

UUSU BRANDING AND SOCIAL MEDIA

While the versatility of the UUSU brand is one of its key strengths, it is important that communications establish a consistent style across all platforms and uses. It is important therefore, as affiliates of UUSU, that our societies use the UUSU logo correctly, in line with the organisations own branding guidelines. Please read through the following section carefully.

USING UUSU BRANDING

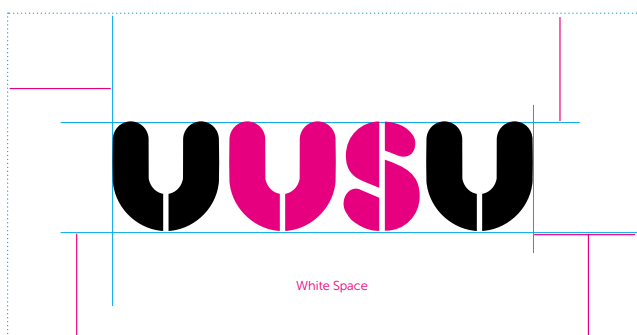
The logo should be properly scaled in proportion with no distortion of the Brand. This version of the logo is to be used internally on each Campus, and by our societies on their promotional materials. This is the only version of our logo that should be used.

The UUSU logo should always be placed in the top left corner with the appropriate space around it, on any promotional materials.

If in doubt about placement or usage, or if you need the logo, please contact our Social Media Content Creator

While the versatility of the UUSU brand is one of its key strengths, it is important that communications establish a consistent style across all platforms and uses.

It is important therefore, as affiliates of UUSU, that our societies use the UUSU logo correctly, in line with the organisations own branding guidelines. Please read through the following section carefully.



PNG:

- Transparency
- Best for web/digital
- Larger file size than a JPG, it can compress further when storing images containing text, line art, and areas of solid colour.
- Transparency useful in web applications and the lossless data compression results in cleaner, sharper images.
- PNGs are raster files so you'll see pixels if you try to increase the image size.

EPS:

- Vector
- Transparency
- Best for print
- Scalable - EPS keeps the logo file from dictating the layout of the print piece due to its size and background

AI:

- Vector
- Transparent
- Best for print
- Unless the file is saved with PDF compatibility, you can only view an AI with the appropriate Adobe software
- Editable
- Scalable
- Transparent

JPG:

- No transparency
- Best for web/digital
- Works best for images with smooth transitions between colours.
- Low compression format it's a poor choice for graphics with sharp contrast between pixels
- You shouldn't try to edit a JPG because you'll lose quality every time you decompress and re-compress the file.
- JPGs are useful when a small file size is crucial, like in your email signature

INCORRECT

The logo must be kept in perfect proportion and must never be stretched, distorted, re-coloured, duplicated in another font or altered in anyway. See examples listed below.



DIGITAL

If used in digital material, the UUSU logo should be a quarter of the width of



**Logo file types
can be downloaded
from here**

SOCIAL MEDIA OWNERSHIP

Ownership of any digital property such as a social media account is held by that of the society, however, we ask that you give administrative access to your Societies Coordinator so they can pass the account to the incoming Society Reps at the end of the academic year.

IMAGE DESCRIPTIONS & USAGE GUIDELINES

When you use images from a third party in posts, it is crucial that you follow the below tips:

Include image descriptions on your Facebook, Instagram and Twitter image posts detailing what is pictured to make visual content accessible to users with visual impairment who may use text-to-speech apps to engage with social media posts.

This is particularly crucial when using graphics that include text. You must ensure you include alt-text with the text in image. We recommend avoiding the use of graphics. Instead, use a relevant image and include the supporting text in your caption.

Make sure you have the legal right to use your photographs. It is illegal to take images from Google image search. You must always ask/have permission. You can find royalty free images on Canva. However, we recommend using your own photography and videography as much as possible.

If using an image from a photographer, you must credit them by including their social media handle (if available) or name and website.

Images for print e.g posters, pop-ups, flyers etc should be high resolution (300dpi) to avoid pixelation. Images for online should also be of good quality so they don't appear pixelated, each platform has its own image size guidelines.

SOCIAL MEDIA BEST PRACTICES

Etiquette

It is important that, as an affiliated UUSU society you respect other people's opinions, avoid the use of profanity, offensive statements, illegal content, and anything else that might otherwise violate your members privacy, the wider Ulster University community or the terms of usage of that particular social media platform.

Focus

We ask that you stay focused on the impact, innovation and self-promotion of your society and its members, avoiding promoting any third-party businesses, content or messages that do not align with the goals of your society or, the UUSU as a whole.

Fun

Whilst upholding the focus and etiquette that is expected, we also want you to have fun on your social media accounts. Show your societies personality and how much fun you all have.

HASHTAGS

When using hashtags on your social media posts it is important to capitalise the first letter of each word as they are easier and more accessible to read this way. While also ensuring you relate any hashtags to what your video is about as this will maximize its reach and audience!

Some of the hashtags you will see used on the UUSU social media accounts include:

#TeamUUSU, #UUSUSocs,
#UUSUSocieties, #UUSUAdvice,
#LeadTheChange, #StudentVoice, #UUSUReps
and #ProudOfUU.

CREDIT

Please remember if you are posting content that you have not created you must credit and tag the original creator.

This applies to photos, graphics, illustrations and videos you may wish to share on your feeds.

This diagram by "Mellow Doodles" illustrates how to properly share content on your social media platforms.

The app 'Repost' makes it incredibly easy to reshare content on Instagram with full credit to the source.