

UMHB SOCIAL MEDIA TOOLKIT



INTRODUCTION

This document is intended to serve as a resource for departments and organizations that manage social media accounts associated with UMHB. Each social media account affiliated with the university is responsible for representing UMHB through visual branding and messaging that are consistent with the beliefs, values and identity of the university.

Additional resources and style guides are available on the [Marketing & Communications](#) website. For questions or assistance, contact Marketing & Communications at 254-295-4601 or communications@umhb.edu.

ACCOUNT CREATION & MANAGEMENT

Creation of new accounts

- New accounts should represent an official, university-recognized college, department or organization.
- Profiles should be complete with an appropriate profile photo, cover image, bio and any other information pertinent to the specific platform.
- Before creating an account, contact Marketing & Communications to discuss:
 - Goals for the account.
 - Account management.
 - Messaging and branding.

Account Management

- To prevent login credentials from getting lost, accounts should be managed by at least two faculty/staff members associated with the organization that holds the account.
 - Student Organizations with only one faculty/staff sponsor may share credentials with Marketing & Communications in order to have a second account holder.
 - Content created by students should be reviewed and posted under the direction of a faculty/staff sponsor.

Security

- Never share account information with individuals who are not affiliated with UMHB.
- If an individual leaves the university, their access to university-related accounts should be revoked immediately.
- Contact Marketing & Communications immediately if it is believed that an account was hacked or otherwise compromised.
- Dual-factor authentication should be enabled on all accounts.

VISUAL BRANDING GUIDELINES

Profile Photo

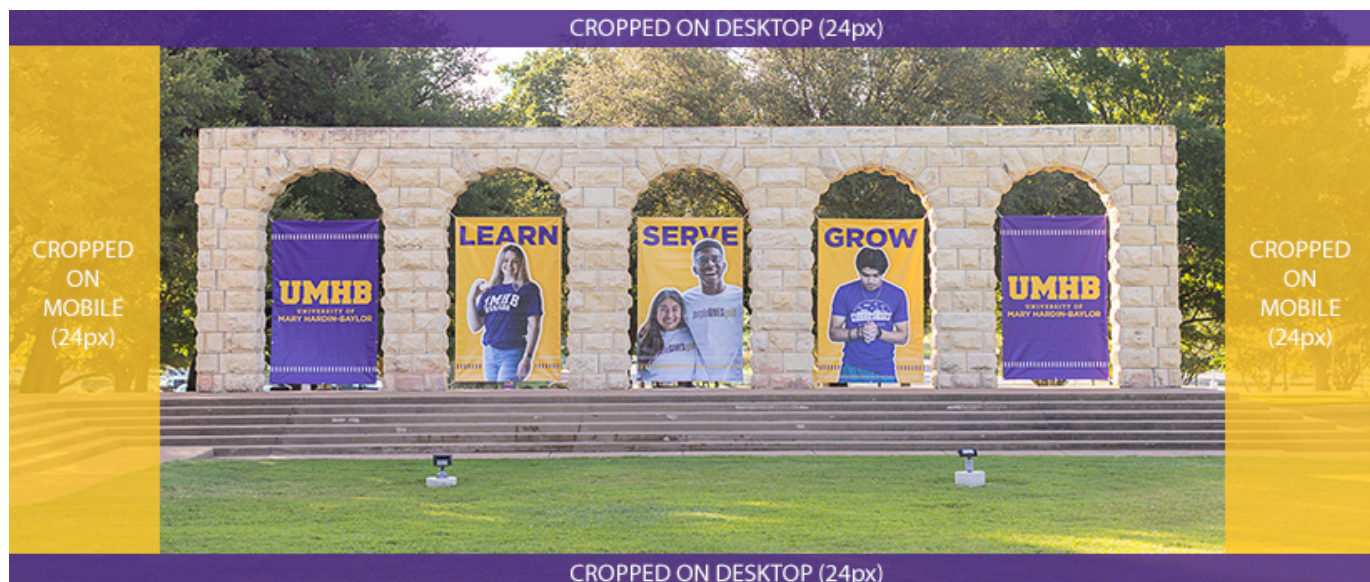
A high-quality profile photo is essential for university organizations on social media to visually communicate their brand and differentiate themselves from other groups on campus.



- Profile photos should include a departmental/organizational logo that has been approved by UMHB Marketing & Communications.
- Colors should be the official shades of purple, gold and white.
 - Refer to the [UMHB Visual Style Guide](#) for official colors.
- Use an approved sans serif font below the logo to specify the department or organization.
 - Refer to the [Visual Style Guide](#) for a list of approved fonts.
- Keep it simple. Most people will view your profile on a mobile device. Excessive text could make it hard to read when scaled down.

Cover Photos

- Cover photos should use images that represent your department or organization.
- Facebook cover photos crop differently on desktop and mobile. Be sure to choose an image with extra space on the edges so subjects don't get cut off.



Graphics and Images

- Images
 - Use high-quality, original photographs of students, faculty/staff and UMHB facilities.
 - Avoid using stock images or other content that is irrelevant to UMHB.
- Pay attention to the small details in photos.
 - Ensure clothing is appropriate and messages align with those of UMHB.
 - Avoid photos that include clothing/gear featuring other universities or colleges.
 - Pay attention to what is in the background of photos.
- Use photos rather than graphics when possible.
 - Vibrant, original photos are the best way to tell your story.
 - Photos make for a cleaner, aesthetically-pleasing profile.
- If graphics are necessary, they should use UMHB branded colors and fonts, and content should be relevant to the university.

CONTENT STRATEGY & CREATION

Identify your target audience

- Who are you trying to reach?
- How can you tailor your content to meet the needs of your audience?
- Is your audience different on different platforms?

Content Planning

- Develop a content calendar to schedule and organize posts.
- Plan posts ahead of time to maintain a consistent posting schedule.
- Consider using a social media scheduling platform to help automate posting.
 - Meta Business Suite is a free option for Facebook and Instagram.

Tone and Language

- Every social media account associated with the university is an outward-facing representation of UMHB. While content can be original to your particular department or organization, keep in mind that your account represents UMHB as a whole.
- Language should be professional, fun, engaging and insightful.
- Refer to the [UMHB Writing Style Guide](#) for correct usage of UMHB-specific terms.
- Keep content relevant to UMHB.
 - Avoid trends, memes and other content that does not promote your desired message.

PLATFORM-SPECIFIC BEST PRACTICES

Facebook

- 5-7 posts per week.
- Typically an older audience, consisting of parents, donors, alumni, and friends of the university.
- Great place to post links, articles and blog posts.
- Photos with a 4:3 aspect ratio work best.

Instagram

- 3-5 posts per week.
- Teen and young adult audience, including prospective students, current students and recent alumni.
- Highly visual.
- High-quality photos.
- Limit use of graphics.
- Square photos are best.
- Utilize Stories and Reels for higher audience engagement.

Twitter

- Can post multiple times a day.
- Retweet to promote content relevant to your profile.
- Best for news and frequent updates.

LinkedIn

- Use to network with others in your field.
- Great for posting and sharing professional development news, tips and information about your organization.
- Posts should be professional and on topic.