

SOCIAL MEDIA USAGE IN THE WRITING CENTER

By Abigail Mirot



WHY DOES SOCIAL MEDIA MATTER TO WRITING CENTERS?

- Excellent tool for all organizations to promote their services, build connections, and get their message out there
- Opportunities for community building/education through crossposting, DMs, and comment sections
- Advertising campaigns have shown to increase student attendance in writing centers

PROPER USAGE

- Writing center social media accounts must pay attention to the etiquette of different social media platforms (can vary from platform to platform)
- For Instagram, an account must understand the proper uses of hashtags, captions, etc.
- Important to delete outdated material (stories/posts from events that are 4+ years old)



DESIGN TOOLS

- Posting aesthetically-pleasing content is a crucial way to create a successful social media account
- The most commonly-used design tools include Canva, InDesign, and Photoshop
- Takes time and practice to learn and use these (although Canva is the most intuitive)
- Common for an account to have a dedicated color palette/design aspects- be careful not to overuse

CONSISTENCY IS KEY

- The MOST important social media rule for writing centers
- Post consistently on accounts, writing centers with the highest amount of followers posted 2-3 times per week
- Can be difficult for writing centers to keep up with this schedule in addition to regular tutoring services if there isn't a dedicated social media staff/person