Style Guide for Program Communications

*NOTE: This is a learning opportunity for you! We have style guidelines, below, but the most
<u>important</u> thing to us is that you explore your voice as it intersects with ours. Have a question?
Ask! And attend the early-term information session!*

We are so happy to have you on our team! Social media can be daunting, but think of
this as a learning experience and something you can grow into. When posting to
social media accounts via Hootsuite, you will be posting *drafts for review,* which
should alleviate your trepidation.

We have a Facebook, twitter, and an Instagram account, all linked from our
Hootsuite account. Please review this video about using [Hootsuite](#), and this [overview](#)
about writing for social media in general. Contact Dr. Howe for access details.

In your draft posts, be sure to follow the following guidelines.

KNOW YOUR AUDIENCE
Your audience is multiple, but they are hierarchized. In order of most to least important:
1.) Students (18-21 year olds, want to be informed and engaged by posts)
2.) The university communications unit (interested in advertising the institution
and its programs and events, growing our student body and donor lists)
3.) The Arlington community (our local home; interested in learning about events
open to the community)
4.) Faculty and staff (largely already informed, but can boost signal with reposts;
potential event attendees)

KNOW YOUR BRAND VOICE
Our posts should be characterized by:
1.) An upbeat, curious, exploratory tone
2.) A conversational voice and style
3.) Direct address (speak directly to your audience)
4.) Excellent spelling
5.) Internal tags for relevant handles and topics
 a.) Marymount University handles
 b.) College of Science and Humanities handles
 c.) #marymountuniversity hashtag
 d.) #learnwithpurpose hashtag
 e.) Other relevant handles and tags, based on post content (You Belong
MU, BSA, Student Government, HSA, MSA, Library, and so on)

SAMPLE POSTS WITH APPROPRIATE TONE
1.) #DiverseBooks are important @marymountu! Learn about the value of
representation in YA lit next term, and enroll in EN360: Literature of

Childhood and Adolescence with Dr. Peebles.
   a.) Note: exclamation point, direct address (learn about), colloquial or abbreviated expression (lit)
2.) Hello @marymountu! Join us virtually for the career discussion on THURSDAY at 7 PM with Andrea Caumont, the Digital Engagement Manager at Pew Research Center. Please register through this link: ow.ly/14yQ50LxXne. See you there! #marymountuniversity
   a.) Note: Direct address (hello, join us, see you there), exclamation point, details about meeting time, location, content
3.) Hey @marymountu, spooky season is upon us... What better way to get into the mood than with a chilling read? Check out #HarperBazaar's list of best spooky reads! #MUreads https://t.co/JclNVezRc0
   a.) Note: timely and relevant content (Halloween, link to book list), direct address (question for reader)

ENGAGEMENT ONLINE
The only way to grow your following online is to engage with and respond to others. Reach out to relevant local organizations (like the Arlington Public Library @ArlingtonVAlib on twitter) in your posts; repost relevant organizations' post; reply to responses. *Unsure how to reply? You can always like or repost.*

THINGS TO POST ABOUT
- Course offerings
- Program events
- Local library events
- Book-related news and information
- Theater-related news and information
- Faculty research and activity
- Student successes
- Holidays (*all* major holidays should be recognized, not just those you might celebrate--Ramada, Eid, Hanukkah, Easter, Indigenous People's Day, Labor Day, Veteran's Day, Christmas, and so on)

CREATING INSTAGRAM POSTS AND OTHER SOCIAL MEDIA IMAGES
We have a Canva account for the creation of images. Please use the templates provided there, but you can adjust if you like. Post image attachments to your drafts via Hootsuite, and ask if you have questions. Our templates should have, to the extent possible:
1.) Overall appearance:
   a.) Clean, uncluttered
   b.) A solid background color with text in a bold, high-contrast color OR
   c.) A relevant image as the background with text in a bold, high-contrast color OR
   d.) A circular cutout of the speaker with text in a bold, high-contrast color
2.) Font: Up to you, but it must be legible

3.) Sample:

VALERIA LUISELLI
AWARD-WINNING AUTHOR

May 2020
Reinsch Auditorium
Date/Time TBA