Social media is a diverse and widely used communication tool that incorporates many elements including written content and digital assets.

When conveying Temple University's brand through social media, consider the following guidelines:

In order to avoid degradation, distortion, or improper treatment of the Temple University logo, and to maintain a suite of social presences that are presentably cross-branded across the university without any confusion as to what's official and what's not, the following brand guidelines were established for universitywide usage. Following these guidelines will ensure you're appropriately representing Temple on third-party social media platforms.

Consider your avatars, profile and background images to be extensions of your web presence. If you do not have a visual aesthetic to your web presence, social media is an opportunity to give yourself a consistent, recognizable look and feel.

Here's the approach you should take:

## Graphics

When adding graphics in the form of <u>avatars</u> or background images:

**Do** use an iconic and identifiable photograph as your graphical representation. Consider using a portrait or a photo of your location.

**Don't** use a Temple University logo as your graphical representation unless it appears in a photo.

## Image sizes (via SproutSocial)

IWILLEI						
Profile Photo:	400x400	Minimum Dimensions: 200x200px	Max Dimensions: -	Image Scale: 1:1		File Format: JPG, GIF, PNG
Header Photo:	1500x500	-	-	3:1	10MB	JPG, GIF, PNG
In- Stream Photo:	506x253	440x220	1024x512	2:1	5MB for Photos, 3 MB for Gifs	JPG, GIF, PNG

Twitter

# Facebook

Profile Photo	180x180	Minimum dimensions: 160x160	Maximum Dimensions: -	Image Scale: 1:1	Max File Size: -	Format: -			
Cover Photo	851x315	399x150	_	1:2.7	100KB	RGB, JPG, PNG			
Shared Image (Timeline)	1200x900	-	470 Width	1:1	-	-			
Shared Image (Newsfeed)	1200x900	-	504 Width	1:1	-	-			
Shared Link (Timeline)	1200x627	484x252	-	1:1.91	-	-			
Shared Link (Newsfeed)	1200x627	470x246	-	1:1.91	-	-			
Highlighted Image	1200x717	843x504	-	1:1.67	-	-			

# Google+

Profile Picture	250x250	Minimum Dimensions : 120x120	Maximum Dimensions: -	Image Scale: 1:1	Max file size: 20M B	-				
Cover Image	1080x60 8	480x270	2120x1192	1:1.7 8	-	-				
Shared Image (displays as)	497 Width	497 Width	2048x2048	_	-	-				
Shared Link (thumbnail )	150x150	150x150	-	1:1	-	-				
Shared Video	-	497x279	-	-	-	-				

#### Instagram

motagram	
Profile Picture	110x110
Photo Thumbnails	161x161
Photo Size (Instagram App)	510x510

## Pinterest

Profile Picture	165x165	Appears at (height scaled)165x165	Max File size: 10MB
Pins (main page)	-	236	-
Pins (on board)	-	236	-
Pins (expanded)	-	600	-
Pin Board (large thumbnail)	222x150	-	-
Pin Board (smaller thumbnail)	55x55	-	-

# LinkedIn

Banner Image	646x220	Appears at (Height scaled): 646x220	Max file size: 2MB	PNG, JPG, GIF
Standard Logo	100x60	100x60	2MB	PNG, JPG, GIF
Square Logo	50x50	50x50	2MB	PNG, JPG, GIF
Career Cover Photo	974x300	974x300	2MB	PNG, JPG, GIF

# YouTube

Channel Cover Art	Recommended Dimensions:	Aspect Ratio:						
Tablet	1855x423	-						

Mobile	1546x423	-							
TV	2560x1440	-							
Desktop	2560x423	-							
Video Uploads	Minimum HD 1280x720	16:09							

# From the Temple University Student Code of Conduct:

Temple University is a community of scholars in which freedom of inquiry and freedom of expression are valued. Important aspects of attending the university as a student are having respect for the rights of others in the community, conducting one's self in a manner that is compatible with the university's mission and taking responsibility for one's actions.

With this statement in mind:

- 1. Temple University encourages and welcomes discussion, questions and the sharing of information, ideas, observations and suggestions on Temple's social media channels.
- 2. The use of Temple's social media channels is subject to Temple's Student Code of Conduct, Temple University's Employee Manual, related Temple University policies including but not limited to Temple's Policy on Preventing and Addressing Discrimination and Harassment, policy on sexual harassment, and policies related to computer usage, as well as Facebook's and Twitter's user policies. Please be respectful of your fellow users when posting and commenting on Temple accounts.
- 3. Temple University reserves the right to remove comments or posts that violate Temple policies or otherwise are racist, sexist, abusive, profane, violent, obscene or spam. We can also delete posts that support illegal activity, are false, and attack or threaten Temple students, employees, visitors and others.