

VISUAL IDENTITY STANDARDS FOR SOCIAL MEDIA

SOCIAL MEDIA PROFILE NAME

For Facebook, Twitter, LinkedIn, etc...

- The profile name should make it clear to users that it represents a specific department or program associated with Haverford. For example, a Twitter “handle” for the Chemistry Department might be @HaverfordChemistry.
- Do not use the same or closely similar names to other Haverford College departments and programs.
- Because profile names cannot be changed in some instances, please check with College Communications to ensure that other departments or programs aren’t using something similar.

SOCIAL MEDIA PROFILE GRAPHICS

In an effort to discourage competing identities, College Communications would like to work with each department or program interested in using social media on a case-by-case basis to develop social media graphics that highlight the department or program’s unique identity within the organization.

If you have a Facebook Account, Twitter Account and/or Linked in Account, users will appreciate a graphic identity that’s consistent across these platforms.

Representing the college on Social Media provides some unique graphic challenges. The use of the official college logo and wordmark are prohibited, as they do not lend themselves to this kind of small, low-resolution reproduction.

THE RULES SURROUNDING SOCIAL MEDIA GRAPHICS USAGE:

- Social media graphics can only be used in social media outlets.
- Social media graphics cannot be used elsewhere in lieu of the official Haverford College logo or wordmark.
- Social media icons cannot be manipulated in any way.
- Social media icons may not be appended or integrated into or combined with any other image, photo or text.



OFFICIAL COLLEGE SOCIAL MEDIA PLATFORMS

The cupola graphic is **reserved for use only on the official college social media platforms.**

Please do not use any representation of the cupola in your social media profiles to avoid confusion.

FACEBOOK: COVER PHOTO

We encourage the use of campus photos, particularly those relevant to your department or program (i.e. a photo of the KINSC for the Chemistry Department Facebook page), or even a group shot of the community members who make up your department or program. Please remember that people outside the Haverford College community can usually see these pages so your imagery should enhance their understanding of your department or program and reflect positively on the College.

College Communications has created a selection of pre-formatted cover photos for your Facebook cover photo. We can also format a photo for you. Contact Rebecca Raber (rraber@haverford.edu) for assistance.

ACCOUNT INFORMATION

When creating a social media account, please email College Communications (webmaster@haverford.edu) with the account username and password. College Communications has no plans to moderate your page. We would like to keep a central list of account access information in the event that an account administrator leaves the college or your account is hacked.