



SACRAMENTO
STATE

Redefine the Possible

BRAND BOOK

BEST PRACTICES



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SOCIAL MEDIA

Social Media

Join the Conversation

The world of social media is constantly changing — and so are the guidelines that govern it. If you have questions or would like to share some of your best practices, please contact **Public Affairs at publicaffairs@csus.edu** or (916) 278-6156.

Social Media Icons

When promoting social media pages in your communication materials, please use the approved University social media icons in the appropriate colors.



FIND IT ONLINE

Download Sacramento State social media icons at www.csus.edu/brand

OVERVIEW

Sacramento State recognizes that the use of social media to exchange news and information is highly effective and popular. At Sac State, there is a growing network of social media sites, including an official Sacramento State Facebook page at facebook.com/sacstate, a Twitter feed at twitter.com/sacstate, a YouTube channel at youtube.com/sacstatevideo, and an Instagram presence at instagram.com/sacstate.

It is important that University-related sites be managed well and consistently, even as the world of social media (e.g., Facebook, Twitter, YouTube, Pinterest, Instagram, LinkedIn) continues to evolve. To help, here are some general guidelines, plus some best practices gleaned from administering Sac State's official social media.

General Guidelines

- **Be professional.** As an administrator of a University-related social media site, you are representing Sacramento State. As such, anything you post will reflect on the University. Therefore, always use civil language and appropriate images. And, please, check your spelling, punctuation and grammar.
- **Be careful.** Remember that social media sites are public and — despite their seemingly fleeting nature — permanent. Once words or images are posted, they are impossible to completely retrieve. Think before you post and, when in doubt, leave it out.
- **Be courteous.** Respond to questions and comments politely and promptly. Do not be drawn into arguments or heated debates.
- **Be accurate.** While timeliness is appreciated, so is having the correct information. Do your research when needed. And feel free to send visitors to the University's website at www.csus.edu.
- **Be vigilant.** Sacramento State reserves the right to remove inappropriate or disrespectful language and images. Site administrators should follow the **web policies** outlined at www.csus.edu/web. In the case of Facebook, they also should abide by the University's "**Commenting Guide**" as well as Facebook's own "**Statement of Rights and Responsibilities**."
- **Be useful.** Offer "news you can use." And work cooperatively with administrators of other University social media sites, sharing information, links, video and photos. Note: When posting images, always check for copyright and use restrictions.
- **Be fun.** Use conversational and engaging language. Invite questions and comments. Use humor, but judiciously — everyone thinks they are funny, but not everyone is.

Social Media Launching

LAUNCHING A SOCIAL MEDIA SITE

When creating social media content for an official University department, program or college, here are some best practices to follow:

1. Prior to launching your new social media page(s), notify webmaster@csus.edu of your plans. This will allow them to assist by including this content on relevant University pages.
2. Use a department email account. Do not use a personal email account.
3. A manager or director must approve and have access to all social media content.
4. Apply the University's Identity Style Guidelines when customizing any page that contains official University information.
5. Name your page appropriately:
 - a. *Acceptable examples — always identify the University name first:*
 - i. www.facebook.com/sacramentostate — (your unit name)
 - ii. www.youtube.com/Sacstate — (your unit name)
 - b. *Unacceptable names — names that contain personal information or do not follow the style guide:*
 - ~~i. www.facebook.com/csus-yourunit~~
 - ~~ii. www.youtube.com/yourname~~
 - ~~iii. www.linkedin.com/yourunitname~~
6. Follow the University Identity Style Guidelines for creating profile pictures. Do not alter or distort University marks. Remember, these images appear extremely small when viewed on mobile devices and newsfeeds. Minimum size requirements may not be met.



Do not use a University logo for the avatar or create an icon with unreadable type at the smallest size used.

FACEBOOK AND BEST PRACTICES

Many universities now have flourishing social media sites, including a majority of sister CSU campuses. Inarguably, the most far-reaching of these sites is Facebook.

Sacramento State's official Facebook page is overseen by the Office of Public Affairs. The mission of the page is to deepen a sense of community among students, faculty and staff while sharing University news and information. Further, it serves to strengthen brand awareness.

Here are some best practices gleaned from administering the Sacramento State Facebook page — as well as from campus feedback and by studying the pages of other universities.

- 1. Build it as a “fan” page.** The two options on Facebook are personal “friend” profiles, which are optimized for individuals, and “fan” pages, which are geared specifically toward organizations, institutions and businesses. Sac State's is a fan page. Fan pages have built-in applications to engage audiences and have no limit on the number of fans.
- 2. Actively maintain it with fresh content.** As with all things, if you nurture it, it will grow.
- 3. But don't be heavy-handed with posts.** Too many posts, like too few, can result in the same thing: driving away users.
- 4. The key: Get to know your audience — and its rhythm.** For example, one or two postings a day is generally sufficient, although on some Facebook pages (including Sac State's), administrators have posted as often as half a dozen to a dozen times a day, which in turn has generated greater interest and traffic.

