

## **School of Interdisciplinary Studies (SIS) Guidelines for Promotion on SIS Social Media**

The School of Interdisciplinary Studies is able and ready to help promote the events and activities organized and sponsored by SIS programs. To assist us in sharing this information on [social media](#), please follow these guidelines:

- **Email the request for promotion to [sis-dept@gvsu.edu](mailto:sis-dept@gvsu.edu)**, providing specific details about the activity or event.
- **Allow reasonable time for SIS staff to post the information to social media.** Avoid last-minute/short notice requests and instead aim for 3 or more days' notice prior to the event date.
- **Include the exact text that will be used for the description.** Twitter limits the number of characters allowed in the description to 280, so please be mindful of this when drafting the text summary. Instagram limits descriptions to 2,200 characters. You're welcome to include different descriptions in your email if you'd like a longer text summary for the Instagram and Facebook posts. If contact info, such as an email address, is not provided on the flyer, it is recommended you include an email address within the text summary in case someone has questions about your program's event.
- **If there's a flyer associated with the event, include the file as either a JPG or PNG attachment in the email.** There are many free converting services available if you do not have Adobe Pro/Creative Cloud Suite, including [Adobe](#), [FreeConvert](#), or [PDF2Go](#). If you do not provide a flyer or other graphic, the information will be promoted on Facebook and Twitter only, as Instagram requires either an image or video in the post.
- **Provide an Alternative (Alt) Text description to make images more accessible.** Alt Text descriptions are read out loud by a screen reader in place of an image. They will also be displayed in place of the image if the image fails to load properly. Keep Alt Text concise, and it is unnecessary to start Alt Text with "image of" or "photo of." [Learn more about Alt Text.](#)