

**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](http://www.belmont.edu/social-media)

# Belmont Information

Who we are

1

## OUR VALUES

Integrity, Inquiry,  
Collaboration, Service and  
Humility

2

## OUR MISSION

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: Bruier 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

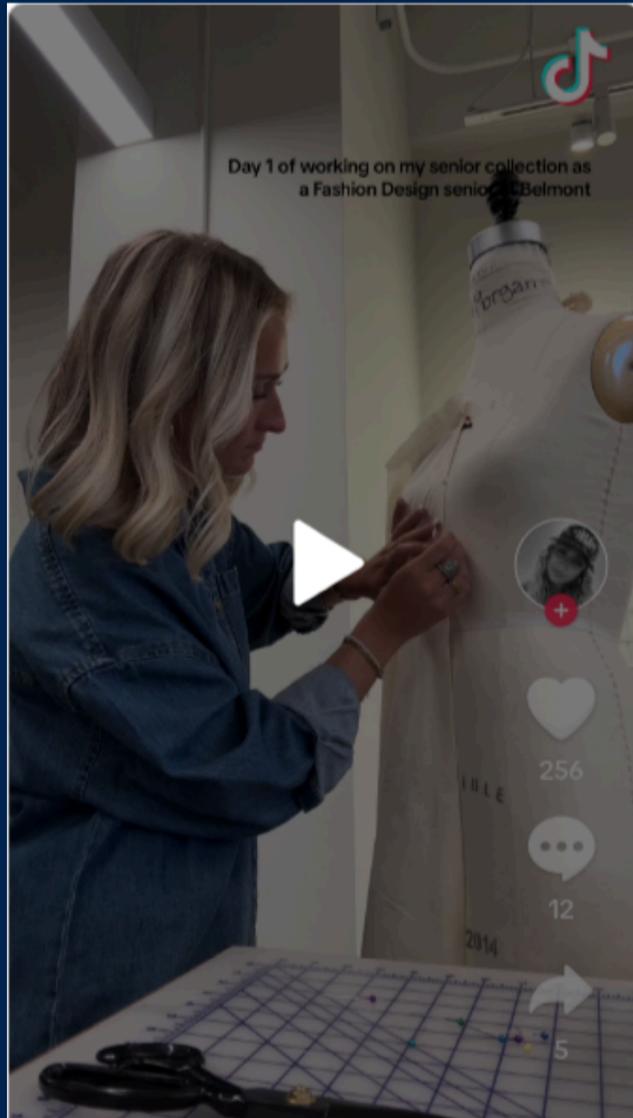
Day in the Life

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

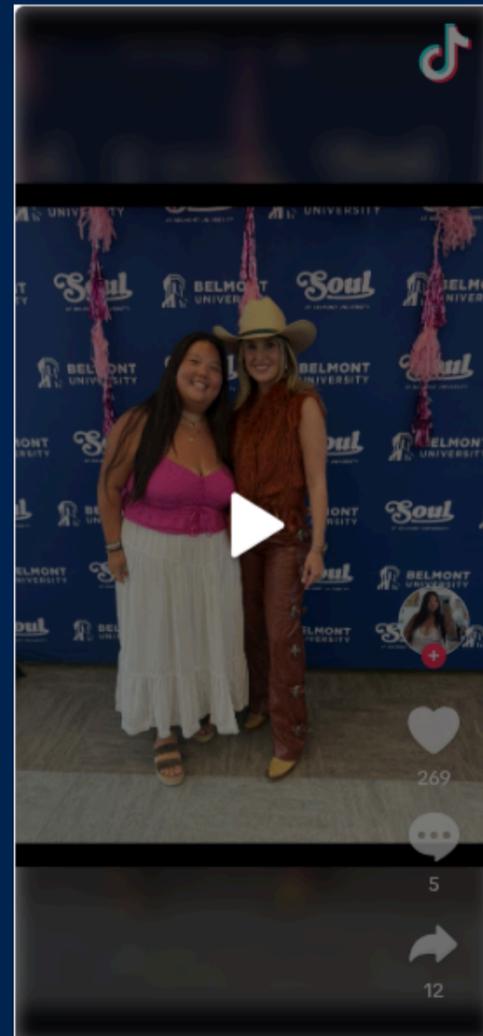


ikTok Watch more [Watch now](#)

