



BATTIEN
UNIVERSITY

Social Media Guidelines and Best Practices

Design/Branding



PMS 2955 **CMYK** 100 55 10 48
HEX #003C69 **RGB** 0 60 105



PMS 7544 **CMYK** 33 14 11 31
HEX #8996A0 **RGB** 137 150 160



PMS 3125 **CMYK** 100 0 10 20
HEX #0091B8 **RGB** 0 145 184

Aa

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Aa

Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

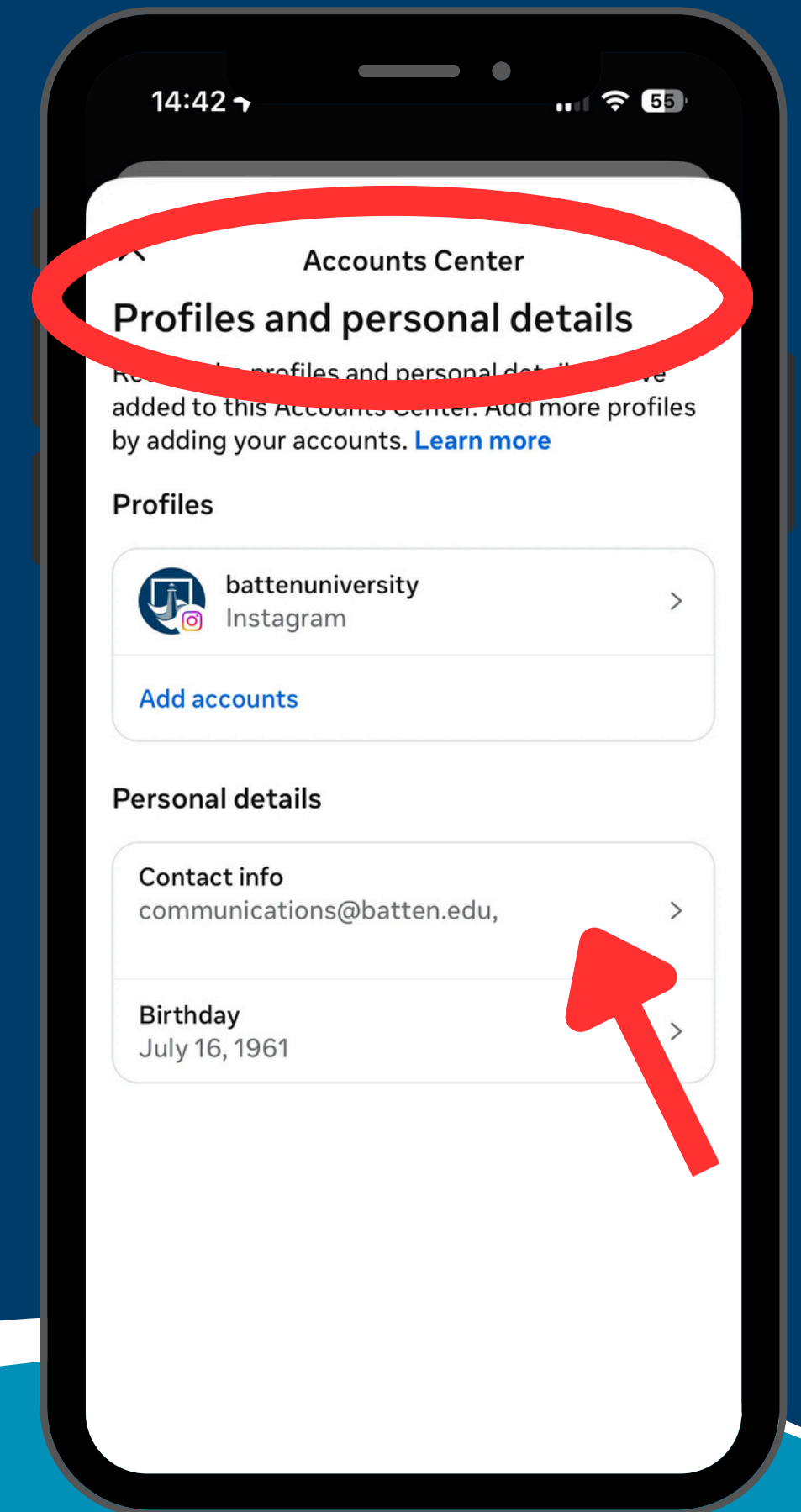
Aa

Acumin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Sharing Account Information

- Use department email addresses to set up all accounts
 - Don't use personal phone numbers or emails
- Share username/email/password with MarCom office
 - This prevents accounts from becoming inactive or permanently lost



