

Getting Started on Social Media

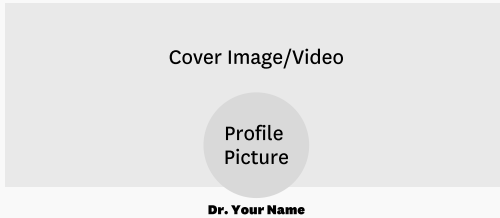
STEP 1: HOW TO SIGN UP

- [Facebook \(account\)](#)
- [Facebook \(page\)](#)
- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)

PROFILE AND PAGE IMAGE CHEAT SHEET

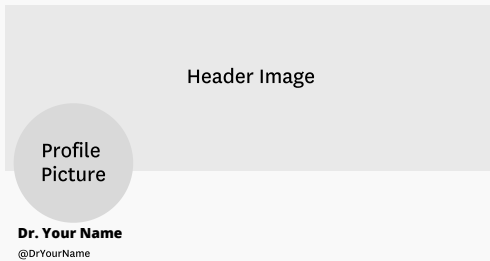
Facebook

Profile picture: 180px x 180px | Cover image/video: 820px x 312px



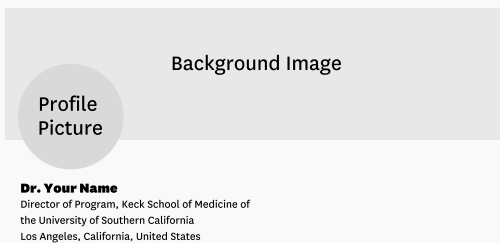
Twitter

Profile picture: 400px x 400 px | Header image: 1500px x 500px



LinkedIn

Profile picture: 300px x 300px | Background image: 1584px x 396px



Instagram

Profile picture: 110px x 110px



STEP 2: FOLLOW KSOM ACCOUNTS



[@KeckSchoolUSC](#)



[@KeckSchoolUSC](#)



[@KeckSchool_USC](#)



[@KeckSchoolUSC](#)



[Keck School of Medicine of USC](#)

STEP 3: HOW TO AMPLIFY CONTENT

To have content amplified by the KSOM accounts, send to keck.usc.edu/ShareWithMarketing.

This includes studies, accolades, threads, important information and more.

STEP 4: MAKE POSTS ADA COMPLIANT

Social Media posts will generally reach an audience that includes individuals with disabilities. USC is committed to ensuring equal access to its programs and resources, and all Social Media posts are expected to be accessible to individuals with disabilities.

ADA COMPLIANCE TIPS

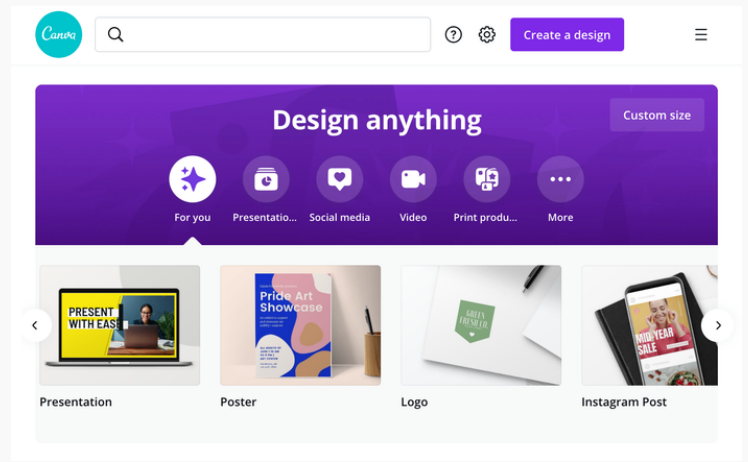
- Add Alt-Text to images
- Ensure videos are closed-captioned
- Limit emoji and special font use
- Use #CamelCase when adding hashtags
- [MORE ADA COMPLIANCE INFORMATION](#)

Getting Started on Social Media

FREE SOCIAL MEDIA TOOLS

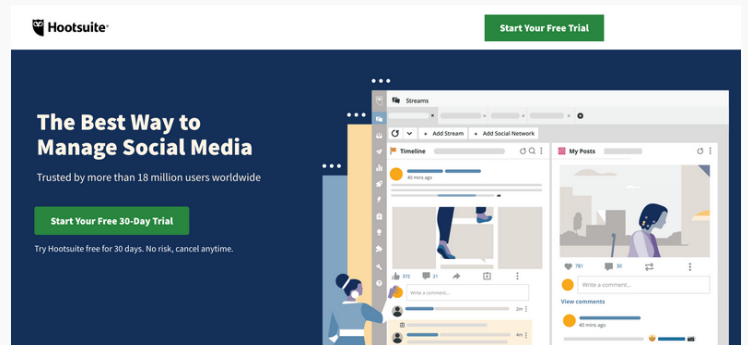
Canva

An image editing tool with pre-made social media, presentation and other templates to make creating graphics and images easy. Free version and ability to upgrade to Pro version



Hootsuite

A social media management tool to help with managing your accounts, engaging with users and grow your account. There is a free version and the ability to upgrade to a more robust paid version.



Tweetdeck

A Twitter tool for "real-time tracking, organizing, and engagement. Reach your audiences and discover the best of Twitter."