Analyze the insights provided by Facebook to get a better idea of which hours and days work well with your audience.
- 5. Remember, variety is the spice.** In any case, it's usually best to mix it up. Even with pages that can sustain multiple daily posts, there is no need to post several times a day, every day. Also, stagger posts through the morning, afternoon and early evening — no one wants to read a bunch of missives sent in one clump.

Change it up when it comes to the *type* of postings as well, keeping a good balance of “hard” news (e.g., Sac State's President presides at a Budget Town Hall) vs. “soft” (a free film screening at the Union).

- 6. Find your page's “voice” and have administrators use it consistently.** For example, are the postings authoritative (“Try this!”) or more low-key (“You may want to try this”), casual (“Hey Hornets!”) or more formal (“A call out to students”)? The most popular pages develop their own voice and “personality,” adding to the positive experience of users.

Also: Keep postings short. Some people follow Facebook on their mobile phones — and posts that go beyond a screen can be irritating.

- 7. Be diligent in “tagging” other pages or posts.** It's like inviting friends over.
- 8. Use images and video often.** They help grab the eye.
- 9. Stay current.** Stay on top of activities and the news. Nothing kills a page faster than to be perceived as being static or out of touch.
- 10. Maximize your postings by using such applications as Hootsuite,** which will allow you to time your posts as well as post on several social media accounts at once.

SACRAMENTO STATE'S FACEBOOK COMMENTING GUIDE

Sacramento State abides by [Facebook's Statement of Rights and Responsibilities](#)* and the University asks that its Facebook fans do as well. In particular, we request that users please adhere to the following:

- Be respectful
- Make no personal attacks
- Do not “post content that is hateful, threatening or pornographic, incites violence, or contains nudity or graphic or gratuitous violence”
- Do not “post unauthorized commercial communications (such as spam)” or “do anything unlawful, misleading, malicious or discriminatory.”

Sacramento State is not responsible for content submitted by other users, and the University reserves the right to remove inappropriate or disrespectful language and images.





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MOBILE

Mobile

MOBILE TECHNOLOGY

The official Sacramento State app is available in both the Apple App store and Google Play. When evaluating mobile app alternatives in your area, consult with Information Resources and Technology (IRT) *early in the process* as there are authentication, accessibility and security considerations to be considered with all mobile applications. It is often unnecessary to develop a native mobile app and preferable to make your content mobile-aware.



Making Your Content Mobile-Aware

It's important to start with "clean" accessible and valid HTML in order for your mobile-aware site to function efficiently on mobile devices.

Use the "Resources" links provided to the right to learn about HTML5 and CSS. Alternatively, contact the Service Desk to arrange for IRT to help build you a mobile-aware site with the campus Web Content Management System (WCM).

Building Your Mobile-Aware Site

Training is available to use special responsive designs within the WCM. By using the WCM, the burden of ensuring the correct branding, security and accessibility is carried by IRT.

Branding for Mobile Devices

In most cases, the branding for mobile devices is informed by our current web design guidelines (See [Web Section](#)). It is recommended that anyone building a mobile application follow our branding best practices for web design and include the following:

1. An official University logo.
2. Clear and usable navigation that avoids "hover states" (hover states are not usable on touch devices).
3. Our official web color palette defined in our web guidelines.
4. Search is very helpful for users and is strongly recommended.
5. Due to the smaller screens on mobile devices, it is important to consolidate and prioritize your content for best readability.
6. HTML is clean and uses valid HTML5 (see "Resources" at right).
7. Consider a grid system. Modern CSS grid systems make use of responsive design. We currently use Twitter Bootstrap and recommend it for building mobile-aware sites. The latest responsive templates in the WCM are built with the Twitter Bootstrap framework (see "Resources" at right).

SECURITY

Campuses must develop and implement controls for securing protected data stored on mobile devices. Protected data must not be stored on mobile devices unless effective security controls have been implemented to protect the data. Campuses must use encryption, or equally effective measures, on all mobile devices that store Level 1 data as defined in the CSU Data Classification Standard. Alternatives to encryption must be reviewed on a case-by-case basis and approved in writing by a designated campus official. Other effective measures include physical protection that ensures only authorized access to protected data.

RESOURCES

Information Resources and Technology (IRT)

<http://www.csus.edu/irt/ServiceDesk/itc.html>
<http://www.csus.edu/irt/Web/>
<http://www.csus.edu/cascade/training/>

HTML5 Specifications

<http://www.w3.org/TR/2014/REC-html5-20141028/>

HTML/HTML5 Validators

<http://html5.validator.nu/>
<http://validator.w3.org/>

HTML/CSS Tutorials

<http://www.w3schools.com/html/>
<http://www.w3schools.com/css/default.asp>
<http://www.w3schools.com/bootstrap/default.asp>

CSS Grid Systems for Responsive Design

<http://getbootstrap.com/>

Web Accessibility

<http://www.csus.edu/irt/Web/Accessibility/>