This is your profile

Name

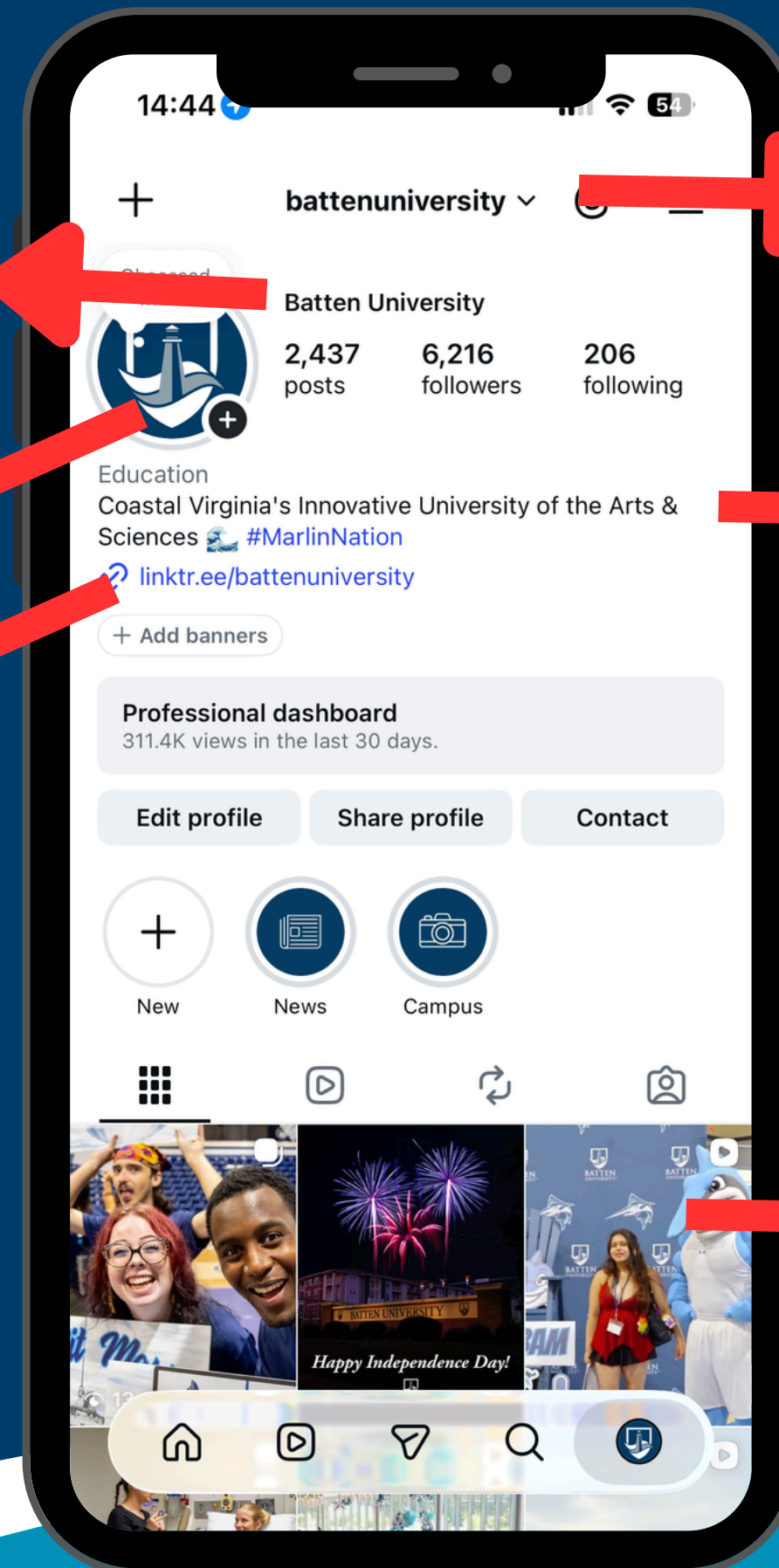
Profile Picture

Your Links

Username

Bio
Make sure this is updated and it reflects what your department represents/does.

Your Feed



Profile Pictures

- Please check that your profile picture is centered inside the circle and that there are no black borders.



Social Media Best Practices

Have a plan:

- Create a social media content calendar
- Plan to post at least once a week
 - Ensure your account is active and content is up-to-date
- Check events calendar at batten.edu
- Search for national days
- Have at least 1 month worth of content planned

Social Media Best Practices

Create personal connections:

- Try posting less graphic-heavy content
- Post-event photos
 - After posting your event graphics, try to capture photos of the event and share them on your pages
 - These create personal connection, and can be collaborated with us!

Social Media Best Practices

- Invest in fun short-form, highly engaging videos!
 - Reels generate a lot of engagement and views
 - Shows human connection
 - Keep an eye out for trends!
- 
- The bottom of the slide features a decorative graphic consisting of two overlapping wavy lines. The top line is white and curves upwards from the left towards the right. The bottom line is a solid teal color and follows a similar wavy path, creating a layered effect at the base of the slide.

Social Media Best Practices

Collaborating on IG posts:

- Collaborate with @battenuniversity whenever possible
- Instead of tagging, invite us as collaborators
- Post appears in both feeds
 - Gives your account more visibility
- If we invite you, please accept the collaboration

Click “Invite Collaborators”



Social Media Best Practices

AI captions:

- It's ok to use AI as a tool, to *help*
- Remember: the students are your audience.
- AI giveaways:
 - Overuse of emojis
 - Use of em dashes (—)
 - Can be substituted with commas
- If you're using AI, please edit the caption before posting
 - Give the AI feedback so it can learn your brand voice

Questions?

*Contact the Office of Marketing and Communications at
communications@batten.edu*