

University of
La Verne

Social Media Toolkit

July 2023

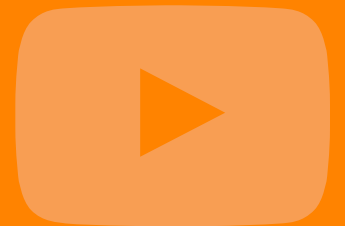



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Introduction

The Office of Strategic Communications maintains all official and strategic communications for the university, including social media.

We seek to equip all social media managers and brand ambassadors at the University of La Verne with the tools to ensure consistency, integrity, and protection of our brand as we expand our digital presence together.

So, you want to start a social media account or maybe your center, department, or college already has one.

Welcome to the leap!

More than four billion people worldwide use this powerful tool to convey messages to their audiences. While that might seem overwhelming, there are plenty of opportunities, tips, and tricks to sharing University of La Verne programs, services, and overall impact with target communities, as well as students, alumni, faculty, staff, parents, and friends of the university.

Social media is a powerful tool when used with clear intent and a strategy aligned with the university to connect with a target audience. Without clear intent and strategy to guide your content, social media can easily become a detriment to your team and the university at large.

Here at the University of La Verne we have established a social media presence that reinforces our brand and allows us to propel messages from across the campus.

We want to assist social media managers and brand ambassadors in establishing a strategy, aligning with the overall university brand and avoiding pitfalls resulting in audience disconnections, negative experiences, or overall confusion. This social media toolkit is intended to help university representatives develop and maintain successful, brand aligned, social media platforms.

In this document, we'll cover the social media landscape to help you identify where your target audience can be reached and key performance indicators you can use to inform your strategy. We'll also provide you with quick checklists and tools to ensure your content is relevant and aligned to institutional standards.



We hope you find this toolkit useful and encourage you to reach out to the Office of Strategic Communications: myportal.laverne.edu/web/osc/home with any further questions or ideas for collaboration.

Let's get started!

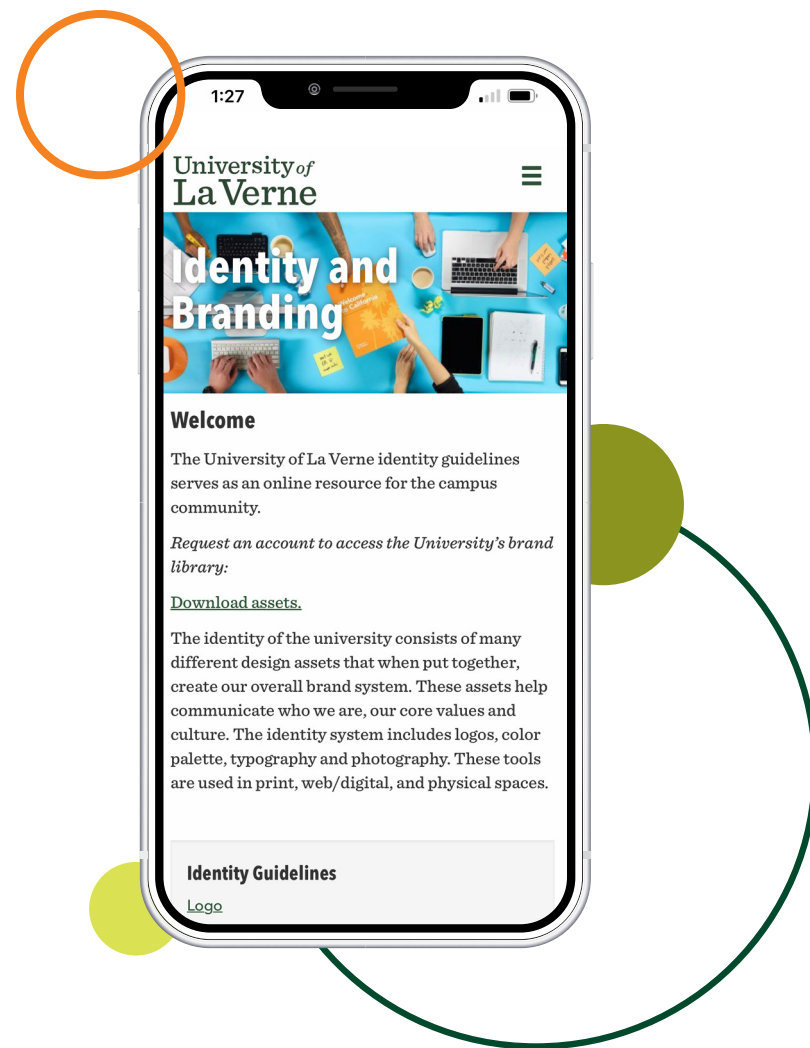
Institution Standards & Guidelines

The university recognizes the need for creative, academic freedom in the use of social media for instructional purposes; however, the following should be strongly considered to maintain a safe and inclusive environment.

