

Belmont University

**CONTENT CREATOR
TOOLKIT**

General information

Want to share your college experience and represent Belmont?

1

GOAL

To empower current students to create positive user-generated content (UGC) on their social platforms about Belmont in an effort to connect with Gen Z prospective students and increase engagement rate on the pieces generated.

2

WHO

Any current student that:

- Loves being a part of the Belmont community
- Wants to share their experience with others
- Can post a few times a semester

3

APPLY

No application needed! Just fill out the contact form & sign the agreement found on www.belmont.edu/social-media

Belmont Information

Who we are

1

OUR VALUES

Integrity, Inquiry,
Collaboration, Service and
Humility

2

OUR MSSION

We are a Christ-centered,
student-focused
community, developing
diverse leaders of purpose,
character, wisdom and
transformational mindset,
eager and equipped to make
the world a better place.

3

OUR VISION

To be the leading Christ-
centered university in the
world, radically
championing the pursuit of
life abundant for all people.

Helpful Information

Best tips for social media content

1

UNIVERSITY BRANDING

Belmont Blue (Digital):

HEX #001D54

Belmont Red (Digital):

HEX #B21029

Mascot: Bruin the Bruin

2

SOCIAL MEDIA USE

Content should be Belmont
appropriate

Please include the hashtag
#Belmontcontent & tag

@belmontu

3

TIPS

- Use platform you prefer
- Avoid sharing private student info
- Film vertically
- Avoid grammar/spelling errors
- Post to feed or story, whatever feels the most authentic

