

@altierus  social

GUIDE

FOR EXTERNAL PLATFORMS



How to work
with Marketing to
promote your school



People who
are truly strong
lift others up.
People who are
truly powerful
bring others
together.

-Michelle Obama

WHO ARE WE

We are all sparks that together make a flame,
lighting the way for each other as we go — forward
and up. Our challenges ignite our determination, and our
differences only make us stronger. We are not afraid of failure.

ABOUT ALTIERUS



WE ARE ALTIERUS

With courage, each of us has the power
to persevere and succeed.



we♥you!

There's so much excitement happening on campus, and we're thrilled that you're here to help us capture it. This book will give you the tools to create quality, shareable content that will help others experience the Altierus you know and love.



Why does social media matter for Altierus?

Connect—Helps expand our community network of friends, family, employers, and partners.

Share—Allows students to show school pride and what they're learning at school with others.

Grow—Builds awareness of our programs, student experience, and what makes Altierus special.

ABOUT THIS GUIDE





GUIDELINES



WHAT WE CAN SHARE

- Smiling faces
- Individuals and groups
- Students and faculty
- Lab activities
- School events
- School branding

Photos taken with permission.

SOCIAL MEDIA GUIDELINES

WHAT WE CAN'T SHARE

- Direct nor implied endorsements such as thumbs up or "number 1" finger*
- Unclear activity
- Bored subjects
- Busy or cluttered backgrounds

**Based on our school's accreditation guidelines.*



tips

Take better videos and pics with these simple tips and tricks.



Use light and shadow to create texture

- Get permission
- Use good lighting
- Clean the camera lens
- Declutter surrounding area
- Set your focus—mental and actual

Be aware of reflections/glares in glass

- Utilize interesting backgrounds
- Frame subject horizontally
- Capture candid moments
- Make subjects laugh

Things to avoid: flash, zoom, & impatience!



Get up close to create depth and angles

MEDIA TIPS



- Focus on your subject
- Lighting, lighting, lighting
- Play with timelapse and slo-mo features
- Shoot horizontal—and vertical (great for IG)**
- Avoid distracting background noises
- Keep your camera steady
- Enjoy yourself

Feel free to use these suggestions or tricks of your own!

& tricks

**SHOW YOUR
SCHOOL PRIDE!**

@altierus

SOCIAL MEDIA SHARING



3 WAYS TO SUBMIT PHOTOS AND VIDEOS*

Text to (612) 274-9499

Email to socialmedia@altierus.edu

Share with your campus's Social Captain

**Please include a brief 1-2 sentence description of what's happening in photos and/or videos.*

OTHER WAYS TO GET NOTICED

Tag @Altierus in your school posts, including #Altierus on Facebook, Instagram, or Twitter.

NOTE: Photos of minors require a release form—which can be obtained from your campus Director of First Impressions.

▶ **LIKE. FOLLOW. SHARE.**



ENCOURAGE REVIEWS

Know a student who's enjoying their time at Altierus?
Ask them to visit Google or Yelp to leave a review.



NOTE: To comply with regulators you may never guide or ask students for a positive review.



follow @altierus

This booklet is the intellectual property
of Altierus Career College ©2020

