1. Do I need a social media account?
At the present moment, there are over 600 Facebook accounts and 400 Twitter accounts at NYU. By creating an account, you are choosing to enter a crowded space. Take a moment and ask the following questions before proceeding.

Why do you want to create a social media account?
This answer should be more than simply that you want to reach more people with your message. You should be able to define both short-term and long-term goals. It is not advisable to create a page for an event. Events can be supported by other social media accounts that have an active following.

Can you provide content on a regular basis to support this account?
The ability to post consistently is important to social media success. While you may not need to post every day, depending on the social network, you must be able to continuously support the efforts of your account.

Is there another group on campus with a similar audience or purpose with whom you can work?
Duplication of purpose or need is harmful, not helpful. Collaboration with another group may be a better alternative in many scenarios.

Is this account going to be supported by the group you represent?
It’s important that the account has the proper support to be successful. The social media account in question should be assigned officially to a position or role within the organization.

Dead or inactive accounts reflect negatively on NYU. Social media lives 24 hours a day, seven days a week, 365 days a year—the group must be ready to support that time frame.
2. What’s my strategy?
So, now you have a social media account. That’s just the start. Strategy is where the rubber meets the road and is crucial for success in this crowded social environment.

1. Identify and Plan
Define your goals.
Determine your audience and community—know your stakeholders, members, influencers, and resource providers.
Learn your audience’s goals. Use data and analytics.
Research and discover what networks your audience prefers.
Determine your level of craft and curation for your content.
Have a two-way dialog and be consistent in your level of engagement.
Build your personality. Determine your editorial style and tone.
Make team roles clear. Define who will be managing the community and what their duties are.
Know the tools you plan to use to monitor and measure your network.

2. Deliver and Participate
Determine the frequency of messaging. Is it hourly, daily, weekly, or monthly?
Deliver content to the appropriate network.
Monitor the conversations by watching and listening.
Participate in conversations. Ask good questions and clear up misinformation.
Encourage desired behaviors, like user-generated content.

3. Analyze and Evolve
Use analytics to determine who, what, when, where, and how.
Measure how goals are being met.
Calculate the return on investment to figure out if you should be throttling up or down efforts.
Shift focus and adjust efforts depending on changes in demographics and interactions.

MANAGEMENT TOOLS ARE AVAILABLE ONLINE
Use desktop/browser/mobile versions of TweetDeck, Hootsuite to monitor keywords, manage hashtags, schedule tweets, and more.
OFFICIAL UNIVERSITY COMMUNICATIONS (MAIN SOCIAL MEDIA FEEDS) PROFILE IMAGES

You may be following multiple NYU social media feeds and need to distinguish the main university feed from other feeds. To make this easier, using the NYU logo in the profile image is reserved for official university communications, including the primary Twitter and Facebook feeds.

The NYU logo, as shown below, should not be used by other university offices, student organizations, or initiatives.
GENERAL GUIDELINES

Do Not Use the NYU Logo in the Profile Image
The use of the university logo is reserved for official university feeds, school feeds, and global academic center feeds only. It is acceptable to use a profile image that is a photograph that contains the logo in it—like a picture of a building or a picture of a student wearing a T-shirt.

Use the Proper Naming Conventions
Use “NYU” when naming social media accounts. If your department or unit name is too long to use in its full form, abbreviate as necessary but be sure to use the unit’s full name and “NYU” in your biography or description.

Create Profile Pictures That Work in Small Sizes
Many of the images associated with social media accounts are not large enough to contain descriptive text or complicated images. Instead, use images with a strong focal point or that tell a story.

When selecting a photo, make sure you have the legal rights to that image. If you have questions concerning social media, please email social.media@nyu.edu.

DO NOT

DO NOT use the NYU logo or any part of the logo, including the torch, in your profile images.

DO NOT use type in your profile image. Your name appears in the descriptive text adjacent to the profile image in feeds.

CREATE YOUR OWN OR SEND US YOUR FAVORITE IMAGE AND WE'LL DO IT FOR YOU
Download the PNG artwork at nyu.edu/styleguide and create your own NYU profile image. Or, send your image into us and we’ll create one for you for FREE at urpa.styleguide@nyu.edu.

Guidelines for NYU Communicators 5
WHERE CAN I FIND THE THEM

Go to the downloads section of nyu.edu/styleguide and select a profile image from a collection of ready-made images.
The Student Resource Center profile image features a photo of staff members, which creates a warm, friendly tone that fits the personality of the office. The colorful T-shirts help distinguish the photo in a mobile feed, and the addition of the NYU type and violet banner makes a strong connection to NYU.

