



# Polimi Social Media Guidelines

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## Introduction

Social media guidelines are designed and intended for anyone at the University responsible for managing social media channels on behalf of Politecnico di Milano. Specifically, they are directed towards staff from departments, other campuses, schools, administrative bodies, external agencies, consultants and affiliated personnel.

The guidelines are designed to help individuals make informed decisions when managing their pages, to enhance their social media presence through coordinated, coherent and synergistic management, and to ensure effective communication across different channels.

The guidelines apply to both the creation of new channels and the management of existing ones.

These guidelines are designed to complement the University's existing policies. In the event of a conflict between the guidelines in this document and those in the Brand Manual, the rules outlined in the Brand Manual will take precedence.

The institutional presence on social media must uphold the Statute of Politecnico di Milano, the Code of Ethics and Conduct (available [www.normativa.polimi.it](http://www.normativa.polimi.it)) and, more broadly, the values of our University and common sense.

## Launching social media channels

Facilities intending to establish an institutional social media channel are encouraged to contact the Public Engagement & Communication Division at an early stage.

Therefore, please reach out to the Public Engagement & Communication Division via email at [socialmedia@polimi.it](mailto:socialmedia@polimi.it). In your message, explain your objectives for opening and managing social media channels, and include the following information:

1. choice of channels to be established and managed
2. target audience
3. editorial plan covering a minimum of three months
4. contact person for the project and channel management

Once shared and approved, the Public Engagement & Communication Division will provide operational instructions and guidance on naming, bios, descriptions, profile images, cover photos, and graphic elements, in accordance with the University's brand identity (for further details, please refer to the Brand Manual).



## Social media editorial strategy

A well thought-out editorial strategy is essential for ensuring effective and consistent communication across various social media channels. It consists of a detailed plan that outlines how the institution communicates with its audience, ensuring that all published content is in line with the University's objectives, targets and values.

Responsabilità . Rispetto . Integrità .  
Professionalità . Equità . Fiducia . Trasparenza .  
Sostenibilità . Inclusività .

### Objectives

1. Increasing visibility: enhancing the national and international presence of Politecnico di Milano
2. Engaging the community: fostering a sense of belonging and involvement among students, staff and alumni
3. Disseminating knowledge: sharing research results and academic news
4. Attracting new students: providing useful and appealing information to potential students

### Tone of Voice (TOV) and Target Audience

Before creating an editorial plan, facilities wishing to run an institutional channel on social media must define the objectives they want to achieve with their communication strategy and identify their target audience.

The composition principles apply to two types of tone, identified to regulate the structural complexity of the Politecnico:

- **Warm and informal:** future students, students, PhD candidates, alumni  
Objective: engagement, informative  
Actions: providing information on courses, events and academic opportunities.
- **Neutral and institutional:** professors, technical/administrative staff, scientific community, institutions, companies, the press, the public  
Objective: informative, educational, institutional and representative

Actions: sharing updates on research, publications and collaborations and staying connected by keeping them up to date about University initiatives and successes. Informing and engaging partners and institutional consultants.

For more information, see the brand manual ([link to document](#)) in the slides dedicated to this section (12 to 24).

## Using hashtags

There are 3 main types of hashtags:

- The first category allows us to broaden our potential audience, reaching users outside our existing fan base
- The second and third categories of hashtags, on the other hand, enable us to quickly catalogue and identify brand content according to replicable patterns

Branded Hashtag	Community Hashtag	Events Hashtag
Hashtags that are specific to the brand and identify content related to it.	Hashtags connecting like-minded people around the topic of interest and relevant sector	Temporary' hashtags used in the short term for content related to a specific event.
#polimi is the institutional hashtag	#polimiAI #polimialumni #polimicareer #polimiculture #polimilearninginnovation #polimiresearch #polimischool #polimisport #polimistudents #polimisustainability	For large institutional events, the Public Engagement & Communication Division will provide guidance on which hashtags to adopt

## Best practices

Don't overdo it: too many hashtags in the copy can make the message difficult to read and give the text a spam-like appearance. We recommend not exceeding 5-6 hashtags per post on Facebook, Instagram and LinkedIn.

The effectiveness of hashtags is greatly diminished if the use of community hashtags is weakened. Using branded and event hashtags, on the other hand, allows you to label your posts, highlight the connection between your brand and the topic, and aggregate your posts into a single themed collection.

