

New York University **Social Media Style Guide**

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NYU Social Media Style Guide

Style Guide Purpose

The purpose of this document is outline style guidelines for New York University's central social media accounts. This document is updated frequently.

Active Accounts

- **Facebook.com/nyu**
- **Twitter.com/nyuniversity**
- **Instagram.com/nyuniversity**
- **Youtube.com/nyu**
- **LinkedIn**
 - **HR Page (<http://nyu.is/NYULIHR>)**
 - **University Page (http://nyu.is/NYU_LI_University)**
- **Plus.Google.com/+newyorkuniversity**

Social Media Voice

Who we are: Fun. Witty. Engaged. We value education and revel in belonging to an intellectual community We believe in looking beyond ourselves and thinking globally. Our next great accomplishment could be right around the corner. We don't know what it means to quit.

Our tone: We are energetic and enthusiastic. We believe in what we do and accept when we make a mistake. We love to converse and enjoy asking questions. We're optimistic but realistic. We tell the truth.

Source: Social Media Strategy Documents

Ownership of Posts

All messages on all central media platforms are posted in the character voice described above. We DO NOT attach names or initials to posts.

Positivity and Transparency

We present our messages with a positive attitude, but are honest and transparent in the information we share.

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General Style Guidelines

Other Accounts/Sources

- We always do our best to reference another account (when appropriate or available) in any message we share.
- When possible, reference the account mid-message as opposed to the end.
 - Not Great: **Goooooal! See NYU Engineers dissect and analyze the polyurethane Brazuca ball being used in Brazil: nyu.is/1v3P1Ek #worldcup @nyupoly**
 - Better: **Goooooal! See @nyupoly Engineers dissect and analyze the polyurethane Brazuca ball being used in Brazil: nyu.is/1v3P1Ek #worldcup**

Dates and Times

- For times, use am and pm (lowercase, no periods). *3 pm, 10 am.*
- Use “to” between times (*2 pm to 4 pm*) unless space is needed. Then use a dash. (*2-4 pm*).
- Write out full words for days of the week (Monday, Tuesday) and use dates (5/19) to save space or reference dates in advance. Months can also be abbreviated (Jan., Feb.) for space.

Words We Do Not Use

- Dorms (instead, use “residence halls”)
- Major, when referring to **Gallatin only**. Instead, use “course of study”)

Notes on Punctuation

- Use a colon and a space before a link.
 - **Cheers! 12 thoughts on changing American drinking habits:**
<http://nyu.is/1uT1avy>

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- An exclamation point or question mark (followed by a single space) can also introduce a link:
 - ***What they didn't tell you when you dreamt of being an astronaut: Space travel could give you poor eyesight!*** <http://nyu.is/17qJJoT>
 - ***Which #NYU dean is addicted to yard sales (& isn't beneath picking through curbside castoffs)?*** <http://nyu.is/1pK5Ox0>
- Use a single exclamation point to signal excitement.
- In VERY RARE instances (major celebrity appearances, top awards, international recognition, etc.) multiple exclamation points may be used (but think judiciously about whether the situation warrants more than one).
- Use an ellipsis (three periods, no spaces) to show where something has been omitted (as in a quote that's been shortened) OR (in rare instances) to signal suspense.
 - ***Toxic sludge, childhood cancer, government neglect...and a Pulitzer Prize! @danfagin on his environmental thriller:*** <http://nyu.is/1udWRKZ>
- Em dashes can be used to set off various parts of a sentence.
 - (More usage tips here: <http://www.quickanddirtytips.com/education/grammar/dashes-versus-colons>)
 - **How To:** To make an em dash (—) on a Mac, hold down SHIFT+OPTION+hyphen. NEVER use a hyphen (-) instead of an em dash. No spaces before or after the em dash.
 - *Examples:*
 - ***"Give me the splendid silent sun with all his beams full-dazzling."*** —Walt Whitman
 - ***Meet the hoodie that can send secret texts—just the latest life hack out of @ITP_NYU:*** <http://nyu.is/1uRPIAm>

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Network Specific Guidelines

Twitter

- Shorten all links using nyu.is/po.st
- Replace “and” with ampersand (&), NOT plus (+) to save characters when necessary
- Include any relevant mentions, as long as the account is active.
- Avoid using more than 3 mentions in a single post.
- Use MT to signal when a quoted tweet has been modified or shortened.
- When quoting tweets always add something new before the RT or MT.
 - **Thanks—trying these now! MT @NYUWasserman Morning NYU! Check out 8 things to do every to be better at work (and life) ht.ly/xCy5h**
- Try for 1-2 native RTs (not quoting) per day.
- Try to include at least one hashtag per post. Avoid using 3+ hashtags in a single post.
- Cite the source of an article or news item by tagging the relevant account at the end of the message in brackets.
 - **Harlem’s all-black WWI regiment fought to convince America to live up to its democratic promise: <http://nyu.is/1sbrdAp> [[@nytimes](https://twitter.com/nytimes)]**

Facebook | Google+

- Use line breaks
- Include any relevant mentions, as long as the account is ACTIVE and the names of the mentioned accounts aren’t so long as to be cumbersome.
- Delete the text URL from your post if displaying the link preview.

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- For a post where you don't want the preview to show, use a shortened link (nyu.is) in the message itself.

YouTube

- Give videos descriptive names to support SEO
- Include relevant hyperlinks after description

Instagram

- To be filled in by Sy

Cadence

Twitter

- 6 to 9 posts daily

Instagram

- 2 posts/week

Facebook

- 3 to 4 posts daily

YouTube

- Varies

Google+

- 1 post daily

LinkedIn University

- 1 to 2 posts weekly

Imagery

- All avatars should align with [Visual Identity Style Guide](#)
- Cover images should be the same across ALL platforms

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Instagram

- Edit photos and apply filters in third-party software or apps (such as VSCO Cam, Lightroom, or iPhoto).
- Images should be artsy but not unnatural—effects should never compromise image quality (i.e. avoid effects that create intense sharpening, contrast, strange color casts, or overexposure.)
- Avoid using similar effects or color palettes consecutively. (The appearance of the main Instagram profile should have rows of thumbnails that have a similar aesthetic but not too uniform.)
- Shoot photos on a DSLR or other high-resolution producing camera whenever possible (as opposed to using an iPhone.)

Engagement Style

Twitter

- [“The Bee Hive”](#) + [“The Friend”](#)
- Favorite tweets from followers and #NYU hashtagged tweets

Facebook

- [“Your Friendly Neighborhood Service Rep”](#) and [“The Bee Hive”](#)
- Like comments from users
- Use inline comments to reply to users when there is an opportunity to respond
- Hide Spam

Instagram

- [“The Friend”](#)
- Like pictures that are #NYU related
- Follow back users who comment frequently or tag #NYU in their photos

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Regularly Used Hashtags

Twitter

- #NYU
- #NYU2018 (or incoming year)
- #NYU2014 (or graduating year)
- #TBT

Facebook

- #TBT

Instagram

- #NYU
- #InstaNYU
- #TBT

Google+

- #NYU
- #TBT