Fayetteville State University
Office of Public Relations
Social Media Overview
&
Guidelines

Social Media

Social media refers to online tools and services that allow any Internet user to create, publish and share content. The “social” in social media results from individual users connecting with one another through these channels and forming online communities where they share information and knowledge and offer one another support and networking opportunities. Social media facilitates the sharing of content. Social media expands the reach of your core message and enables others to pass it along to their friends and networks. Popular social media sites include, but are not limited to, Facebook, Twitter, Instagram, Tumblr, YouTube, Snap Chat, blogs and LinkedIn.

- See attachments FSU Social Media Memo, FSU Brand Memo, FSU Trademark and Licensing, Official FSU Style Guide and FSU RGB Brand Color for Web Use

Social Media Guidelines

Definitions:

University-recognized department/unit accounts represent official university units and have full-time university employees assigned to administer the account. University units associated with a recognized account are responsible for the content. It is the responsibility of the account administrator to oversee the content and dialogue.

Student organization accounts represent student organizations that are affiliated with the university and/or choose to incorporate the university’s visual identity standards in their social media venue. They are required to fully comply with the university’s social media guidelines and graphic identity guidelines.

Unaffiliated accounts represent groups of users with a common interest and identification with the university.

Guidelines:

Social media sites are powerful communications tools that have a significant impact on organizational and professional reputations. Social media sites have the capacity to blur the lines between personal voices and institutional voices, Fayetteville State University requires departments, units, and student organizations that desire a University Social Media Account to adhere to the following requirements in order to enhance and protect personal and professional reputations:

A. "University Social Media Accounts" are defined as social media accounts (including, but not limited to, Facebook, Instagram, Tumblr, Snap Chat, BroncoAdvantage, Twitter, and YouTube accounts or blogs) that are created or maintained by or on behalf of the University-recognized department/unit and student club/organizations. All university-recognized department/unit and student club/organizations must incorporate the university's logo, seal, spirit logo and etc., on university represented social media accounts and must fully comply with the university's guidelines contained in the FSU Graphic Identity Guide in their social media venue. They are required to fully comply with the university's social media guidelines and graphic identify guidelines.

Any use of the Graphic Identity for layout and art purposes must have approval prior to print or production from the Office of Marketing. Layouts containing university graphic elements should be forwarded to the Office of Marketing for review. This includes, but is not limited to, brochures, ads, booklets, memento printing, etc. A release statement will follow, if approved. The release statement is required to be kept on file to validate print and subsequent use of the layouts. Please adhere closely to the guidelines contained in the FSU Graphic Identity Guide.

FSU departments and student clubs/organizations (an exception may apply to the following: greek organizations, FSU chapters of national recognized clubs/organizations and honor societies) are reminded that there is only one university logo. The approved university logo is used for all departments, student clubs/organizations and operation of the university. No individual department or program, student clubs/organization logos are allowed. Individual identity is created by double-spacing beneath the university logo and including the departmental name and/or student club/organization name there in clear, block-style lettering for easy read.

Note: The graphic identity elements are located on the university's public drive for easy access. All approved graphic elements to include the university logo, seal, spirit logo, as well as approved art and word art elements, can now be found on the university "P" drive at: **P:Data/FSU Graphic Identity.** The FSU Graphic Identity Guide publication is also located on the Marketing website at: https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-institutional-advancement/marketing/logos. Permission for use can only be obtained through the Office of Marketing and/or the Office of Public Relations.

A consistent visual identity is important for FSU. It creates brand and reputation while allowing all FSU constituencies to identify with FSU by the same, consistent imagery. Please adhere to the graphic identity policies approved for campus use, and to remove any elements or artwork from social media sites that does not adhere to campus policy and guidelines.

B. Requests for University Social Media Accounts must be submitted in writing to the Office of Public Relations, prior to account creation. Once the social media account/page has been established/created, please forward the link to the webpage or URL address to Jeffrey Womble Assistant Vice Chancellor for Public Relations, via email at jwomble@uncfsu.edu for final review and approval and carbon copy lmccorkle@uncsu.edu for record purposes. The social media request is available here.

