

SLU Career Services' Posting Schedule

Date	Platform	Type of Post	Reminders
Tuesday	Facebook, LinkedIn, Instagram, X (Edit Instagram and X descriptions)	Event post	Could post success stories, celebrations, events, and more (Make sure to share on Instagram and Facebook Stories)
Thursday	Facebook, LinkedIn, Instagram, X (Edit Instagram and X descriptions)	MISC Post	Could post success stories, celebrations, events, and more (Make sure to share on Instagram and Facebook Stories)

Summer Posting Schedule

Date	Platform	Type of Post	Reminders
Wednesday	Facebook, LinkedIn, Instagram, X (Edit Instagram and X descriptions)	Event post	Could post success stories, celebrations, events, and more (Make sure to share on Instagram and Facebook Stories)

Other Notes

- If we split our Instagram posts into 3 types, we get an average of around 27 likes for posts with no faces or generic faces, an average of 61 likes for posts of our team or our area, and over 120 average likes when we show students and/or student workers
- Post everything on Facebook and X, but posts can be withheld from Instagram and LinkedIn if it's not fitting
- Post a story announcing tablings the day before they happen
- When creating collaborative posts, especially on LinkedIn, make sure to tag our stakeholders, deans of departments, students mentioned, people photographed, and any of our team directly involved, then have the copy reviewed by our Marketing Coordinator and Associate Provost