Plagiarism, copyright infringement, and privacy laws can get you into trouble on social media. Ensure that you are writing your own original content, that you have rights to all photos, video, and audio you use, and that you abide by the privacy laws enacted by each platform.

The university expects all social media accounts associated with our brand to conduct themselves in a manner that reflects our core values—diversity and inclusion, ethical reasoning, civic and community engagement, and lifelong learning. Branded channels are not for personal use. Use of the University of La Verne name and likeness requires the account to follow this document to remain active. Do not create new sites that claim, imply, or pretend to be official sites of the university without proper authorization from the University of La Verne Office of Strategic Communications.

Please be mindful of ADA accessibility and compliance such as color usage, use of alternative text for images where possible and closed captioning or video transcripts. See guides for more information.



Our Social Media Presence

The University of La Verne's established brand voice, look and feel is reflected on our social media channels.

Social media is just one communication tool we use to share compelling stories, amplify campus and community voices, and connect with important stakeholders.

Brand loyalty is a powerful way to provide succinct messaging to our target audiences, but it takes time, investment, and resources to establish.

Follow us to stay connected and tag us if you would like us to consider reposting your content to amplify your message.

It is also acceptable to share content that has already been posted on an official university social media site but consider that by doing so, you may dilute the message and segment the audience. Collaborating on posts may be a better option when possible.



[instagram.com/ulaverne/](https://www.instagram.com/ulaverne/)



[linkedin.com/school/ulaverne/](https://www.linkedin.com/school/ulaverne/)



[facebook.com/ULaVerne](https://www.facebook.com/ULaVerne)



[youtube.com/universityoflaverne](https://www.youtube.com/universityoflaverne)



twitter.com/ULaVerne



Our Voice

Our voice guidelines help us ensure that we always sound like University of La Verne across different channels.

Our voice is a big part of what makes our story compelling and timeless.

It's how we paint a story with words in our own unique way.

It should elevate our strengths, inspire our messaging, enhance our campaigns, and identify what our audiences can expect from us. Simply put, it is the tone we take when we speak or write.

Through careful word selection, a deliberate tone, and a consistent writing style, our story feels more personal and resonate, yet still professional and representative of the university.

What is the personality of the University of La Verne voice?

- Progressive: We advocate for new ideas that change the face of global education.
- Personal: We value close connections with our students, faculty, and larger community.
- Deliberate: Our voice and actions are executed thoughtfully, consciously, and with intention.
- Visionary: As global citizens, we embrace big thinking and a forward-looking mindset.
- Principled: We act with integrity and honesty, and with a strong sense of fairness, justice, and respect.
- Daring: We possess the wisdom and courage to drive innovation in a changing landscape.

Create powerful copy by making it:

- Simple
- Supportive
- Approachable
- Meaningful
- Expressive
- Genuine
- Useful
- Clear
- Open
- Energetic
- Brief
- Consistent
- Diverse
- Confident
- Specific

How does it sound?

1. Self-Assured: We aren't afraid to ask tough questions. And we certainly aren't afraid of tough answers.

What it sounds like: "Challenges? Bring them on. And invite their friends."

2. Purposeful: We know what we want. And we have a pretty good idea about how to get it—through deliberate, consistent effort.

What it sounds like: "Everyone has a purpose. Ours just happens to include changing the world."

3. Supportive: We're a tight-knit crew. Our voice and tone should reflect our welcoming spirit and caring community.

What it sounds like: "At the University of La Verne, we go above and beyond for each other."

Visual Brand Guidelines

The visual identity of the university consists of many different design assets that when put together, create our overall brand system.

These assets help communicate who we are, our core values, and culture.

The identity system includes logos, color palettes, typography, and photography.

These tools are used in print, web/digital, and physical spaces.