   Note: If a social media account/page has been established/created, prior to approval granted by the Office of Public Relations. Please contact the office of Public Relations. Additionally, the requesting department/unit/student club and organization is required to follow-up with a written request for approval of the social media account/page.

C. University Social Media Accounts must have responsible department or unit administrators assigned, must include the social media manager as an administrator on the account and add Jeffrey Womble, Assistant Vice Chancellor for Public Relations as a page administrator on all university social media accounts. Shared access to appropriate user names and passwords is permitted if shared administration is not possible.
D. All University Social Media Accounts must include a disclaimer statement on the site in the form prescribed by the social media manager, regarding the content and opinions contained on the site. **Example:** "The Official Fayetteville State University Social Media Page (with the Name of the Department/Unit or Student Club/Organization)" or "The Official Social Media Presence for Fayetteville State University and the Name of the Department/Unit or Student Club/Organization)".
E. University Social Media Accounts that are created and abandoned may be removed by the social media manager at his or her discretion.
F. All University Social Media Accounts must display the following statement prominently where possible:

   "Representatives of a North Carolina state agency communicate via this Website. Consequently no person communicating via this site (whether a state employee or the general public) should have an expectation that any communication on this site is

private. All communication on this site may be subject to disclosure under the North Carolina Public Records Act."

G. Publicly posted content on a University Social Media Account will not be edited or removed prior to consultation with the social media manager, who should consult with the Office of Legal Affairs, as needed.
H. Best practices and guidelines for social media accounts should be considered by all campus users.

Best Practices

University social media platforms allow you to share knowledge, express your creativity and connect with others who share your interests. FSU supports your participation in these online communities, subject to these Social Media Standards and compliance with any applicable federal or state laws and university policies. Because social media is such a rapidly changing medium, please understand that these guidelines are subject to change without prior notice. We will do our best to keep them up-to-date.

The key to social media is to be a valued community member. This entails:

• Being honest and transparent about your identity (use your real name, disclose your relationship with the university and state your purpose on the site).

• Being respectful of other community members (this includes being civil at all times, even when expressing disagreement, and refraining from vulgar, discriminatory or otherwise inappropriate language).

• Providing valuable, accurate, timely and relevant content.

Additional rules, applicable standards and regulations governing use of university social media are as follows:

For official sites, have a plan—Consider your messages, audiences, and goals, as well as a strategy for staffing (including during vacations) and keeping information on social media sites up-to-date, before launching an official social media presence for your FSU unit. This could include a content plan for the types of posts you will make in the first weeks or months after the site is launched. Best practices vary depending on the social media environment in question, but typically a volume of 8-15 posts per month is sufficient to maintain interest, but avoids overwhelming "fans" or "followers."

Consider carefully who you will "friend" or "follow" in social media to avoid creating the impression that the university endorses a particular individual, cause, or organization. Plan in advance to what

extent you will allow comments from other users on your site (this will depend on the goals you have set for your social media efforts) and how you will respond if users make critical or objectionable posts or comments.

Because of the need for transparency to build credibility in social media, FSU suggests that posts which are critical but not offensive should generally not be censored. However, comments that are libelous or offensive by the standards of our community, such as posts that are racist or obscene, or that consist of a "spam" advertisement or otherwise violate the Information Technology Users' Privileges and Responsibilities document's guidelines for commercial use of university platforms, should be removed.

Be responsive: Respond to questions and concerns brought to your attention in a timely manner. If you do not know the answer, be upfront about that and try to provide information that can help point the user in the right direction. If you need additional time to find the appropriate response, send an initial response indicating that you are looking into it and will respond with more information when you know it.

When you are deciding how to handle comments on your site, consider that most people who maintain social media sites welcome comments because they build credibility and community. However, you can set your site so that you can review and approve comments before they appear. This allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous material.

