

# PACE

UNIVERSITY  
Brand Standards



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# Brand Statement

**A brand is more than just a logo.** It defines how people think of Pace and how Pace thinks of itself. These Brand Standards provide the information you need for communicating the Pace brand appropriately, both internally and externally. These rules and guidelines apply to all material produced for and by Pace University. All designers, editors, writers, vendors, suppliers, and all those who produce promotional or marketing matter in which Pace University is the focus must comply with the style and identity rules in this guide. This includes all work produced internally and externally, by and for Pace University in which University funds are spent. There are no exceptions or exclusions from using the brand guide when creating visual media or communications that represent Pace University.

# Social Media Culture at Pace

Social media is a constantly evolving channel of communication that provides many opportunities to connect with people in ways no other medium can. With a good game plan and creative approach, having a presence in social media can prove to be invaluable. Marketing and Communications is here to help you maximize the potential of your social media presence.

## General Social Media Guidelines

The following are attributes of our social media culture that we strive to maintain and grow:

- **Authentic:** Pace University is committed to maintaining an authentic presence online. Authenticity builds credibility and reliability among our audiences while increasing the engagement value of our online communities.
- **Engaging:** Provide content that promotes and encourages conversation, communication, interaction, and that will build loyalty among University audiences.
- **Service Oriented:** Pace University recognizes social media as a channel for providing better service to our audiences. University accounts are held to the highest standards of service. Those who manage University accounts are responsible for being timely and accurate when providing service to their constituents.
- **Respectful:** Respect others, their ideas, and discussions. Remain constructive and respectful when communicating with others.
- **Thoughtful:** Think before posting. If you are managing a University account, then you are representing the University. Content is not “private” and all users should be thoughtful in posting and sharing content.

## General Social Media Guidelines

There are hundreds of social accounts associated with Pace University. Before jumping into the social sphere, take a moment to consider the following:

### Why do you want to create a social media account?

This answer should be more than simply that you want to reach more people with your message. You should be able to define both short-term and long-term goals. It is not advisable to create a page for an event. Events can be supported by other social media accounts that have an active following.

### Can you provide content on a regular basis to support this account?

The ability to post consistently is important to social media success. While you may not need to post every day, depending on the social network, you must be able to continuously support the efforts of your account.

### Is there another group on campus with a similar audience or purpose with whom you can work?

Duplication of purpose or need is harmful, not helpful. Collaboration with another group may be a better alternative in many scenarios.

### Is this account going to be supported by the group you represent?

It's important that the account has the proper support to be successful. The social media account in question should be assigned officially to a position or role within the organization.

**Abandoned or inactive accounts reflect negatively on Pace University. Social media lives 24 hours a day, 7 days a week, 365 days a year.**

## Set a Social Strategy

Solid strategy for social communication is integral to the success of your account in a crowded environment.

### Here are some things to consider when strategizing:

- Define your short- and long-term goals
- Identify your audience, stakeholders, influencers, and resource providers
- Have a two-way dialog and be consistent in your level of engagement
- Build your social personality to determine editorial tone and style
- Be familiar with the tools you plan use
- Monitor social conversations by watching and listening
- Determine the frequency of your messaging based on channel best-practices
- Participate in conversations—ask questions, clear up misinformation
- Use analytics to measure how goals are being met
- Be agile enough to shift focus and adjust efforts depending on changes in demographics and interactions

# Social Media Culture at Pace

## Use Proper Naming Conventions

Users and search engines alike should be able to easily identify that the account is affiliated with Pace University and/or is campus specific. For this reason, Pace University has set up naming conventions for social media accounts:

**Accounts including Facebook, YouTube, Flickr**, etc. must use the following naming convention:

[Your Department Name] at Pace University

Example: Marketing and Communications at Pace University

**Campus specific accounts:**

[Your Department Name] at Pace University NYC

Example: Marketing and Communications at Pace University NYC

**Twitter accounts:** Use a short Twitter handle that remains easily identifiable as a Pace affiliate.

## Channel-Specific Social Media Guidelines

### Facebook

- **Tone:** Content should be positive and enthusiastic about the University with a mind towards increasing enrollment, sharing our successes, and larger University events and campaigns.
- **Cadence:** Best practices say to post one to two times per day. For event promotion or deadline reminders, post in the days leading up to and on the day of the event.
- **Dos/Don'ts:**
  - DO: Reply to all private messages within a 24-hour period.
  - DO: Use line breaks when formatting public content.
  - DO: Provide links and contact information for other departments, when necessary.
  - DO: When responding to private messages that will be referred to another Pace University department, do your best to get contact information (e.g., name, email address, phone number) so that the hand-off will be seamless.
  - DON'T: Post content with spelling errors or typos. You are representing an educational institution and typos will not be tolerated.
  - DON'T: Share improperly sized images or graphics.

