

FGCU

FLORIDA GULF COAST UNIVERSITY



Branding & Design **GUIDELINES**

SPRING 2021



Welcome to Florida Gulf Coast University.

In little more than two decades, FGCU has achieved national prominence in academics, sustainability, service-learning and athletics. Unlike most universities, we are still growing – developing groundbreaking new programs such as our entrepreneurship major while also breaking ground for academic buildings like the home of The Water School.

Enrollment has more than quintupled as the university has attracted students from 45 states and more than 85 countries. And our student profile is increasingly diverse, rising from about 12% minority in 1997 to more than 34% today.

As our region's premier higher-education institution, FGCU is committed to serving and collaborating with our community, which has in turn inspired and informed our curriculum and strategic growth. Our students, alumni, faculty and staff are actively engaged in their communities and inspire others by leading, doing and making a difference.

At Florida Gulf Coast University we live and breathe our brand. We showcase our Eagle pride in everything we do, from academics and research, to promoting our voice via social media, print, video and other media. We care about the details and the impact our brand has on the community and beyond.

This guide is designed to provide a foundation we hope will inspire you to create materials that reflect that image in whatever medium you choose. When creating materials relating to the university, rely on this guide to assist you in representing the brand correctly and consistently.

What you'll find and where you'll find it.

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BEST PRACTICES

Keep an eye out for FGCU spots throughout the guidelines. These will provide tips for applying the brand, file type info, best practices, etc.





The FGCU Effect: The brand and how to use it

We talk about the FGCU Effect often, but perhaps don't always think about what it means. It is much more than a tagline. In three simple words, it crystallizes the impact this dynamic university has upon its students, the community and the world beyond. In less than a quarter century, FGCU has made its mark on some 35,000 students and they, in turn, are taking what they learn here and making the world a better place.

The FGCU Effect has matured from a brand campaign into a mantra that those connected to the university use when describing all the benefits that arise from the fact that the university exists. So it's important that we make every effort to ensure that we represent that vibrant image as professionally and consistently as possible.

Visit fgcu.edu/marketing to discover the brand, the research and the team behind The FGCU Effect.



**Discover The FGCU
Effect in action.**

▶ [Watch The FGCU Effect TV Spot](#)

Logos and identity system

The logo is the visual identity and representation of our brand. To strengthen the university brand as a whole, it is important to promote and use our branded identity marks accurately and consistently.

A stacked and horizontal version of the visual identity are provided as many designs require specific amounts of space for placement. Please refer to the specifications listed in this guide and contact University Marketing & Communications with any questions on use.

FGCU CAMPUS COMMUNITY: *If your department, organization or student group is considering the development of a logo, please contact University Marketing & Communication for process and approvals.*

Minimum size

The logo must be clearly visible in all uses in reference to size and placement. Do not scale the logo smaller than the approved size of 1 inch. The logo may be enlarged (there are no maximum size limitations).

Alternative sizes

When scaled, the logo must always be resized proportionally. Never stretch, distort, crop or alter the logo.

Accepted colors

FGCU Blue, FGCU Green, White or Black. No other color variations are allowed as it impacts the integrity of the logo and university brand.



DOWNLOAD THE OFFICIAL FGCU LOGO

Visit fgcu.edu/marketing and click on 'Resources' to download official use Florida Gulf Coast University logos

Contact University Marketing & Communications with any questions in reference to logo use or file type needs.

Primary Logo

Our primary logo is used to represent the university to broad public audiences. It should not be altered in any way or combined with other logos. The eagle is paired with the wordmark and are only permitted to be used as one unit, not featured separately. There is no instance when the wordmark is used independently of the eagle graphic.

Please note: The primary logo should only be used once per communication. A minimum of 0.25in of space should be allowed between the logo and any other element.



Eagle

The eagle graphic is to be used in conjunction with the university's primary logo and is not to be used as a replacement for the primary logo in any instance. Using portions of the logo as a creative graphic, such as a wing or an extreme closeup that does not portray the logo or eagle graphic in its entirety, is not permitted.

Please note: In some instances the eagle may be used independently of the university logo. However, written permission and approval must be obtained from University Marketing & Communications.



Eagle graphic

Trademark & Licensing

All official Florida Gulf Coast University logos, word marks and seals are registered trademarks and protected by law. Colleges, divisions and departments of FGCU do not need approval to use the FGCU logo for official use.

Individuals and outside organizations must first obtain written permission before using any FGCU logo. For licensing permission, please check fgcu.edu/adminservices/business-services

FILE TYPES

Use the **EPS** vector file when sending the logo to approved vendors for engraving, stitching, vinyl, etc.

A **JPEG** version is acceptable for print materials and should be printed at 300 dpi and will have a solid white background.

A **PNG** is for digital and web use only for its low 72dpi resolution and will have a transparent background.

Logo use and placement

To preserve the integrity and influential nature of the university's primary logo, use once on a publication. Multiple applications of the logo degrades the impact of the brand.

Designer tip: Make sure Florida Gulf Coast University is written out in full and prominently placed on the cover of any publication with the primary logo on the back cover. For web and interactive material, the primary logo is usually featured in the header bar and therefore does not need to be included.