NYU Athletics uses a collegiate font to spell out their name clearly and utilizes plenty of white space to surround it. When placed on a busy background image, like the celebrating basketball team shown above, it stands out and is clearly visible.
SCHOOL PROFILE IMAGES

The main school social media feeds can also use the NYU logo in the profile image. The examples below and on the next page are the recommended lockups. The profile images are designed to leverage the branding benefits of a consistent and coordinated approach.

The solid NYU violet profile image stands out against the cover image (large background photos) prominently. The large background image can change seasonally or as needed to keep the profile page looking fresh.

WHERE TO GET PROFILE IMAGE ART

School profile images have been created and are available in the school’s visual identity folder located in their respective Google Drive folders. For access, please contact urpa.styleguide@nyu.edu.
DEPARTMENTS, INSTITUTES, AND CENTERS

Refer to your school for profile image guidance.

If your school does not have specific guidelines use the General Guidelines on page 5.
Examples of Effective School Profile Images

NYU Polytechnic School of Engineering Facebook and Twitter accounts

NYU School of Professional Studies Facebook and Twitter accounts

NYU Robert F. Wagner School of Public Service Facebook and Twitter accounts
NYU Communications Club is a student Club from NYU Steinhardt School of Individualized Study. Their profile image and color selection are easily recognized in a social media feed.

NYU Reynolds Program in Social Entrepreneurship is a part of the NYU Robert F. Wagner Graduate School of Public Service. The word “Reynolds” in large white type on a black background makes a strong profile image.
GLOBAL ACADEMIC CENTER PROFILE IMAGES

The main global academic centers’ social media feeds can also use the NYU logo in the profile image. The examples below and on the next page are the recommended lockups. They are designed in a consistent manner for easier audience recognition and to maximize the NYU branding efforts.

The solid NYU violet profile image stands out against the cover image (large background photos) prominently. The large background image can change seasonally and should be local images that represent the location.

WHERE TO GET PROFILE IMAGE ART

Global academic center profile images have been created and are available in their respective Google Drive folders. For access, please contact urpa.styleguide@nyu.edu.
Refer to the General Guidelines on page 5.
SOCIAL MEDIA BEST PRACTICES

The strength of social media is that it is built upon real relationships between people. This electronic communications enables people to easily connect with others around the world and allows messages to be carried quickly near and far. Additionally, social networking (both on NYU-provided services and on commercially available services) can help to support the university mission of fostering teaching, learning, research, and community life.

Below are best practices to keep in mind as you communicate through social media.

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**BE AUTHENTIC.**
Represent yourself accurately and be transparent about your role at NYU. Admit when you make mistakes and correct inaccurate information. Consider that you are utilizing an NYU-provided platform that automatically identifies you in an academic environment.

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**BE SMART.**
Social media is real life. Behavior in social media is no different than in email, public speech, classroom lecture, conversation with friends, or a poster on a wall. Anything considered inappropriate offline is likely also inappropriate online. When in doubt about whether to share or not, it’s better to be safe than sorry.

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**BE THOUGHTFUL.**
Be mindful of what is considered appropriate behavior in different countries and cultures around the world and of how your words, actions, and images may be perceived. Know your audience and think before you post.

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**BE RESPECTFUL.**
Social media provides a place to foster community and conversation. Adding value is good when on topic and in moderation. Positive and negative content are legitimate parts of any conversation. It’s OK to accept the good and bad, but not the ugly.

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**BE MINDFUL OF RELATIONSHIPS.**
Think through creating friend/fan/follower connections where authority relationships exist. Many times you cannot control someone sharing your content or adding you to their connections, thereby gaining access to your content.

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**TRAINING AND SUPPORT IS AVAILABLE. PLEASE SEND AN EMAIL TO SOCIAL.MEDIA@NYU.EDU.**
DIGITAL COMMUNICATIONS

Looking to create a social media strategy? The Office of Digital Communications (DigiComm) is a university-wide resource to help you identify, plan, deliver, analyze, and further develop your social media strategy.

nyu.edu/digicomm

ADMINISTRATIVE RESOURCES

Active social media managers of New York University entities have the opportunity to take part in the Social Media Ambassadors group. The group is designed to facilitate community as well as increase knowledge and awareness and promote best practices in the area of social media at NYU.

STUDENT RESOURCES

HashtagNYU exists to better connect students to one another and to the University. We share the NYU story one GIF, video, and tweet at a time.

nyu.edu/digicomm

nyu.edu/socialmedia

nyu.edu/hashtagnyu
GOT QUESTIONS?

urpa.styleguide@nyu.edu
nyu.edu/styleguide