

Association for Preservation Technology International Social Media Post Guidelines

Last updated July 13, 2021

GENERAL STYLE GUIDELINES

Images

- Use .jpg or .png images files only.
- Use high-resolution images only. See below for minimum pixel requirements.
 - Square images: 1080 x 1080 pixels
 - Landscape images: 1080 x 566 pixels
 - Portrait images: 1080 x 1350 pixels
- Images should be professional and artsy but not unnatural. Effects should never compromise image quality (i.e., avoid effects that create intense sharpening, contrast, strange color casts, or overexposure).
- For Instagram posting, crop images to a square. Please note that any images that are not square will not be posted to Instagram.
- When submitting multiple images for a single post, name files in the preferred order.
- All non-APT images should be in the public domain, covered by a fair use agreement such as Creative Commons, or reused with expressed written permission.
- Provide credit at the end of the post text for non-APT images and graphics (“PC: Venturi, Scott Brown & Associates, Steven Goldblatt, Rollin LaFrance”).
 - In general, for images pulled from websites, cite the organization name and not the web address for neatness.
 - Where required, follow the website (e.g., the Library of Congress) or copyright clearinghouse (e.g., Creative Commons)’s specific attribution requirements.
 - Tag their social media accounts, where applicable.

Text

- Try to include interesting details or lesser-known information so followers will be more likely to engage and reshare the post.
- Use quotations when copying and pasting words not written by you or APT at large. In lieu of quoting text, consider paraphrasing in your own words when appropriate.
- For times and dates:
 - Use am and pm (lowercase, no periods) with space after the number (3 pm, 10 am).
 - Use “from” and “to” to indicate a time range (on May 19 from 2 to 4 pm). Alternatively, write the time range with a dash (on 5/19, 2-4 pm) if needed for space considerations. Avoid mixing these two approaches, i.e., don’t write “from 2-4 pm.”
 - Include the time zone(s) after all times in all capital letters (EST, PST).
 - Use slashes in dates (5/19) to save space or reference dates in advance.
 - Months and days should be written out in full in general. However, they can be abbreviated (Mon., Tues., Jan., Feb.) to save space.
 - **Example:** Monday 5/19 at 3 pm EST

Tagging

- When appropriate and available, tag relevant accounts.
- Include any relevant mentions as long as the account is active, and the names of the mentioned accounts are not so long as to be cumbersome.

- Reference the account mid-message as opposed to the end.
 - **Not Great:** Goooooal! See NYU Engineers dissect and analyze the polyurethane Brazuca ball being used in Brazil: nyu.is/1v3P1Ek #worldcup @nyupoly
 - **Better:** Goooooal! See @nyupoly Engineers dissect and analyze the polyurethane Brazuca ball being used in Brazil: nyu.is/1v3P1Ek #worldcup

Hashtags

- Use APT hashtags from the “Regularly Used Hashtags” list (see below).
- For themed post series, develop the hashtag before starting the series, and consistently include the hashtag on all posts in the series.
- Research and use popular hashtags associated with the content of the post (#architecture, #steelwindowrestoration, #windowrestoration).
- Some companies and organizations also use their own hashtags. For example, the National Trust for Historic Preservation uses #SavingPlaces and #TellTheFullStory.

Proofreading

- Don’t forget to proofread your posts to ensure grammar and punctuation are correct. Ask someone else if needed.
- It is strongly recommended that you ask someone else to proofread sensitive posts.

Post Times

- Follow the suggested times listed in the Social Media Calendar.
- Use Hootsuite to schedule your posts.
- Ensure your post does not conflict with another scheduled post. If, for timing reasons, multiple posts need to occur in one day, try to space posts at 3-hour intervals. This time interval guideline is not required during the Conference.

NETWORK SPECIFIC GUIDELINES

Facebook and LinkedIn

- Use line breaks between text, link, and hashtags.
- List hashtags at the end.
- When referencing APT, other chapters, or partner organizations in a post, tag their Facebook account where possible (refer to “Tagging” section for more information).

Twitter

- Character Limit: 280 characters, including hashtags.
- Do not use a link shortener. Twitter has its own and will do it automatically.
- Replace “and” with an ampersand (&) to save characters when necessary.
- When referencing APT, other chapters, or partner organizations in a post, tag their Twitter account where possible (refer to “Tagging” section for more information).

Instagram

- Crop your image(s) to a square or use white borders.
- Never use white borders for the cover image.
- APT’s Instagram account is connected to Tap Bio and has the Tap Bio link in the Instagram profile bio. Don’t forget to add **(link in bio)** or **#linkinbio** after the link in the post description.

REGULARLY USED HASHTAGS

Throwback Thursday

- #ArchiveThursday
- #APTBTBL

The architecture of the World's Fair

- #WorldsFairWednesday

Annual Conference

- #APTNT2020

YouTube

- #APTPlaylist

Committee Hashtags

- #OSCAR

Other Recommended Hashtags (when space allows)

- #APTPreservation
- #APTPracticePoints
- #APTBulletin
- #APTStudentScholar
- #APTEmergingProfessional
- #APTChapters
- #historicpreservation

INSTRUCTIONS FOR PARTNER ORGANIZATION POSTS

Post Request Submission

- Make sure that your organization is listed as an APT [partner](#) or [related organization](#). If not, contact the [Partnerships & Outreach Committee](#) co-chairs to be listed.
- Please email your post request to socialmedia@apti.org.
- Within your email, please provide the following:
 - your preferred post date(s),
 - list of social media networks for the announcement,
 - PDF or graphic (as a .jpg or .png file), and
 - the text of your post(s).

Post Scheduling

- Please submit your post request(s) a minimum of one week in advance of your requested post date.
- Suggest a date(s) and time(s) for when you would like APT to make your post. If there is a conflict, APT will suggest alternative post times.

Images

- See General Style Guidelines and Network-Specific Guidelines above for detailed text and image requirements.

Text

- For Twitter posting, limit your text to 280 characters, including hashtags. Please note that any posts longer than 280 characters will not be posted to Twitter.
 - Please do not forget to proofread your text to ensure grammar and punctuation are correct.
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SOURCES

http://www.nyu.edu/content/dam/nyu/cmsTeam/documents/socialmedia/NYU_SocialMedia_StyleGuide_092914.pdf

<https://sproutsocial.com/insights/social-media-style-guide/>