Content examples

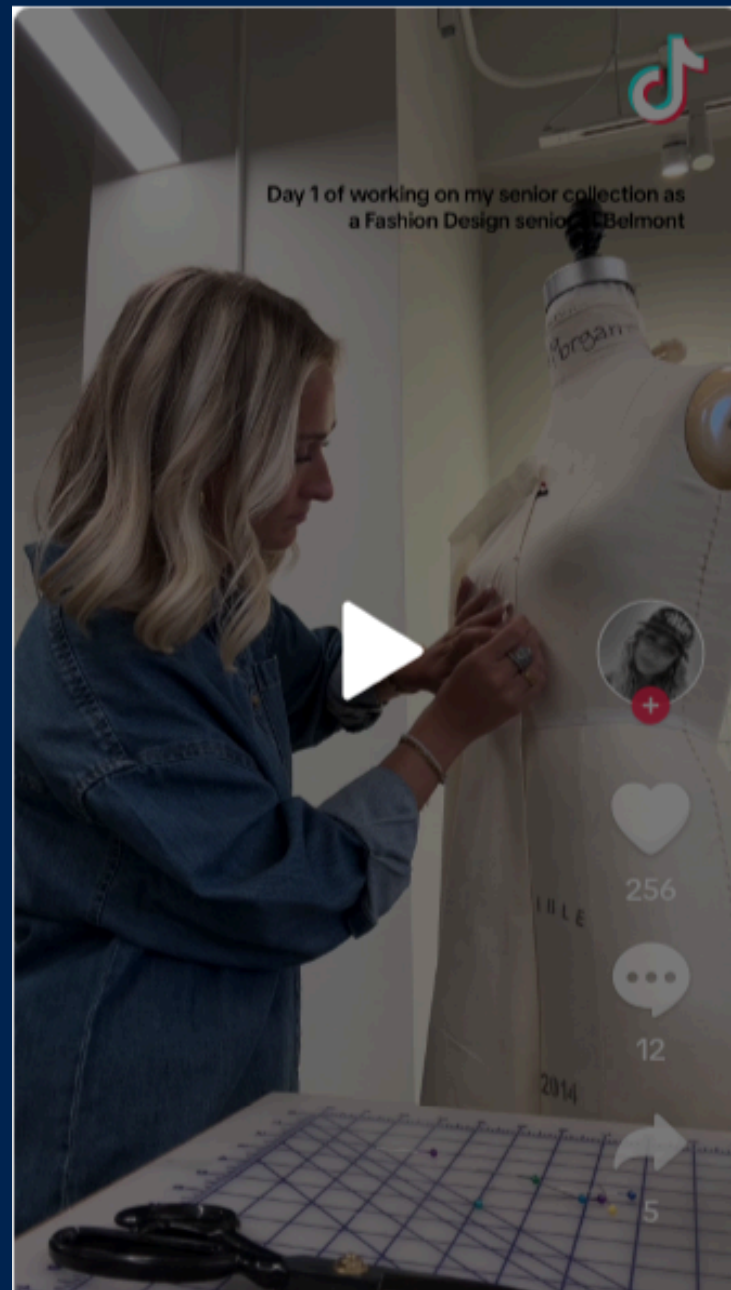
Day in the Life

Class content

Event Content

Dorm content

Day in the Life



TikTok Watch more [Watch now](#)

@liliagmorg

Draping my first dress of senior year! 🧵❤️



🎵 TASTE - Tom



ikTok Watch more [Watch now](#)

@gabri.levine

Giant Steps was my nightmare song #jazz #belmontuniversity #belmont ...See more

🎵 original sound - Gabri Levine

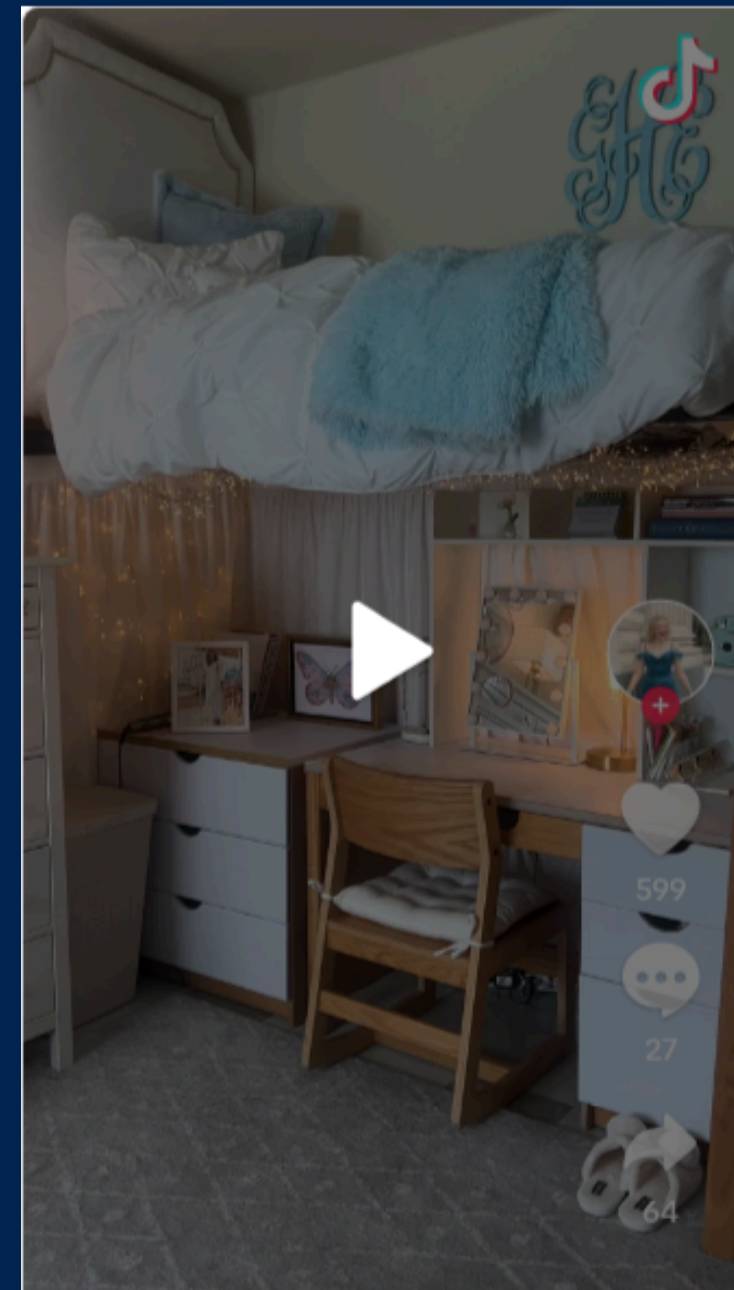


kTok Watch more [Watch now](#)

