ANDERSON SCHOOL OF MANAGEMENT

Student Organization Social Media Toolkit
Fall 2024

Branding | Creation | Distribution

This toolkit has been created to help you to support your student organization's social media effort: to make it easier for you to distribute information and connect with your members and the Anderson community. This toolkit will help you create social posts that adhere to the UNM and Anderson brand. We will provide you with pre-branded assets so you can create your own graphics easily. We will also provide a guide if you want to distribute your information on Anderson social media, on the digital signs located throughout the McKinnon Center for Management, and through our weekly student newsletter.

This toolkit provides a quick run through of University of New Mexico branding, but we encourage you take Brand Camp through University Communications and Marketing (UCAM). When you take this training, you will get access to additional brand assets including fonts, icons and university stock images.

BRAND CAMP SIGN UP:
brand.unm.edu/brand-support/brand-training.html

Brand Camp is provided online and is accessible at the link above.

BRANDING

Branding standardizes how your brand is represented so it becomes instantly recognizable: good branding communicates additional messaging to your audience. The University of New Mexico brand communicates what it means to be a Lobo. The Anderson brand represents us as a part of the University and the hard work of our students, faculty and staff.

UNM Brand Elements

The **color palette** is composed of primary and secondary colors.

There are three primary brand colors, Cherry, Silver and Lobo Gray.

PRIMARY BRAND COLORS

CHERRY
PMS 200 C
C 20, M 100, Y 75, K 0
R:186 G:12 B:47
HEX:ba0c2f

SILVER
PMS Cool Gray 6 C
C 40, M 28, Y 25, K 0
R:167 G:168 B:170
HEX:a7a8aa

For metallic silver use
Pantone Silver C

LOBO GRAY
PMS Cool Gray 10 C
C 75, M 65, Y 55, K 0
R:99 G:102 B:106
HEX:#63666a

The secondary colors are Green Chile, Mesa, Terra, High Noon, Sandia Sunset, Turquoise and Deep Dusk.

SECONDARY BRAND COLORS

HIGH NOON
PMS 7548 C
C 0, M 17, Y 100, K 0
R:255 G:198 B:0
HEX:#ffc600

SANDIA SUNSET
PMS 144 C
C 0, M 50, Y 100, K 0
R:237 G:139 B:0
HEX:ed8b00

TERRA
PMS 7580 C
C 15, M 85, Y 100, K 0
R:192 G:81 B:49
HEX:c05131

MESA
PMS 7509 C
C 12, M 38, Y 72, K 0
R:214 G:164 B:97
HEX:d6a461

GREEN CHILE
PMS 383 C
C 37, M 14, Y 100, K 0
R:168 G:170 B:25
HEX:a8aa19

TURQUOISE
PMS 321 C
C 100, M 15, Y 40, K 0
R:0 G:122 B:134
HEX:007a86

DEEP DUSK
PMS 7656 C
C 45, M 95, Y 5, K 0
R:138 G:56 B:124
HEX:8a387c

You should use the primary colors most of the time when creating graphics, and use the secondary colors as accents, or if a certain event calls for their usage. White and black are also used as text colors, and white is also used as a background color.

Fonts

The UNM brand has two unique fonts: Vitesse and Gotham. These are licensed fonts and are only available for your use after you complete the UCAM brand training.

When Vitesse and Gotham are not available, the default font is Arial. Other fonts can be used as headings, but overall the main fonts used should be Vitesse, Gotham or Arial. Different font weights, bolding and italics can be used to highlight information and balance graphics in composition.

VITESSE   GOTHAM   ARIAL

Content Creation

With this toolkit you will be given a folder of assets including premade backgrounds for social media posts and flyers. These backgrounds can be used to make graphics using Adobe products such as Photoshop or InDesign, which all students have access to through Adobe Creative Campus.

https://creativecampus.unm.edu/

Another good resource for graphic creation is Canva.com. In Canva you can upload the assets provided and add fonts and other elements like icons, borders and clipart. Canva also has templates available for use that can be adapted to fit the UNM brand by using UNM colors and fonts.

Platform Requirements

Social media platforms have different file size and dimension requirements. In general for file size, images should be less than 5MB in size. Facebook and Instagram allow images up to 8MB, but Twitter and LinkedIn are capped at 5MB. Image dimensions are much more specific.

Dimension refers to the width by the height of an image. To allow for a variety of sizes of images, we will look at the aspect ratio: the relationship between with width and the height of the image.

The most common aspect rations are 1:1 (square), 16:9 (landscape), 4:5 or 2:3 (vertical portrait) and 9:16 (fullscreen vertical).