Be Accurate: Take the time to ensure that you have all the facts before you post. Mistakes do happen, however, so if you post an error, correct it in a timely and public manner. This will earn you respect in the online community.

Be fair: Cite and link to your sources whenever possible.

Be insightful: When you join an online conversation, make sure that you are contributing valuable insights. Don't post self-promotional material unless you are absolutely sure that it will be of interest to the rest of the community. Self-promotion is often seen as spam, which is not the perception you want to portray to the community.

Be respectful: It's okay to disagree, but refrain from using this space to attack others' ideas. Offering constructive criticism is a good way to sway others' opinions and promote your view.

Use discretion: Don't rely on privacy settings to safeguard your content. These tools are meant for sharing and, therefore, tend to default to open privacy settings. Furthermore, settings and privileges are subject to change. Search engines can turn up posts years after the publication date. Comments that were visible only to a select group of friends can be forwarded or copied and archival systems are in place to store posts long after they are top-of-site and therefore top-of-mind. Some programs even store posts that have been deleted. Before you post anything, decide if it's something that you will be proud to be associated with down the road.

Be honest: Never pretend to be someone else and post about FSU. Tracking tools enable supposedly anonymous posts to be traced back to their authors. There have been several high-profile and embarrassing cases of company executives anonymously posting about their own organizations.

Maintain confidentiality: Protect confidential and proprietary information by refraining from posting it. Make wise decisions about what content is acceptable to post. Note that all postings to university social media are likely to be considered "public records" under North Carolina's Public Records Act.

Be aware of liability: You are legally liable for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be proprietary, copyrighted, defamatory, libelous or obscene (as defined by the courts). Employers are increasingly conducting Web searches on job candidates before extending offers. Be sure that what you post today will not come back to haunt you. Be mindful that inappropriate social media usage can be grounds for disciplinary action.

Abide by university Policies: When you create, administer or interact with a FSU social media, you are subject to the university's Use of Computer Resources Policy found here and all other applicable university policies.

Potential Consequences: Violation of law, university policy and/or improperly disclosing another person's information in connection with use of social media can have serious ramifications, so please be aware of the potential consequences before you post.

Some potential consequences include: defamation lawsuit; copyright, patent or trademark infringement claims; privacy or human rights complaint; workplace grievance; criminal charges, especially with respect to obscene or hate materials; damage to the university's reputation and

business interests; campus discipline, up to and including expulsion (students); work-related discipline, up to and including termination (employees) and exclusion from university social media.

Removal of Certain Content From University Social Media: In addition to whatever sanctions may apply through application of university policies, the university reserves the right to remove, but is not obligated to remove, any postings, comments or other content that it determines to be in violation of any law; that contains unauthorized commercial solicitations (such as spam); or that are factually libelous or legally obscene.

Respect Copyright & Intellectual Property: If you share images, video, audio, newspaper or journal articles created or written by others, you are subject to copyright law. If you do not own copyright to the item or if the item is not in the public domain, you must either have the copyright owner's permission or you must come within the "fair use" exception. To determine whether you fall within the fair use exception you must conduct a fair use analysis. See Copyright Compliance policy found at (https://www.uncfsu.edu/faculty-and-staff/departments-and-offices/office-of-legal-affairs/policies-and-procedures) for more information. To determine whether content is within the public domain, go to this link at the United States Copyright Office http://copyright.gov/circs/circ22.pdf.

Abide by FERPA and student educational records laws: The Family Education Rights and Privacy Act (FERPA) is the federal law that protects the privacy of student education records such as grades, transcripts and student identification numbers. Faculty should be aware that it is possible that FERPA may limit any requirements for a student to post to or interact with a social networking site as a part of an academic assignment.

FSU requires that all official FSU-sponsored social media pages display the following statement:

"Notice to Students –FSU does not control this system and cannot guarantee your privacy. By proceeding, you are acknowledging receipt of this notice and compliance with its contents. For more information, please see: The Family Education Rights and Privacy Act (FERPA).