Logos

The University of La Verne logo serves as a signature, identifier, and the cornerstone of our visual identity. It is critical that it be applied consistently throughout all communications.

There are two approved primary logos: a stacked version and a horizontal version. The stacked version is the preferred logo and should be used whenever the layout allows. The horizontal version is reserved for applications where the area for the logo is restricted vertically.

Stacked Logo (preferred)

University of
La Verne

Horizontal Logo (alternative)

University of La Verne

Do not attempt to typeset or create any logos on your own.

New logos should be undertaken only in consultation with the Office of Strategic Communications.

The University of La Verne seal is an official, trademarked symbol of academic excellence and should be employed with discretion so that its significance is preserved.

The seal is appropriate when marking formal university ceremonies and on texts or documents pertaining to the academic mission of the university such as diplomas, certificates of achievement, and awards for outstanding service.

In every case, the seal should remind us of our educational priorities and stand for honor and rare achievement.

DO NOT use the official seal in combination with the logo or other design elements.

It should NEVER be altered or varied.

The seal may only be used with permission from the Office of Strategic Communications.



Visual Brand Guidelines – Logo Options

Approved Color Combinations

Below are the approved color combinations for all University of La Verne logotypes. The logo must be printed in either green (PMS 350) or black, or it can be reversed to white on a solid green or black background.

Avoid placing the logo on a photograph or other graphic background unless it remains clearly visible.



NOT Approved Color Combinations

Using the approved colorways of our logo appropriately and consistently keeps our branding strong and inclusive. These color combinations do not provide sufficient contrast for visually impaired individuals.



ADA Accessibility

To learn more about color contrast and accessibility visit color.adobe.com/create/color-contrast-analyzer.

Don't use another typeface for the logo



Don't change the scale of the logo's elements



Don't use any other color other than approved color combinations



Don't use drop shadows or other effects



Don't stretch the logo



Don't crop the logo



Don't bend or skew the logo



Don't rotate the logo



The La Verne green and orange should be included in every communications piece, as it is a cornerstone of our identity.

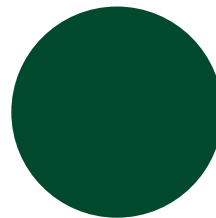
Our **primary colors** are the La Verne green (Pantone 350) and orange (Pantone 151), reminiscent of the orange groves and citrus roots heritage of the Pomona Valley.

The **secondary color** palette provides depth, variety, and emphasis to the primary green and orange. Having this additional range of colors can make visuals more compelling and draw the eye by creating contrast.

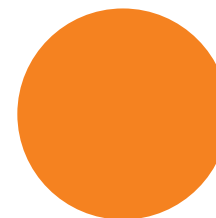
The **tertiary color** palette should be used minimally and only as accents or small highlights.

Note: Colors displayed in this document will vary from printed tones, as spot colors are more accurate than screen-built colors.

Primary Colors



Pantone 350
Process: C80 M21 Y79 K64
RGB: R44 G82 B52
Hex: 2C5234



Pantone 151
Process: C0 M60 Y100 K0
RGB: R255 G130 B0
Hex: FF8200

Secondary Palette



Pantone 364
Process: C71 M4 Y100 K45
RGB: R74 G119 B41
Hex: 4A7729



Pantone 143
Process: C0 M32 Y87 K0
RGB: R241 G180 B52
Hex: F1B434



Pantone 384
Process: C26 M4 Y99 K35
RGB: R148 G147 B0
Hex: 949300



Pantone 380
Process: C18 M0 Y82 K0
RGB: R219 G228 B66
Hex: DBE442

Tertiary Palette



Pantone 362
Process: C93 M2 Y15 K7
RGB: R0 G147 B178
Hex: 0093B2



Pantone 7445
Process: C36 M33 Y0 K3
RGB: R167 G162 B195
Hex: FF8200



Pantone Warm Grey 9
Process: C23 M32 Y34 K51
RGB: R131 G120 B111
Hex: 83786F

Our words carry weight, and so does our typography.

The size, font, and style of the typefaces we choose are some of the most recognizable aspects of the University of La Verne brand.

Paying careful attention to typography selection will help our communications read loud and clear.

Our primary sans-serif typeface is **Avenir**.

Avenir has a harmonious and sensible appearance which lends itself nicely to both text and headline use.