Social Media Aspect Ratios

| 1:1 | 16:9 | 4:5 | 2:3 | 9:16 |
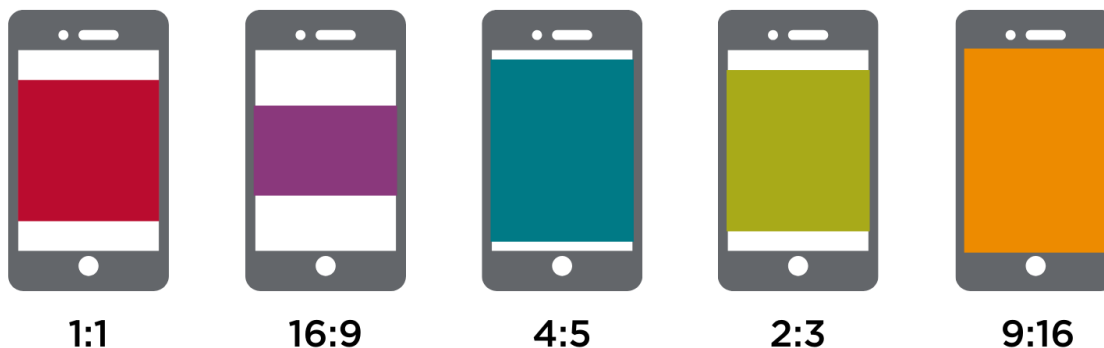
- Twitter posts are best at a 16:9 ratio. Posts of other sizes will preview cropped down to that size until clicked open. Twitter has recently released 3:4 (similar to 4:5 or 2:3) on mobile only, but it will still crop these posts on web.
- Facebook posts can be any aspect ratio listed.
- Instagram posts can be 1:1, 4:5 or 16:9.
- LinkedIn posts are 2:3 or 16:9.
- Stories on Facebook and Instagram are 9:16.
- Our digital signage is 16:9 for horizontal and 9:16 for vertical.

The best aspect ratio avoids cropping. While you may be able to post other aspect ratios, the platform will crop your image on the preview. This view may leave out crucial information the viewer may not realize is there and won't click to see it full size.

If only one graphic is being created, 16:9 is recommended, as it will not be cropped across platforms.

Recommended Size in Pixels

1:1	16:9	4:5	2:3	9:16
1080x1080	1920x1080	1200x1500	720x1080	1080x1920

Anderson Student Organization Webpage

All Anderson student organizations can be listed on the following site:

https://www.mgt.unm.edu/student-life/student-organizations.asp

Here, prospective students can find basic information about the organization's student leadership and faculty sponsors. We strongly encourage you to create your own website where can you post more information about your student organization's purpose, members and events. The best way to create a website is through the UNM Webmaster service.

Student organizations can create a website for free using UNM's hosting services. You can edit the site using the web content management system known as Cascade. To access this system, you will need to go through online training. Upon completion of training, you will have access to UNM branded content and templates to create your website! We strongly suggest that you create UNM branded websites that can be handed down within your organization through the years - a great way to leave your legacy!

In order to use the UNM web content management system, it is advised that you create a NetID for your student organization using the link below. You will need to include your faculty advisor as an approver.

Requesting a UNM Chartered Student Organization NetID: http://it.unm.edu/advanced-search.html?cx=002339348054261203620%3Anmul0lyyfju&cof=FORID%3A9&ie=UTF-8&q=student+organization&as_sitesearch=it.unm.edu&as_dt=i&siteurl=it.unm.edu%2F&ref=&ss=3616j894302j23&it_search_for_submit=Search

You can then complete the online training:
http://webmaster.unm.edu/wcms/training/index.php

Once the NetID has been created AND training has been completed, you can then request a website.

Request access to the UNM web content management system:
http://webmaster.unm.edu/wcms/

If you choose to host and create your website, please use the UNM brand guidelines presented in this toolkit. If using a service like Square Space or Wix, it's easy to edit the templates to use UNM branded colors.

Please include a link back to Anderson: https://www.mgt.unm.edu/

FERPA

Whether you are creating content on your website or posting on social media, you need to follow FERPA guidelines: https://registrar.unm.edu/privacy-rights/ferpa.html

In short, most student data is protected. Please only identify your student members by their name, area of study and year. Posting personal details such as race, grades or other information will result in your website or posts being taken down. Some students have may have opted out of **any** personal information being given out. The best practice is to get consent from your members if you intend to post anything about them.

Distribution

This toolkit will help you create social media posts to distribute on your student organization's channel. If you are looking for wider distribution on Anderson accounts, on digital signage or in our weekly student newsletter, we have a submission process. Using the form link below, please fill out required fields regarding what information needs to be displayed, for how long, and if specific images or logos need to be included. Please submit your information at least **one week** before it needs to be distributed to allow for content creation and follow-up questions if needed.

Content and Distribution Request Form:

mgt.unm.edu/news/marketing-request.asp

Need Additional Help?

If you have any questions about branding, creating or distributing content, please contact Jillian Frye, Anderson marketing rep, at FryeJ@unm.edu.

We hope this toolkit was informative, and we wish you good luck with your student organizations this year!

- The Anderson Marketing Team