



# ***SOCIAL MEDIA***

## ***Social Media***

Social media offers a unique opportunity to bring our brand to an expanded audience, while growing a sense of community with people who already know CU Denver. It is, quite literally, a place where someone could meet their moment by applying, requesting information, or donating to a scholarship fund. The best social media accounts approach their content strategy with an empathy for audience. Great content lives at the intersection of what you want your audience to know and what they want to read and share.

**Social Profile Images and Icons**

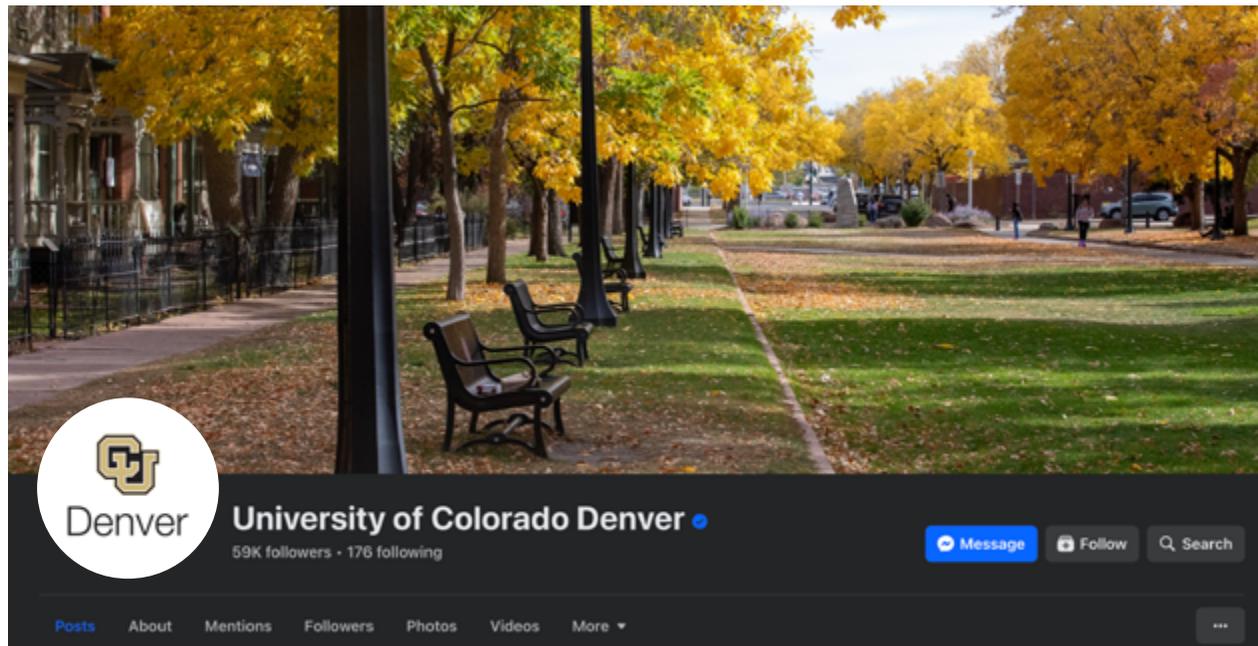
All academic and administrative accounts associated with CU Denver must use the CU Denver stacked condensed mark on a white background as their profile image, with the exception of school and college accounts. They must use the provided profile icons with their acronyms, as shown below. Student organizations can use the CU Denver stacked condensed mark on a background of our City Heights Sandstone as their profile image, and accounts for student athletic teams may choose from two spirit mark options on a white background. This creates a unified, cohesive look among our accounts and makes it easy for followers to know which accounts are official.

<i><b>Institutional Profile Icon</b></i>	<i><b>Departmental Profile Icon</b></i>	<i><b>Student Org Profile Icon</b></i>	<i><b>Athletics Profile Icons</b></i>
			
<i><b>School and College Profile Icons</b></i>			<i><b>Milo Profile Icon</b></i>
			

## Social Media

### Social Hero Image

Academic and administrative accounts may choose from one of the official CU Denver branded headers in the Brandfolder image library. Hero images should be used on social media accounts. Hero images should be changed three to four times a year to keep accounts fresh and relevant. Seasonal images, including snow, should be changed promptly to reflect the current season.



### ***Social Photography & Videography***

Whenever possible, please use official brand photography or videography, which is managed by University Communications.

Please contact that team for usage rights and the original, high-resolution image or file to ensure the best quality. Also consider the content of your post to make sure the tone of the photography matches the tone of the copy.

When using photography or videography submitted by another source (a student, faculty or staff member, partner, etc.), you verify that you have permission to post and provide a photo or video credit. When selecting images or video, please adhere to our photography brand standards. Stock shots or videos are not permitted, and imagery should show the diversity of our campus. Add captions to your videos in the approved font whenever possible to ensure content is accessible. And use approved music through applications to avoid copyright issues.

### ***Social Graphics and Templates***

You can create custom branded graphics for social media via our content automation program. Do not create graphics for social media using other tools, as it is easy to use incorrect brand colors, brand elements, or fonts. Instead, it is recommended that you use a photo and include any pertinent information in the caption. If you would like to request a custom graphic for a high-priority event or campaign, please contact the University Communications team with at least two to three weeks' notice and our team will evaluate the request.