Be aware that all communications may be monitored and be subject to disclosure as public records: All social media posts, comments, Tweets and mentions fall under the category of electronic communications monitored and possibly archived by officials of the state and/or FSU and as such are considered public. There should be no expectation of privacy in any social media communication, whether personal or official. Each FSU-sanctioned social media profile or page can

post a statement (example provided below) to inform readers that postings and other content are potentially monitored and subject to disclosure to state and FSU officials and/or the public.

Representatives of North Carolina state government communicate via this website. Consequently, any communication via this site (whether by a state employee or the general public) may be subject to monitoring by officials of the University and/or State and disclosure to third parties.

Be ethical: There are numerous codes of ethics for bloggers and other active participants in social media, all of which will help you participate responsibly in online communities. If you have your own (personal) social media site, you may wish to post your own code of ethics.

Be aware of Terms of Service: Each social media site has its own terms of service. Please be aware of them to ensure that your usage is within stated terms. As terms of service are subject to change, check back regularly to keep yourself up to date. If there is a conflict between a site's terms of service and the state or university policies, please be aware that the university reserves the right to enforce its own policies (including these Social Media Standards) and any applicable federal and state laws with regard to university social media.

Appropriately set your privacy settings: For FSU accounts, it is required by the state that all privacy settings be set to "public." However, for your personal accounts, be aware of your privacy settings and what information is easily available to the general public. That said, do not assume that a privacy setting will protect your content from being passed beyond your intended audience. Only publish content that you are willing to disclose.

- Facebook Privacy Policy
- Twitter Privacy Policy
- LinkedIn Privacy Policy
- Tumblr Privacy Policy
- Instagram Privacy Policy
- Youtube Privacy Policy

Separate personal from professional accounts: Do not use your university e-mail address or password for a personal social media account. Likewise, do not use a personal e-mail address for a university-sanctioned account.

Be yourself: When posting to personal accounts, people will likely still identify you with the university. You are welcome to identify yourself as a FSU faculty or staff member. However, please

be clear that you are sharing your views as a member of the higher education community, not as a formal representative of FSU. This parallels public relations practices at FSU.

A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your personal social media site, we suggest you include a sentence similar to this:

"The views expressed on this [blog, website] are mine alone and do not necessarily reflect the views of FSU."

Don't use the FSU name, logos or trademarks in personal social media or for private gain: The name "Fayetteville State University (FSU)" and its logos and trademarks may be used only by social media platforms of student organizations officially recognized by Student Affairs and University-recognized departments/units and other university entities. Do not make endorsements using the FSU name logos or trademarks. See FSU Trademark and Licensing for more information.

Be vigilant—Exercise caution to avoid "phishing" attempts, which aim to gain control of a personal or institutional social media site by deceiving a user into revealing the account's user name and password. Monitor your social media sites to ensure you notice quickly if an unauthorized person gains access—the larger your audience, the more tempting your site becomes as a target.

Measure for results—To evaluate post activity and interaction with a community, make use of analytics and tracking tools. Facebook has built-in analytics for pages.

Promotions—Adhere to the promotion policies of the social media platform in question and applicable law.

- Facebook Promotions Guidelines
- Twitter Promotions Guidelines
- LinkedIn Advertising Guidelines
- Instagram Promotions Guidelines
- Youtube Promotions Guidelines

Follow State Best Practices: FSU is a public educational institution of the State of North Carolina and as such its official social media sites should conform to Best Practices for Social Media Usage in North Carolina. Please see the following: Social Media Usage in NC State Government - Introduction (Tutorial 1), Social Media Usage in NC State Government - Implementation (Tutorial

2), Social Media Usage in NC State Government - Acceptable Use (Tutorial 3), Social Media Usage in NC State Government - Security (Tutorial 4)

- See attachments at the end FSU Social Media Memo, FSU Brand Memo, FSU Trademark and Licensing, FSU RGB Brand Color for Web Use. To view the Official FSU Style Guide, please visit https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-institutional-advancement/marketing/logos.