We recommend respecting the rule of thirds:



1/3 branded hashtags

1/3 community hashtags

1/3 focused events hashtags

## **Channel management**

To ensure an effective social media presence, it is essential to oversee all stages of the process, from publishing to moderation, allocating adequate resources and maintaining a consistent publishing schedule. Effective management of social media channels is essential to maintaining an active, secure and engaging online presence.

Avoiding inactive accounts, implementing security measures such as strong passwords and two-factor authentication, and moderating content in accordance with University policies will help minimise risk and maintain a safe and professional environment.

### **Publishing**

During the publishing phase, it is necessary to maintain an appropriate publication frequency, select the type of format (photo, graphics, reel, video, etc.) best suited to the content being communicated, and ensure the quality of both the copy and visual content used.



## Planning editorial content

### What you can publish

- **Educational and informative content:** graphic posts, photos, videos and articles promoting academic initiatives, research and publications by students and faculty.
- **Events and activities:** announcements and reports on events, workshops, conferences and other organised activities
- **Achievements and awards:** news concerning prizes, awards and achievements by students, staff and the University in general
- **Content that encourages followers to participate** and interact, such as polls, Q&A sessions and quizzes.

### What you can't publish

- **Unverified content:** avoid publishing news and information that is unofficial or not confirmed by the University.
- **Offensive or inappropriate material:** avoid content that could be considered offensive, discriminatory or inappropriate for an academic community.
- **Advertising and commercial promotion:** avoid posts that are purely commercial or promotional in nature and not directly related to the activities of the Politecnico.
- **Content that violates privacy:** do not publish personal information without the explicit consent of the individuals involved
- **Content that infringes copyright and authors' rights.**

### Creating the editorial calendar

- **Planning:** organise an editorial calendar with regular content publication. Ideally, plan content at least one month in advance.
- **Content diversification:** ensure the calendar reflects a variety of post types to maintain interest and engagement
- **Review and approval:** establish a process for reviewing and approving content prior to publication to ensure adherence to the guidelines.

### Profile management and continuity

- **Social media project management:** appoint a dedicated social media management team to ensure continuity and consistency of communications
- **Ongoing training:** organise regular training sessions on social media best practices and updates on editorial strategy
- **Monitoring and analysis:** regularly monitor the performance and impact of various forms of content and use this information to optimise future strategies



- **Community management:** maintain constant activity on social media by responding quickly to comments and interactions to ensure high levels of engagement.

## Advertising

For managing advertising activities, a request must be sent to the Public Engagement & Communication Division to determine how to proceed, whether independently or with support. The Public Engagement & Communication Division identifies the most appropriate and effective initiatives and actions to communicate the University's institutional activities, following strategic guidelines and defining an integrated communications plan that may include owned, earned and paid media.

In particular, paid promotional activities may be considered as part of an integrated University-wide media plan.

If a facility intends to launch paid promotional initiatives, it must first submit the proposed media plan to the Public Engagement & Communication Division for assessment of its consistency and alignment with the strategic objectives and actions already planned at University level.

The request must be sent to [comunicazione@polimi.it](mailto:comunicazione@polimi.it) no later than 30 days prior to the start of the campaign.

## How to make social media profiles effective

To optimise social media presence, it is important to continuously monitor the performance of managed profiles. This will ensure more efficient management and increased visibility of the institution in the digital landscape.

### Basic requirements for managing social media pages

#### General requirements

- **Consistency:** use the brand image, tone of voice and messages in line with the values and mission of Politecnico di Milano
- **Engagement:** respond to comments and interactions within 24-48 hours.
- **Quality of content:** ensure that all published content is of high quality, relevant and in line with the University's communications
- **Active management** of pages.

#### Implementation of processes on effective platforms

- **Strengthen active profiles:** invest resources and time in profiles that show high engagement and contribute to the visibility of the University
- **Eliminate ineffective profiles:** consider closing or merging profiles that do not meet minimum retention requirements and do not add significant value
- **Continuous monitoring:** establish a continuous monitoring system to assess the performance of social media profiles (KPIs)
- **Periodic reviews:** conduct periodic (quarterly) reviews to analyse the effectiveness of profiles and adjust strategies accordingly.

### Social media channel performance metrics

Periodic data storage is essential for effective social media performance analysis. Social media platforms actually impose time limits on access to historical data: on LinkedIn, for example, the limit is around 12 months. Regular monitoring and archiving of data provides a complete history for future evaluation and optimisation of digital strategies based on informed insights.

Below are some key metrics.





## Engagement Rate

### Definition

The ratio between the total number of interactions (engagement) and views (impressions) generated, expressed as a percentage. It shows how engaged the audience is with the published content, taking into account actions such as likes, comments, shares and clicks. A higher engagement rate indicates an active audience that is interested in the page's content.