It is available and approved for use in a variety of weights. If Avenir is unavailable to you, or you need a web-safe alternative, Arial may be substituted.

Our secondary sans-serif typeface is **Avenir Next Condensed**.

There is no web-safe alternative to Avenir Next Condensed. If you want to use this font in a web capacity, you will need to purchase a web-specific license for it.

Sentinel is a classic typeface and pairs well with our modern sans-serif, Avenir, and the two combine nicely for body text.

The typeface is available and approved for use in a variety of weights. If Sentinel is unavailable to you, or you need a web-safe alternative, Minion may be substituted.

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

If Avenir is unavailable to you, Arial may be substituted. Avenir may be purchased and licensed at *MyFonts.com*.

Avenir Next Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

There is no alternative for this typeface. Avenir Next Condensed may be purchased and licensed at *MyFonts.com*.

Sentinel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

If Sentinel is unavailable to you, Minion may be substituted. Sentinel may be purchased and licensed at *Typography.com*.



Strategy 101

How do you establish a solid strategy? Well, first consider the following:

What are your goals?

What tactics will you use to achieve them? Get specific.

Who is your audience?

What will set you apart? How can you provide something of value that keeps followers engaged?

How often will you engage with your audience?

Social media is ideal for two-way communication. Identifying how often you will be posting, commenting, liking, and re-sharing posts from users in your target audience is an imperative piece of your overall strategy.

Define what success looks like.

You mapped out your goals and you got specific. Great! Now you should track your efforts to identify what is working and what warrants a pivot.



Understanding Each Platform

Understanding Each Platform

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The social media landscape is fast-paced and ever changing. Understanding each platform will help you determine how to communicate content and messaging.

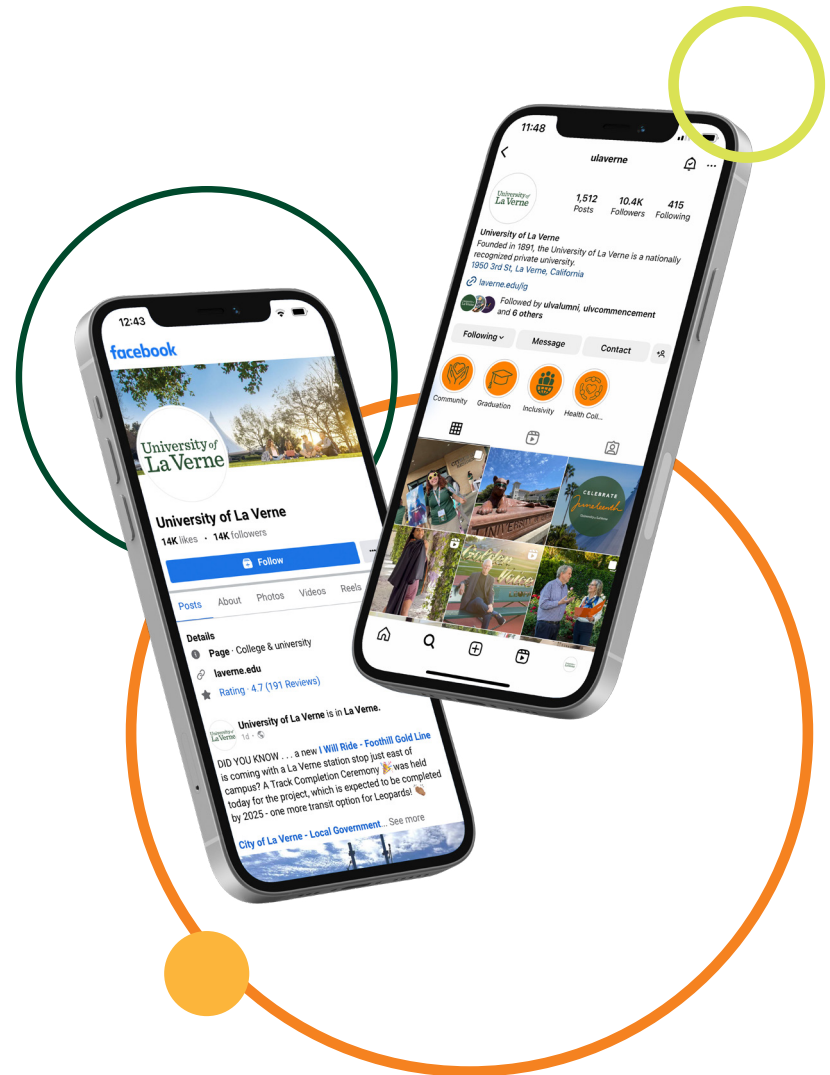
Your strategy becomes an important guide to helping you stay on track and make changes when needed.

