IMAGES

COLLEGES/SCHOOLS PROFILE IMAGES

DEPARTMENTS/CENTERS PROFILE IMAGES
PROFILE ASSETS

FACEBOOK BANNER IMAGES
PROFILE ASSETS

TWITTER BANNER IMAGES

GO-GETTERS GO TO PACE

#PACEGOGETTERS

GET THE DEGREE THAT TAKES YOU PLACES

DON'T WAIT FOR IT. GO FOR IT.

GO-GETTERS

DOERS. STRIVERS. ACHIEVERS.
PROFILE ASSETS

LINKEDIN BANNER IMAGES

GO-GETTERS GO TO PACE

#PACEGOGETTERS

DON'T WAIT FOR IT. GO FOR IT.

#PACEGOGETTERS

GET THE DEGREE THAT TAKES YOU PLACES

DOERS. STRIVERS. ACHIEVERS. GO-GETTERS.
PROFILE ASSETS
Use the full color rectangles at the center of these images as guidelines for placement in the YouTube banner.

YOUTUBE BANNER IMAGES
DESIGN TEMPLATES

Use these InDesign templates to update the design assets. There are templates for each post image style, profile images, and banner images. Reuse the posts that have worked well, and update them over time to reflect new student stories, facts, and information.