

**Standard Operating Practices to be Followed for
various Platforms for Social Media of UPG College**

Platform Instagram : Story Post Ratio: 16:19
Post : Ratio : 1:1 or 3:4 Description Minimum 30 Words
Reel : Ratio : 16:19 (15 or 30 Seconds) Description Minimum
IG Video : Ratio : 1:1 or 3:4 Description Minimum

Facebook Same as Instagram

Exclusive Facebook

Posts : High Resolution Images Description Minimum 30 Words
Video : Full HD or HD Atleast Description Minimum 30 Words

Youtube

Video : Full HD or HD Atleast
Poster
30 Words Title
100 Words Description

Twitter : 280 characters in total
including tags and hast
Photos/videos can be i

Once the Event is Done

Report Post 8/10 Images of Event in the Ratio of 1: 1 or 3:4
100 words Report of the Event
Profiles to be tagged

Please note Non -Geotagged Images to be Given for All social Media Post

All Images to be Mailed to following Email ID : Before 6 Pm each Evening

upgonweb@gmail.com



Alapad

[Signature]