It isn't necessary to be present on all platforms, nor is it strategic, depending on your goals.

Think about your target audience and how you plan to build value for them through your content:

- Is there a platform where your audience is actively engaged?
- Or is there a platform that offers formats that will enable you to connect with your audience in a new and engaging way?

Ask yourself these questions when looking at your strategy and deciding where to put your efforts.





facebook.com/ULaVerne

The university uses Facebook to tell the story of the entire university community, including students, alumni, faculty, staff, parents, and friends.

It's an all-encompassing platform to draw attention to all aspects of the university and life on campus. It's to share interactive photos, note achievements, and heavily promote campaigns and university initiatives.

- Most used platform with 4.3 billion+ active monthly users
- Largest user audience = 25- to 34-year-olds
- Use of hashtags is not as powerful on this platform, 2-3 is best practice

Spec Checks

Dimensions:

- Posts/Timeline photos: 1200 x 630 pixels
- Cover Photos: 851 x 315 pixels
- Carousel: 1200 x 1200 pixels
- Facebook Event Cover photo: 1200 x 628 pixels
- Story: 1080 x 1920
- Reels: 1080 x 1920 pixels
- Reels Cover Photo: 420x 654 pixels

Reels/Video:

- 90 seconds maximum
- Closed captions for ADA compliance
- Select/upload cover photo
- Remember vertical video is recommended

Caption:

- Include a call to action, question or nugget of value.
Captions can be longer and more detailed on this platform.
- Tag other users you mention in your post

Meta Business Suite can assist in scheduling content, launching paid advertisements and tracking.

Instagram



[instagram.com/ulaverne](https://www.instagram.com/ulaverne)

Instagram drives concepts, campaigns, and initiatives in the most visual way possible.

It's straightforward in terms of content capture as well as understanding. We use this platform at a very high-level to start and capture conversations, but also present ourselves in a much more modern and approachable manner. Instagram is ideal for connecting with prospective and current students and young alumni. As such, your audience will expect you to respond to inquiries in a relatively quick timeframe.

- 2 billion active monthly users
- Largest user audience = 18- to 34-year-olds
- Reels have highest reach rate
- Hashtag use is prevalent on this platform, 3-5 is best practice
- Can also include location tags

Spec Checks

Dimensions:

- Square (grid): 1080 x 1080 pixels
- Portrait (grid) : 1080 x 1350 pixels
- Story: 1080 x 1920 pixels
- Reels: 1080 x 1920 pixels
- Reels Cover Photo: 420x 654 pixels

Reels/Video:

- 90 seconds maximum
- Closed captions for ADA compliance
- Select/upload cover photo
- Remember vertical video is recommended

Caption:

- Include a call to action, question or nugget of value. Keep it succinct.
- Incorporate relevant, researched hashtags
- Tag other users you mention in your post, or invite a partner to collaborate on a post
- Utilize location tags to broaden reach

Schedule posts in the app or utilize Meta Business Suite.

Twitter



twitter.com/ULaVerne

The university uses Twitter to share news, build and develop relationships, and create conversation.

Keep in mind that 80 percent of Twitter users view the platform from a mobile device, so branding elements must be simplistic and minimalist.

- Third most used platform with 436 million monthly users
- Largest user audience = 25- to 34-year-olds
- Hashtag use is prevalent on this platform, 1-2 is best practice

Spec Checks

Dimensions:

- Link Updates/Photos/Graphics: 1600 x 900 pixels
- Cover photo: 1500 x 500 pixels
- Square: 1080 x 1080
- Video: 4096 x 2304 pixels

Video

- Option to share YouTube link or share natively

Caption:

- Brevity is best, but character count max is 280

Use tags and hashtags to broaden reach.



[linkedin.com/school/ulaverne](https://www.linkedin.com/school/ulaverne)

The university uses LinkedIn to share college updates, faculty news, alumni stories and important community partnerships.

Our audience on this platform is highly engaged.

