



BRANDING

All FACS communications are a representation of the University and must follow the UGA brand style guide. If these guidelines are not followed, edits will be required before a post is published.

APPROPRIATE TYPES OF MESSAGES

- Messages directly involving FACS students, faculty/staff, alumni and friends, or FACS stakeholders
- Messages of interest to the FACS community
- Congratulations to FACS departments, organizations, and individuals for significant awards and honors
- Critical deadlines about the academic calendar (applications, scholarships, graduation, etc.)
- Upcoming FACS events for students, faculty/staff, alumni, or the public

INAPPROPRIATE TYPES OF MESSAGES

- Messages intended for internal or departmental communications
- Are specific to a small portion of FACS stakeholders
- Contain personal, religious, or political views
- Serve as advertisements for events or materials that are not connected to FACS

GUIDELINES FOR CREATING MESSAGE CONTENT

- Use concise and casual language - no jargon
- Content must be timely - we reserve the right to withhold posting of an event or news item based on its timeliness
- Content should be relevant to the target audience - all posts should provide value for the viewer

PLATFORM SELECTION

- **Static posts** should be reserved for IMAGES only with minimal graphic elements and short, specific information in the caption
- **Stories** are more appropriate for event announcements, job openings, and posts with lots of text
- The **digital screens** in Dawson are an ideal platform for event announcements and deadline-driven information

HOW TO SUBMIT MESSAGES

- Content should be submitted electronically through the [social media request form](#) or [Instagram takeover request form](#)
- Messages containing deadlines, timelines, RSVP dates, etc., should be submitted at **least 7 business days** prior to that date.
- If the message is for an event, indicate the date of the event or timeframe with beginning and end dates (if applicable)
 - Posts are typically not shared until 1-2 weeks prior to the registration deadline, unless the promotion is for a major academic deadline

GUIDELINES FOR PHOTO SUBMISSIONS

Photos should be:

- in focus
- high quality
- well lit (dark or grainy images will not be accepted)

IMPORTANT INFORMATION

- Be sure your content is sized appropriately for the selected platform and format - Canva provides sized templates for: Instagram posts, Instagram stories, Facebook posts, and presentations (digital screens)
- Requests with provided content must be submitted at least **3 to 5 days** in advance of when you would like the post published and **7 to 10 days** in advance when graphic design services are needed
- When planning for/creating a social media series or campaign, please copy Brandi Herrin (brandi.herrin@uga.edu) into all communications to ensure UGA brand compliance and proper scheduling
- Submissions are reviewed for style and suitability and may be edited for spelling, grammar, and length
- The communications team will ultimately select the social media accounts (Facebook, Instagram, or Twitter) that we consider most appropriate for the target audience
- Any questions received through social media will be forwarded to the individual who originally submitted the request
- Based on the above guidelines and content requirements, the communications team reserves the right not to post a submission if it does not meet the requirements
- The department/unit making the submission is responsible for its accuracy and thoroughness