@gabri.levine

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

🎵 original sound - Gabri Levine

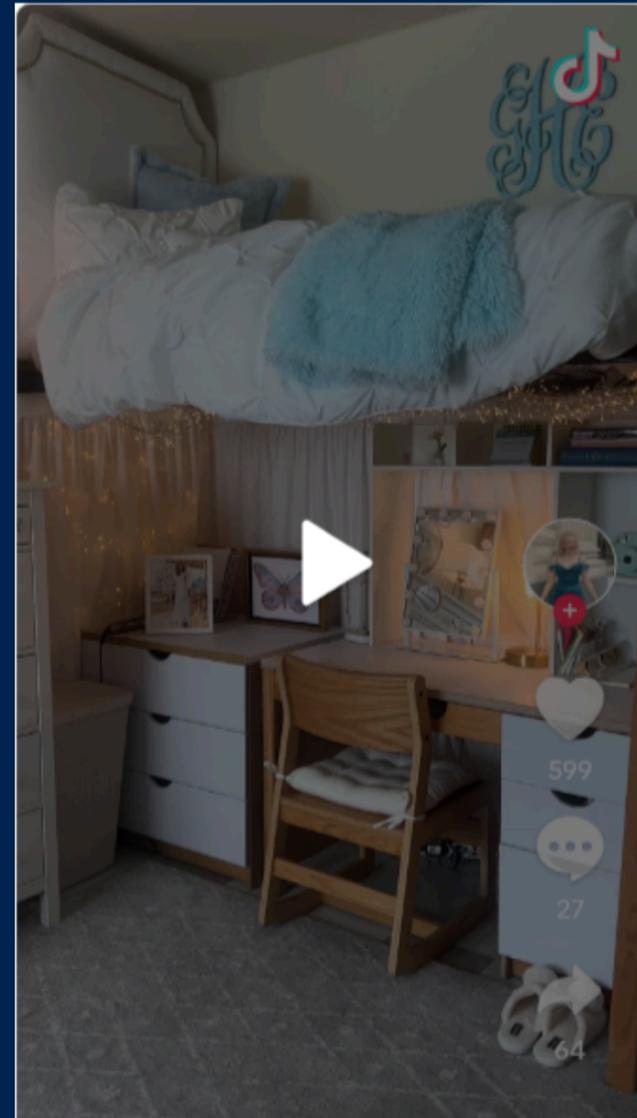


kTok Watch more [Watch now](#)

@emmahermanson\_

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

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

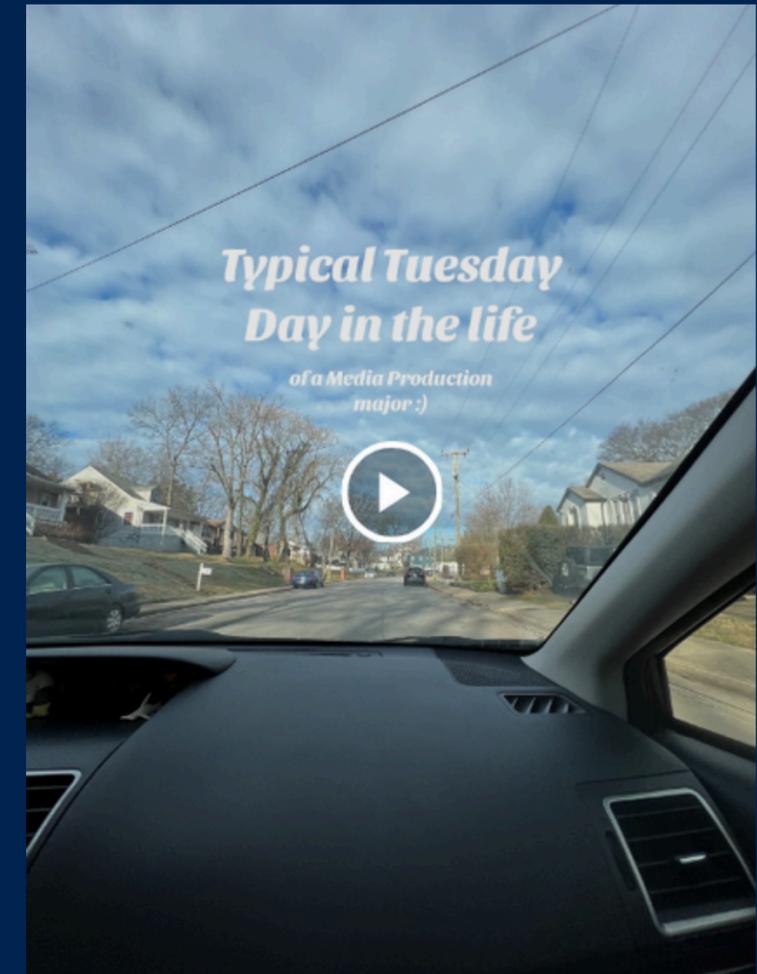


TikTok Watch more [Watch now](#)

@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](#)