- 900 million users with 3 new users signing up every second.
- Largest user audience = 25- to 34-year-olds
- Companies with complete information get 30% more weekly views
- Weekly posting increases engagement rate by two times
- Use hashtags sparingly, 2-3 is best practice

Spec Checks

Dimensions:

- Link Updates: 1200 x 627 pixels
- Carousel Images: 1080 x 1080 pixels
- Article Header Image: 1280 x 720 pixels
- Profile Cover Photos: 1584 x 396 pixels
- Video dimensions: 4096 x 2304 pixels

Video:

- Upload natively for best performance; can also share YouTube links which will populate video preview automatically
- 10 minute maximum

Incorporate hashtags and tag other users mentioned in your caption.

Utilize articles for long form content.

YouTube



youtube.com/universityoflaverne

The university uses this platform for storytelling, interviewing students, faculty and staff to give our audience an inside look into what it's like to be a Leopard.

- Over 2 billion monthly active users.
- Second largest search engine in the world
- Largest user audience = 15- to 35-year-olds
- SEO helps content get discovered through keyword search
- Use hashtags sparingly, 3-5 per video is best practice

Spec Checks

Dimensions:

- Banners: 2048 x 1152 pixels
- Video: 2040 x 1152 pixels (at minimum)
- Thumbnail: 1280 x 720
- Shorts: 1080 x 1920 pixels

Closed captions for all videos for ADA compliance (this can be done automatically through YouTube in backend settings)

Write a short description that incorporates SEO keyword searches that are relevant to your video

Incorporate hashtags sparingly.

TikTok



The university has not created a TikTok account yet.

- Hit the 1 billion monthly active user milestone in 2021
- U.S. has the largest TikTok audience than any other country
- Largest user audience = 10- to 19-year-olds
- Hashtags/user tags are heavily adopted, 3-5 at a time is best practice

Spec Checks

Video Dimensions:

- 1080 x 1920 pixels

Captions

- Short and punchy incorporating 3-5 hashtags

Audio

- for unpaid posts, any audio within the app is fair game. Once you get into paid ads, ensure the music or audio you use is royalty free to avoid copyright infringement.

Measuring Your Success

Now that you have some information to bolster your strategy, you will need to measure success on the platforms you decide will work best to reach your target audience.

Depending on your goals, you may find yourself looking for more in-depth metrics. If that is the case, our team is happy to help you identify how to measure success.

There is a plethora of data collected through each social media platform to measure performance and sifting through it can become daunting if you don't know what you are looking for.

We have identified some key indicators to watch based on the goals of your content.

These key performance indicators can help you identify how your content is performing overall, what content your audience engages with most often, and when to consider pivoting.

Awareness: Increasing visibility of or awareness of a certain event, service, program, etc.

- Impressions/Reach: indicates how many users saw your content
- Shares: indicates that after you gained an impression, a user chose to actively share either to their own timeline/profile and/or in a direct message to another user; also indicates relevance/value
- Clicks: If a link is included, a click can indicate that users are interested in learning more
- Saves: indicates that the content is useful or valuable enough for the user to come back to it later
- Follows: indicates that a user who happened by your content found it valuable, relevant, or useful

Engagement: Increasing active conversation around your content.

- Comments: A full sentence or more is a good indicator that you've gotten the conversation going.
- Shares: This as an invitation from the user to their followers to join in on the conversation.
- Engagement Rate: Calculate the engagement rate of your content by dividing the total number of likes, comments, saves and shares by the total number of impressions.
- Mentions: when a user mentions you in a comment they are looking to actively engage with your account; carefully consider whether a response is the best course of action if the comment has a negative tone.

Contacts & Resources

We hope you've found this toolkit helpful in guiding you to maintain a strong and on-brand social media presence.

For further assistance with our visual style and guidelines, please reference the Brand Identity page of our website, **laverne.edu/identity**.

Photography resources and approved brand imagery can be accessed by staff, faculty, and students by requesting an account on Image Relay at **laverne.imagerelay.com**.

To learn more about how the Office of Strategic Communications can support your next project, please visit **myportal.laverne.edu/web/osc/home**.

For general media-related questions or inquiries please contact **media@laverne.edu**.



instagram.com/ulaverne/



linkedin.com/school/ulaverne/



facebook.com/ULaVerne



youtube.com/universityoflaverne



twitter.com/ULaVerne



media@laverne.edu



laverne.edu/identity

University *of*
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