

# Social Media Guidelines

## Starting your account:

- Instagram and LinkedIn are the preferred platforms
- Must be signed up with a UB email, not a personal
- Naming your account:
  - University of Bridgeport Department of \_\_\_\_
  - University of Bridgeport \_\_\_\_\_ Club
  - For your handle: @ub\_\_\_\_\_, ex: @ubdentalhygiene @ubinternationalclub
- Register your account with the social media manager (mmcadams@bridgeport.edu)
  - Once created, email the link to the account, and the login username, password, and associated email. (We will never login, this is for brand safety purposes, if someone leaves we're still able to access the account, etc.)
  - You will be given a profile photo, example above, and if needed an album of cover photo options.
- Plan to post consistently. At least 1x per week. If you cannot commit to this please refrain from creating an account. We don't want inactive accounts coming up in searches.
- Share a variety of content. Avoid just posting flyers, show current student life and student accomplishments, a mix of photo and video.

## Logos and colors:

Use logos and colors below. Do not use AI to create logos or variations of the mascot.

## Tone of voice:

Friendly and kind, use “we” and “us” when referring to yourselves and UB as a whole.

## Hashtags:

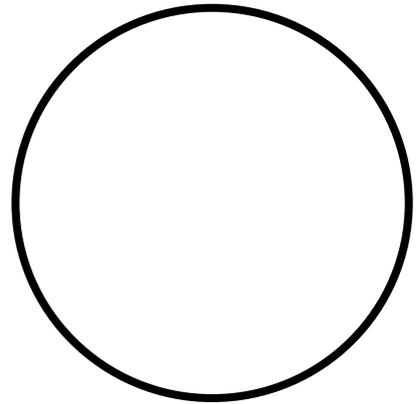
- Content geared towards new students: #UBelong, #PurpleKnights[grad year]
- Content for commencement/graduates: #UB[grad year], ex: #UB2025
- Evergreen: #UBPOV, #UBelong



**Primary**



**Secondary**



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**Subheading Font: Freight Sans Bold**

Body Font: Freight Sans Book



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**PURPLE  
KNIGHTS**