How FSU is Engaged in Social Media

Please scroll down to read a brief description on some of the most popular platforms. We also share the pages managed at the institutional level.

Facebook: Facebook is a social network service and web site that allows users to build an online community with other users, brands and organizations. Users build value with wall posts, status updates, messages and multi-media posts. The more interaction your page has with others, the more individuals will be enticed to visit and "like" your page. The ultimate goal is to draw visitors to your Facebook page and maintain positive, consistent conversation — strengthening FSU program loyalty.

• Facebook – managed by Public Relations

Other approved Departmental/Units/Student Clubs and Organizations Facebook Pages:

- https://www.facebook.com/Admissions.FSU?fref=ts managed by Admissions
- https://www.facebook.com/FayStateAlumni - managed by Alumni Affairs
- https://www.facebook.com/faystatearts - managed by Department of Performing and Fine Arts
- https://www.facebook.com/FSU-Piano-Studies-982515251784292/?fref=pb&hc_location=profile_browser managed by Department of Performing and Fine Arts
- https://www.facebook.com/UNCFSUFinancialAid/?fref=pb&hc_location=profile_browser managed by Office of Financial Aid
- https://www.facebook.com/pages/Fayetteville-State-University-Department-of-Police-Public-Safety/359736490737724 - managed by Police and Public Safety
- https://www.facebook.com/ocapfsu - managed by Office of College Access Programs

- https://www.facebook.com/pages/Fayetteville-State-University-Department-of-Criminal-Justice/199744073376240 managed by Department of Criminal Justice

- https://www.facebook.com/HazingPreventionFayettevilleStateUniversity managed by Legal Affairs

- https://www.facebook.com/Fayetteville-State-University-Staff-Senate-109701222395587/?fref=pb&hc_location=profile_browser managed by FSU Staff Senate

- https://www.facebook.com/pages/Fayetteville-State-Broncos-Athletics/306504226065?ref=ts&fref=ts managed by Department of Athletics

- https://www.facebook.com/afrotcdet607 managed by Air force ROTC Department of Aerospace Studies

- https://www.facebook.com/FSUEnglishDept/ managed by English Department

- https://www.facebook.com/FaySoci managed by Department of Sociology

- https://www.facebook.com/FSUTheatre managed by Theatre/Performing and Fine Arts

- https://www.facebook.com/pages/National-Association-of-Blacks-in-Criminal-Justice-at-FSU/138449022881842 managed by Department of Criminal Department

- https://www.facebook.com/UpwardBoundFSU managed by Office of College Access Programs

- https://www.facebook.com/TalentSearchFSU managed by Office of College Access Programs

- https://www.facebook.com/pages/Fayetteville-State-History-Club/568961346493858 managed by Department of Government and History

- https://www.facebook.com/charleswchesnuttlibrary managed by Charles W. Chesnutt Library
- https://www.facebook.com/FSUPreLawSociety managed by Pre-Law Society of Fayetteville State University
- https://www.facebook.com/pages/BRONCO-iRADIOCOM/166290906759624 managed by Internet Student Radio Station
- https://www.facebook.com/uncfsucareerservices managed by Career Services
- https://www.facebook.com/people/Fayetteville-State-Msw-SA/100008316639306 managed by Department of Social Work
- https://www.facebook.com/FayStateSGA managed by Student Government Association
- https://www.facebook.com/pages/FSU-Junior-Class-Council-Class-of-2015/388846361188920 managed by Junior Class Council
- https://www.facebook.com/Connect1867/?fref=pb&hc_location=profile_browser managed by Student Affairs
- https://www.facebook.com/BroncoImpact managed by Student Affairs
- https://www.facebook.com/FayStateGC managed by Student Affairs
- https://www.facebook.com/pages/Fayetteville-State-University-Future-Alumni-Association/501036716574985 managed by Student Affairs
- https://www.facebook.com/pages/Naacp-FSU-Chapter/124120151025856?ref=stream managed by Student Affairs
- https://www.facebook.com/safezoneatfsu managed by Student Affairs
- https://www.facebook.com/fayettevillestates.greenteam managed by Student Affairs

- https://www.facebook.com/pages/Alpha-Phi-Sigma-at-FSU/201899716506902 managed by Student Affairs

- https://www.facebook.com/Department-of-Residence-Life-Fayetteville-State-University-1498090637138863/ managed by Residence Life

Twitter: Through short, 140-character posts, Twitter provides users with the resource to create a community. Create your own online community followers, sending frequent tweets, retweets, links and direct messages.