It can be applied to a single post on the page, or to posts published within a specific time period or related to a specific topic or initiative. In the latter case, it will be necessary to sum up the impressions and engagement of each post analysed.

- **Single post engagement rate = Total interactions on a post / Total impressions of that post × 100**
- **'Periodic' or 'thematic' engagement rate = Total interactions on the posts considered / Total impressions of the same posts × 100**

### Reference values

- **Facebook:** in the university environment, an engagement rate of 2-4% is considered good, while a rate above 5% is considered excellent. Facebook tends to have moderate engagement compared to other platforms, especially for institutional content. Engagement rates can vary depending on the time period analysed (daily, monthly, quarterly etc.), so it is important to compare engagement rates over similar time periods to assess effectiveness.
- **Instagram:** in the university environment, an engagement rate of between 3% and 6% is considered good, while a rate above 6% is considered excellent. The visual nature of Instagram tends to encourage more interaction, especially among students. Engagement rates can vary depending on the time period analysed (daily, monthly, quarterly etc.), so it is important to compare engagement rates over similar time periods to assess effectiveness.
- **LinkedIn:** in the university environment, an engagement rate of between 1% and 3% is considered good, while a rate above 3% is considered excellent. Engagement rates can vary depending on the time period analysed (daily, monthly, quarterly etc.), so it is important to compare engagement rates over similar time periods to assess effectiveness.

## Follower Growth Rate

### Definition

The percentage increase in followers is calculated using the formula: (Final followers - Initial followers) / Initial followers × 100. This value shows the growth rate of followers over a period of time, which is useful for measuring the performance and expansion of audiences on platforms such as Instagram, Facebook and LinkedIn.

**Formula: Growth Rate = ((Final followers - Initial followers) / Initial followers) × 100**



### **Reference Value**

For the Instagram channel, a growth rate of 3% per month can be considered a healthy target. For the Facebook channel, a growth rate of 2-3% is considered positive, especially for institutional or professional pages. On the LinkedIn channel, however, growth tends to be slower, so a growth rate of 2-3% is considered adequate.

### **Conversion Rate**

#### **Definition**

The ratio of the number of users who take a desired action (e.g. subscribe to a newsletter, download a brochure, land on a landing page, register for an event, etc.) to the total number of users who viewed the post.

**Formula: Conversion Rate = (Number of conversions / Total number of visits or interactions) × 100**

Number of conversions: this refers to the number of people who completed the desired action (purchase, registration, link click, etc.). Number of total visits or interactions: the total number of users who viewed the content, interacted with it or visited the page.

#### **Reference Value**

For the Instagram channel, a typical conversion rate is between 1% and 3%. If the campaign has a specific goal, such as registering for a webinar or an academic event, a rate of 4% or higher would be excellent. For the Facebook channel, a conversion rate of 2% to 4% is considered good for this type of content, with 5% or more considered excellent. Finally, for the LinkedIn channel, it can range from 1% to 3% for lead generation content, with 3% considered very positive for the university environment.



## Personal social media presence of professors and staff affiliated with Politecnico di Milano

Institutional affiliation is also recognised through personal social media profiles. Professors and affiliated staff can have a significant impact on the image and reputation of the institution. Their promotion of activities related to their work at the University can help improve their social media presence, while positively influencing the University's reputation.

Each member of the Politecnico community is responsible for complying with the University's Code of Ethics and Conduct and for demonstrating through their behaviour the fundamental values contained therein.

**Respect and Professionalism:** always maintain a respectful and professional tone, avoiding offensive, discriminatory or inappropriate language.

**Privacy and Confidentiality:** do not disclose confidential or sensitive information about colleagues, students or the institution without authorisation.

**Information Accuracy:** ensure that published information is accurate and verifiable, and prevent the spread of unconfirmed or false information.

**Liability:** be aware that even if a profile is personal, actions and statements can reflect on the image of the University.

**Appropriate Content:** publish content that is consistent with the University's values and mission, and avoid material that could damage the institution's reputation. **Positive Interaction:** promote constructive and positive interactions with other users by responding to comments and questions in a courteous and professional manner.

**Image Use:** use images and videos that are appropriate and respectful, and avoid copyrighted material unless permission has been obtained.

**Policy Compliance:** be aware of and respect the guidelines and policies of the social media platforms used, as well as the University's Code of Ethics.

**Professional and Personal Boundaries:** maintain a clear distinction between personal and professional content, and consider the impact that personal posts may have on your professional image.