Social Media Assets

We have created a set of ready-to-use social media assets to help you share content about Bond University across your channels.

These assets are designed to support your student recruitment activity and highlight key reasons to choose Bond, including our Gold Coast location, student experience, reputation and career-focused approach to education.

Each asset is available in both 4:5 and 9:16 formats, covering the following themes:

- **Destination** – Gold Coast lifestyle and location
- **Reputation & Rankings** – Bond's reputation and points of difference
- **Culture & Community** – the Bond student experience and community
- **Employability** – career outcomes, industry connections and opportunities



DOWNLOAD AND USE THE SOCIAL MEDIA ASSETS

1. Download the asset pack

- Click **Download Social Media Assets**.
- A ZIP file containing four social media assets will download to your computer.
- Right click the ZIP file and select **Extract All.**
- Choose where you would like to save the extracted assets.

2. Select the right format for your channel

Each asset is available in two formats so you can choose the version that best suits where you are posting:

- **4:5 – Social feed:** Instagram, Facebook, LinkedIn and other feed placements
- **9:16 – Vertical:** Instagram Stories, Reels, TikTok and other full-screen placements

Use the 4:5 version for social feed posts and the 9:16 version for vertical placements such as Stories, Reels or TikTok.

3. Add your organisation logo

- Open the PowerPoint file for your chosen asset.
- Right click the logo placement area and select **Change Graphic**.
- Select **From this Device**, then choose the location of your organisation logo on your computer.
- Make sure the logo does not cover any Bond content.
- Save or export the completed asset as a **PNG or JPEG**.

4. Post to your social media channels

- Upload the completed asset to your chosen social media channel.
- Suggested post copy is provided for each asset below. Copy and paste the suggested text when publishing.
- Feel free to add your own call to action, contact details or local market information where relevant.

Suggested social media copy

To make posting easier, we have included suggested copy for each asset theme. You can use this copy as provided or adapt it to suit your audience and local market.

- **Destination** – Combining natural beauty with world-class education, Bond University is located in Australia's favourite classroom.
- **Reputation & Rankings** – Consistently ranked #1 in Australia for learner engagement, Bond University reinvests all tuition fees into providing an exceptional educational experience.
- **Culture & Community** – Expand your professional and personal networks at Bond University, connecting with academics and peers from all over the world.
- **Employability** – Gain industry experience, develop your skills and build connections that can take your ambition further at Bond University.

Please keep the Bond University creative, messaging and visual design unchanged to help maintain a consistent brand experience across all markets.