• Twitter – managed by Public Relations (University account)
Twitter– managed by Public Relations (PR twitter account)

Other approved Departmental/Units/Student Clubs and Organizations Twitter Pages:

- https://twitter.com/FSU_Admissions managed by Admissions

- https://twitter.com/FayStateAlumni managed by Alumni Affairs

- https://twitter.com/fsubroncos managed by Department of Athletics

- https://twitter.com/fsufinaid managed by Financial Aid

- https://twitter.com/CharlesChesnutt managed by Charles W. Chesnutt Library

- https://twitter.com/FSU_Military managed by Fort Bragg Center/Student Veterans

- https://twitter.com/fsu_veteran managed by Fort Bragg Center/Student Veterans

- https://twitter.com/Connect1867 managed by Student Affairs

- https://twitter.com/faystatesga managed by Student Government Association

- https://mobile.twitter.com/FSU_2015 managed by Junior Class Council

- https://twitter.com/FayStateRHA managed by Residence Life

- https://twitter.com/FayStateSAM managed by Student Affairs
- https://twitter.com/NCNW_FSUBroncos managed by Student Affairs

Instagram: Is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr.

- https://www.instagram.com/fayettevillestateuniversity/?hl=en managed by Public Relations
- https://www.instagram.com/connect1867/ managed by Student Affairs
- https://www.instagram.com/fsu_admissions/ managed by Admissions
- https://www.instagram.com/chesnuttlibrary/ managed by Charles W. Chesnutt Library
- https://www.instagram.com/faystatearts/ managed by Performing and Fine Arts
- http://snapwidget.com/u/1736377427 managed by Alumni Affairs
- https://www.instagram.com/fsu_broncos/ managed by Athletics Department

LinkedIn: LinkedIn is a social media platform for business-oriented social networking, it is mainly used for professional networking. The basic functionality of LinkedIn allows users (workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships.

LinkedIn - managed by Public Relations

Pinterest. Pinterest is a social media platform for visual storytelling. It's designed to be a virtual pinboard where visitors can organize and share inspirational ideas and images found online.

- Pinterest – managed by Charles W. Chesnutt Library

Blogs: When longer posts such as event recaps, organization updates, or general information are needed, blogs are a great tool. Blog posts can incorporate multi-media and offer more diverse options than Facebook and Twitter. FSU units are encouraged to host their blog(s) on WordPress. However, Tumblr and Blogger also allow for easy integration into other social media platforms.

FSU News managed by Public Relations

Charles W. Chesnutt Library – managed by Charles W. Chesnutt Library

Athletics managed by Athletics Department

Tumblr: lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colors to your theme's HTML.

- http://uncfsu.tumblr.com/ managed by Admissions
- http://chesnuttlibrary.tumblr.com/ managed by Charles W. Chesnutt Library

YouTube: YouTube is a video-sharing service that allows users to upload, share and view videos. On YouTube, you can create individual channel pages to represent your specific unit or group.

- https://www.youtube.com/user/fayettevillestatenc managed by Marketing and Communications
- https://www.youtube.com/user/FayStateSGA managed by Student Government Association
- https://www.youtube.com/channel/UCc8gG-ssbl4oDDXqo_3Y7PQ managed by Department of Athletics
- https://www.youtube.com/watch?v=s0neYjqJuew managed by Department of Chemistry and Physics
- https://www.youtube.com/channel/UCKd8_Adbg2MXbR4QMsrQHDQ/videos managed by Student Affairs

- See attachments at the end FSU Social Media Memo, FSU Brand Memo, FSU Trademark and Licensing, FSU RGB Brand Color for Web Use. To view the Official FSU Style Guide, please visit https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-institutional-advancement/marketing/logos.