- **Links:** Embed URLs by deleting the text URL from your post if it is displaying the link preview.
- **Hashtags and Attributions:** Use hashtags only if they are currently trending. Include any relevant mentions, as long as the account is ACTIVE and the names of the mentioned accounts aren't so long as to be cumbersome.

### Twitter

- **Tone:** Twitter is where the conversation happens. Active Twitter users are important because they can pick up a tweet and help it gain momentum and views. A good tool for communicating directly with your online community. Traditional marketing techniques aren't successful on Twitter because users crave unique content with personality, relatability, and authenticity.
- **Cadence:** 5–10 original tweets and 5–10 replies/retweets per day. For event promotion or deadline reminders, post in the days leading up to and on the day of the event.
- **Dos/Don'ts:**
  - DO: Replace “and” with ampersand (&), NOT plus (+) to save characters when necessary.
  - DO: Include any relevant mentions, as long as the account is active.
  - DO: Craft tweets of value. Each tweet should be composed with the intention of reaching as many people as possible.
  - DO: Like and share content from other active Pace University accounts.
  - DON'T: Post content with spelling errors or typos. You are representing an educational institution and typos will not be tolerated.
  - DON'T: Share improperly sized images or graphics.
  - DON'T: Use more than three mentions.
- **Links:** Shorten links to bit.ly format.
- **Hashtags and Attributions:** #PaceU, #PacePath, #PaceBound

# Social Media Culture at Pace

## Instagram

- **Tone:** Ideal for showcasing campus life with a focus on students excelling at academics and athletics. Utilize the picturesque surroundings of both campuses to create a sense of wonder. Action shots of students shine light on Pace University's various facilities, areas of study, and organizations.
- **Cadence:** One post per day.
- **Dos/Don'ts:**
  - DO: Like pictures from other active Pace University accounts.
  - DO: Be mindful of composition when staging photos (e.g., proper lighting, use of negative space, depth of field).
  - DO: Alternate content by switching up posts between student life, academics, and architecture.
  - DON'T: Post blurry or low quality photos.
  - DON'T: Use filters to compensate for poorly lit photos (avoid over and under saturation).
  - DON'T: Post or engage with posts that violate either Instagram's Terms of Service or the University's Guiding Principles of Conduct.
- **Links/Formatting:** Shorten links to bit.ly format.
- **Hashtags/Attributions:** #PaceU, #PacePath, #PaceBound

## Tumblr

- **Tone:** Tumblr users are generally younger, high school-aged people. Tumblr is a good resource when trying to reach future or prospective students. The tone should be more casual and informal. The community is very socially conscious. Posts celebrating diversity, social change, and student accomplishments are popular among college blogs.
- **Cadence:** One to three posts per day.
- **Dos/Don'ts:**
  - DO: Like and reblog posts from other active Pace University accounts.
  - DO: Use 3–5 relevant tags.
  - DO: Include captions with photos/videos.

- DO: Use hyperlink text to describe what the link is.

- **Links/Formatting:** Use hyperlinks for all articles.
- **Tagging:** PaceU, PacePath, PaceUniversity, Pace U, Pace University

## Snapchat

- **Tone:** Content on Snapchat is exclusive (and private) to the platform. It's delivered directly to followers' mobile devices. Snapchat stories are a good place to take viewers on a digital behind-the-scenes tour of Pace University events and lectures. Snapchat takeovers allow students and organizations to curate their own content. Active updates and content on Snapchat enhances the student experience.
- **Cadence:** Post from live events. The Snapchat coverage of an event should amount to a three to six minute story comprising stills and video; any longer than that and viewership will dwindle.
- **Dos/Don'ts:**
  - DO: Use the Pace University filter at least once.
  - DO: Ask permission before taking a photo or video of someone.
  - DO: Use steady sweeping camera movements to create dynamic videos.
  - DO: Include a photo of a flier/poster for the event, providing location and time details.
  - DON'T: Stay in one place. Your photo and video angles should change.
  - DON'T: Post shaky videos.
  - DON'T: Create a long Snapchat story. Keep them short.