Social media

Twitter, Facebook, and YouTube guidelines

It is vital to consistently implement our branding strategy across social media, given the depth and breadth of these channels’ content. Below are visual standards for three key social platforms.

### Note on vanity URLs:
This can never be changed, so choose carefully. Consider establishing a consistent naming convention. For example: twitter.com/suffolkalumni, facebook.com/suffolkalumni, and youtube.com/suffolkalumni.

#### Twitter

**Avatar:** Use our symbol on the appropriate background color cropped to 400 x 400 pixels (displays 200 x 200).

**In-Stream Photo:** These contextual photos added to tweets should always be related to the post and be of professional quality with literal meanings to draw users’ interest. Minimum size: 440 x 220 pixels; maximum size: 1024 x 512 pixels. The image displays in stream collapsed at 506 x 253 pixels.

**Background:** Use a photographic image cropped to 1600 x 1200 pixels (maximum 2560 x 1600 pixels). Avoid busy backgrounds.

**Name:** Be as specific and descriptive as possible within the 20-character limit. Use the name of your school, center, division, or program. Do not use “Suffolk University” alone or “SU.”

**Bio:** Be as specific and descriptive as possible within the 160-character limit.

**Website:** Link to your pages on suffolk.edu.

**Twitter URL:** Match this with your account name.

#### Facebook

**Profile picture:** Use your school’s, office’s, or class’s approved symbol, or an appropriate center/division symbol (see pages 3 and 4) cropped to 180 x 180 pixels wide.

**Page name:** There is no character limit.

**Page type:** Under “Official Page,” select “Local Business” and then “Education.”

**Timeline Cover Photo:** As this is the first thing visitors to your timeline see, the cover photo should be engaging, easy to read, and sized at 851 x 315 pixels.

**Shared Image:** These images that appear on the timeline share the same required qualities as those used on other social media channels. The recommended image size is 1200 x 900 pixels. You also have the ability to ‘highlight’ an image. The recommended size for highlighted images is 1200 x 717 pixels.

#### YouTube

**In-Video Branding:** Each video should have title and closing slides with title information and school-specific visual branding. The closing slide should contain a relevant URL (Base this on the copy placed around the video, as described below.).

**Title:** This indicates the source and content of the video in less than 20 words.

**Keywords:** Tag content with the same keywords used to tag content on the website, as well as any other relevant terms (the name of the person in the video, type of event, or subject matter.) More tags are better, as they provide more opportunities for users to find the video in a YouTube search or via search engines that index video content.

**Description:** Say what’s in the video in 100 words or less.

**Link:** Provide a link to the pertinent school, center, division, program, or blog post for more information.

**Playlists:** These can be created by school, department, event, or any other relevant theme. They should be labeled clearly to indicate their overall content and include a brief (less than 100 words) description that appears when users click through. Place your most important content first in a list of playlists.
Social media

Avatars and profile pictures

In social media branding, due to the limitations of these media, it is permitted to use a torch-centric cropping of our symbol. Use this cropping for avatars and profile pictures. The name of the University and the names of schools, centers, divisions, and programs should be used for Twitter page names and vanity URLs.

In order to accommodate various Twitter/Facebook/YouTube accounts, our symbol can be placed on most colors from both our organizational and extended color palettes. To connect with other communications, our symbol should be rendered in our traditional colors: blue and gold. More information on divisions’ and centers’ symbols can be found on the next page.

Suffolk University

Schools

Please do not use “SU” as an abbreviation for “Suffolk University.”

PLEASE NOTE: These exceptions to the brand guidelines apply only to social media usage.
Social media

Avatars and profile pictures

Given the diverse range of divisions, centers, and campus resources found at Suffolk, these non-school-based units may choose from among 12 symbol color options. These colors will help differentiate the units while preserving the iconic torch imagery and splash of Suffolk blue in each.

PLEASE NOTE: These exceptions to the brand guidelines apply only to social media usage.

Divisions & Centers

[Images of torch icons in various colors]
Thank you for helping to advance the brand of Suffolk University