Office of Marketing

and Special Events

MEMORANDUM

TO: All Faculty and Staff

FROM: Ben C. Minter
Assistant Vice Chancellor for Marketing and Special Events

DATE: November 9, 2012

Re: FSU Brand Rollout Follow-Up

Many of you had the opportunity to attend the new FSU brand rollout celebration during Bronco Kickoff. As a result, we have begun the process of adherence across campus to the new guidelines and to our new graphic components. Please be reminded or made aware of the following updates:

I. In order to assist the campus with acquiring the new elements for ongoing use, Marketing has worked with ITS to place the graphic identity elements on the university's public drive for easy access. All approved graphic elements to include the university logo, seal, spirit logo, as well as approved art and word art elements, can now be found on the university "P" drive at: **P:Data/FSU Graphic Identity.** Faculty and staff may download the elements as needed for ongoing university work or need.

II. Please be reminded that any use of the Graphic Identity for layout and art purposes must have approval prior to print or production from the Office of Marketing. Layouts containing university graphic elements should be forwarded to the Office of Marketing (bminter@uncfsu.edu) for review. This includes, but is not limited to, brochures, ads, booklets, memento printing, etc. A release statement will follow, if approved. The release statement is required to be kept on file to validate print and subsequent use of the layouts. Please adhere closely to the guidelines contained in the FSU Graphic Identity Guide. Also, be reminded that purchasing processes now require Marketing approval for any expense associated with print,

advertising, or marketing and coded as such in the requisition request. If this included layout, you will be required to attach a copy of the layout to the requisition request for review.

III. FSU departments are reminded that there is only one university logo. The approved university logo is used for all departments and operation of the university. No individual department or program logos are allowed. Individual identity is created by double-spacing beneath the university logo and including the departmental name there in clear, block-style lettering for easy read. (*Continued)*

IV. The new FSU Graphic Identity Guide publication is now located on the Marketing website at: https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-institutional-advancement/marketing/logos. Faculty and staff may access the guidelines at any time to ensure expected standards are met or to answer any questions you might have relative to the use of the graphic elements. Hard copies of the FSU Graphic Identity Guide have been printed in limited quantity, and will not be available in hard copy for all faculty and staff. Copies of the publication will be disseminated to all administration, deans, department heads, and department chairs. If review of the hard copy publication is needed, please see your department chair.

V. Faculty and staff are reminded that they can continue to use existing printed office collaterals including letterhead and envelope with the old logo until depleted and budgets allow for print of the current letterhead.

Any questions related to use of the FSU Graphic Identity may be addressed to the Office of Marketing and Special Events. Your support of our ongoing efforts to bring consistency to our university image and message is most appreciated. Thank you.

Fayetteville State University
Office of Public Relations
Social Media Overview
&
Guidelines

FAYETTEVILLE STATE UNIVERSITY

Office of Marketing and Strategic Communications

MEMORANDUM

TO: All Campus

FROM: Ben C. Minter
Asst Vice Chancellor for Marketing and Strategic Communications

DATE: May 28, 2015

Re: University Brand and Identity/Social Media Sites

A recent review of social media sites revealed that several areas on our campus are utilizing a variety of identity marks and brand elements to denote Fayetteville State University that are unauthorized and unapproved. These images do not adhere to the university policies found in the FSU Graphic Identity Guide that we all are expected to follow.

The following issues are examples that were apparent in the social media review:

1. The FSU Spirit Logo (Bronco) is a round/circular image. The oval-shaped image of the Bronco cannot be used under any circumstances, with or without the verbiage at top.

2. The four-legged image of a horse to identify our mascot is not allowed.

3. You are not allowed to create any image using the circular bronco either by stretching or other method of making it your own.

3. There is only one university seal. Departments may not use their own created seal for identity. This includes any circular identity element that resembles a seal.

