Facebook Timeline
TIP SHEET

You’re in a unique position to capture and engage in the dynamic conversation of our university on your Facebook Timeline. Keep this sheet close by for tips and other helpful information to make sure your Timeline is representative of the Texas A&M brand.

COVER PHOTO

SIZE: 851 x 315 px

SUGGESTIONS:
Update your cover photo often — this helps keep your Timeline looking fresh and gives you the opportunity to share more about your group.

PROFILE PHOTO

SIZE: 180 x 180 px

SUGGESTIONS:
We encourage you to use your custom stacked logo lockup on a maroon background for your profile picture.

APPs

Have questions about creating an app for your page?
Email us at socialmedia@tamu.edu

OTHER TIPS

• Enhance your post with photos and video. Posts that include multimedia generate more engagement than a text-only status update.

• Be concise and consistent. Facebook research shows that the shorter your post is, the more likes, comments, and shares it will generate. Attempt to post at least once a day.

• Tag other pages in your post. It gives your post more visibility and creates opportunity for engagement with fans of those pages. To tag another page, type “@” followed by the page’s name and then select the page once it appears in the dropdown.