@emmahermanson_

POV: @Lainey Wilson is the surprise guest in your last ever college class. ...See more

🎵 Wildflowers and Wild Horses (Single Version) - Lainey Wilson

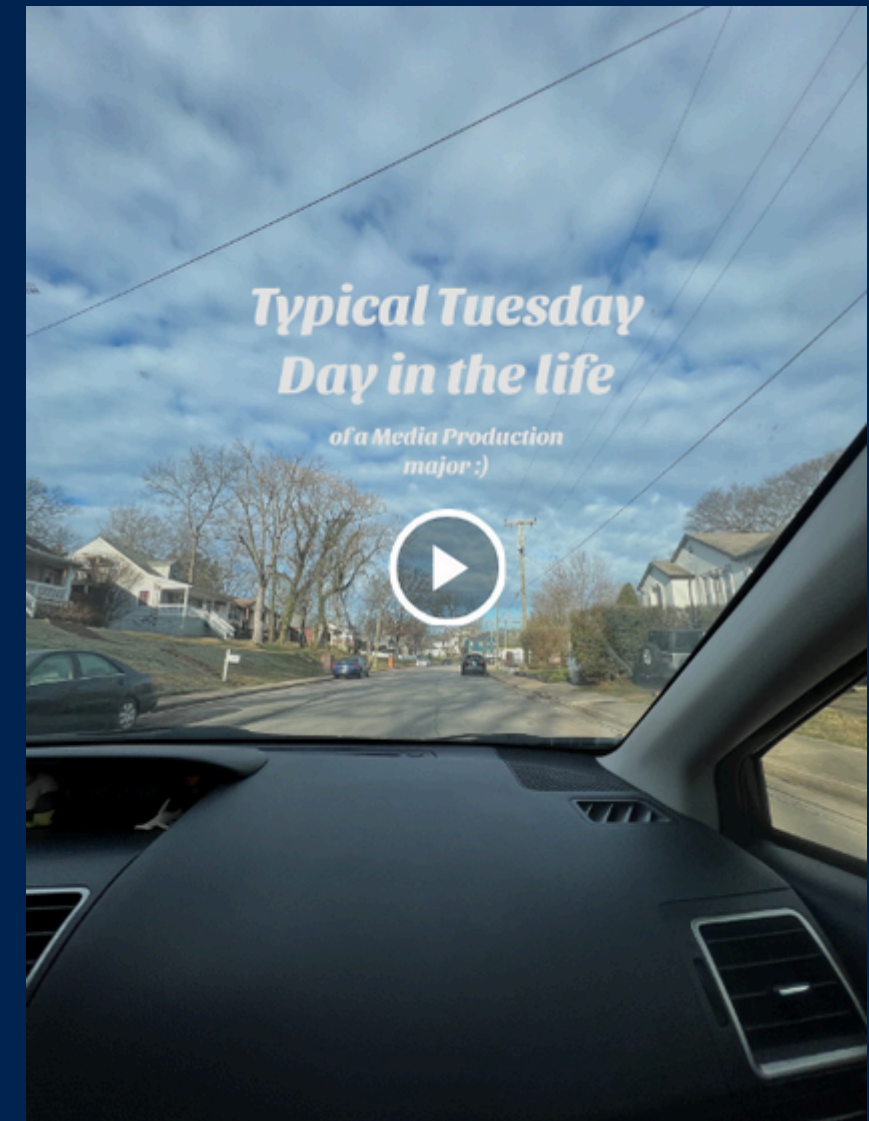


TikTok Watch more [Watch now](#)

@graceehinrichs

ALL MOVED IN! #dorm #dormtour #dormtransformation #belmon ...See more

🎵 som original - Vênus



Additional ideas:
Off campus recommendations
Club events /FS Life
Campus spots
Q&A style

Helpful links



[University Brand Guide](#)
[Belmont at a Glance](#)

Ready to get started?

Start posting your Belmont student content using
the hashtag **#Belmontcontent**