4. There is only one university logo. Departments are not allowed to create their own identity marks. Your program/department name beneath the official University logo is the only approved logo for departments.

Even on your own personal social media sites, you cannot create images to denote or identify Fayetteville State University. The identity marks approved are the only option for identifying the institution. These marks are also trademarked; thus, you cannot use the approved marks on your personal sites without permission. To do so is illegal. Permission can only be obtained through the Office of Marketing or the Office of Public Relations.

A consistent visual identity is important for FSU. It creates brand and reputation while allowing all FSU constituencies to identify with FSU by the same, consistent imagery. You are asked to please adhere to the graphic identity policies approved for our campus, and to remove any elements or artwork from social media sites that does not adhere to our campus policy. A further review of social media sites will result in individual departments and personnel being contacted for correction. Thank you.

1200 Murchison Road, Fayetteville, NC 28301-1298
Tel: 910.672.1141 Fax: 910.672.1200

Fayetteville State University is a constituent institution of The University of North Carolina.

Fayetteville State University
Office of Public Relations
Social Media Overview
&
Guidelines

Fayetteville State University
Office of Public Relations
Social Media Overview
&
Guidelines

TRADE·MARK /'TRĀD,MÄRK/

NOUN: A SYMBOL, WORD, OR WORDS LEGALLY REGISTERED OR ESTABLISHED BY USE AS REPRESENTING A COMPANY OR PRODUCT.

Fayetteville State University represents a rich history and a bright future. The Fayetteville State University name and its colors, symbols, and logos communicate proud heritage and future promise.

This tradition and spirit shared by Fayetteville State University's students, faculty, alumni, friends, and fans have created a growing demand for products displaying Fayetteville State's marks, symbol, and logos. The number of manufacturers who want to produce such products is also growing.

The Fayetteville State trademark licensing program is the University's response to these demands. It fills the responsibility to actively promote these quality while seeing that Fayetteville State University is appropriately represented.

WHY HAVE A LICENSING PROGRAM?

Trademark licensing creates cooperative working relationships between Fayetteville State University, the manufacturers of approved and authorized products and the retail community. It assures that all merchandise bearing Fayetteville State marks promotes and protects the image of the University while fulfilling the needs of consumers.

WHAT QUALIFIES AS A TRADEMARK?

Any mark, logo, symbol, nickname, letter(s), word, or derivative that can be associated with Fayetteville State University and can be distinguished from those of other institutions or entities qualifies as a trademark.

WHAT DOES A TRADEMARK LOOK LIKE?

TM — Trademark (May have state registration)

® — Federally Registered Trademark

WHAT ARE EXAMPLES OF FAYETTEVILLE STATE UNIVERSITY TRADEMARKS?

Fayetteville State trademarks may be any graphic representation of:

-Fayetteville State University
-Fayetteville State Lady Broncos
-Fayetteville State Broncos
-FSU Lady Broncos
-Lady Broncos
-Fayetteville State
-FSU Broncos
-Broncos
-FSU

Trademarks may be any other designs, symbols, drawings, or verbiage that have become associated with Fayetteville State University.

WHAT PRODUCT CAN BE LICENSED?

Fayetteville State University will consider most products. All products must be approved by the Fayetteville State University licensing director. Products that do not meet minimum standards of quality and good taste of quality and good taste, or that are judged to be dangerous or carry high product liability risk, will not be approved.

WHO NEEDS A LICENSE?

Any manufacturer of products bearing any Fayetteville State marks must be properly licensed by the University before offering such goods for sale.

Fayetteville State University
Office of Public Relations
Social Media Overview
&
Guidelines

Office of Marketing and Special Events

Graphic Identity RGB Codes

0067b1 R 0 G 103 B 177

b0b7bc R 176 G 183 B 188

f78e1e R 247 G 142 B 30

00a94f R 0 G 169 B 79

ffc425 R 255 G 196 B 37

b51a8a R 181 G 26 B 138

5f6062 R 95 G 96 B 98