Front

Back

College and Departmental Logo

The college and departmental logos are designed in accordance with the primary logo. The college and departmental logo can be used in place of the primary logo when referring to a specific unit of campus internally or externally. Use only the approved logo for a department or college.

Contact University Marketing & Communications with any questions or needs in reference to your specific college or department's Logo.



Presidential Seal

The Florida Gulf Coast University Presidential Seal is the most dignified and restricted symbol of the university. It is meant to function as a stamp of validation and is used to recognize achievement and honors bestowed by FGCU, at formal or academic functions and in legal applications.

Please note: The authority to regulate and control the usage and appearance of FGCU symbols lies solely with the President or his or her designee. The Associate Vice President for University Marketing & Communications is the President's designee.



Presidential Seal

FGCU Department of Athletics

All official Florida Gulf Coast University logos, wordmarks and seals are registered trademarks and protected by law. Use of any FGCU Athletics logo is limited to the FGCU Office of Athletics, FGCU's NCAA-sanctioned sports. Club sports and student organizations are not permitted to use the official Athletics logo without written permission from University Athletics Department.

Athletics Primary Logo

The Athletics Primary Logo is used to represent the university to broad public audiences. It should not be altered in any way or combined with other logos.

Acceptable logo colors: FGCU Blue, FGCU Green, White, Black or Greyscale. No other color variations are allowed as it impacts the integrity of the logo and University Athletics brand.

Eagle Head

The eagle head may be used with permission by FGCU Department of Athletics, but never in place of the Athletics primary logo. The eagle head may be used in full color, black and white, or one color.



Eagle Head
Full color



Single color



Black and white



Primary logo
Full color



Single color



Greyscale

Dirty Birds Logo

The official Dirty Birds FGCU logo may only be used upon obtaining written permission from FGCU Department of Athletics.



Azul

Images and illustrations of FGCU's mascot, Azul, are restricted. Contact FGCU Department of Athletics for written permission and approval before use.

Authorized FGCU Athletics trademark users may use the primary logo and eagle head if they:

Secure written permission from FGCU Department of Athletics prior to using either of these trademarks in official FGCU print or electronic media.

Athletics Primary Colors

FGCU Department of Athletics maintains the spirit of FGCU and universal branding through the use of FGCU's cobalt blue and emerald green with the addition of classic gold.



FGCU Cobalt Blue

For print: Pantone® 288C
CMYK - C100 / M65 / Y0 / K30

For digital:

RGB - R0 / G70 / B130
HEX #004785



FGCU Emerald Green

For print: Pantone® 3415C
CMYK - C100 / M0 / Y76 / K15

For digital:

RGB - R1 / G121 / B76
HEX #007749



Gold

For print: Pantone® 103C
CMYK - C10 / M13 / Y100 / K16

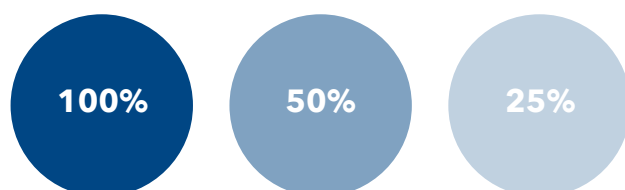
For digital:

RGB - R204 / G171 / B0
HEX #CCAB00

Our primary colors. We bleed blue and green.

Color adds depth, vibrancy and life to the brand. Following these guidelines will ensure FGCU's colors are used accurately and consistently. Strolling across campus, visitors will be greeted by a sea of blue and green. These iconic colors represent the culture and personality of FGCU.

FGCU's cobalt blue and emerald green should be used as the primary color palette in all internal and external materials. The secondary palette is provided on the following page.



FGCU Cobalt Blue

For print: Pantone® 288 or CMYK - C100 / M65 / Y0 / K30

For digital: RGB - R0 / G71 / B133 or HEX 004785



FGCU Emerald Green

For print: Pantone® 3415 or CMYK - C100 / M0 / Y76 / K15

For digital: RGB - R1 / G121 / B76 or HEX 00794C

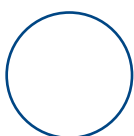
COLOR TIP

Keep in mind that university colors will vary slightly depending on the materials on which they are printed or manufactured. Check with vendors for samples and questions.

Our secondary colors.

A little support goes a long way.

Secondary colors are provided and are to be used minimally. FGCU cobalt blue and emerald green are the main colors featured in all materials and supported by the expanded color palette. Refer to the university main website, fgcu.edu, to view examples of how to implement the primary and secondary color palettes.



White

For print: CMYK - C0 / M0 / Y0 / K0

For digital: RGB - R255 / G255 / B255 or HEX FFFFFFFF



Black

For print: CMYK - C0 / M0 / Y0 / K0

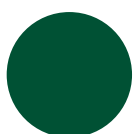
For digital: RGB - R0 / G0 / B0 or HEX 000000



Deep Blue

For print: CMYK - C100 / M65 / Y0 / K75

For digital: RGB - R0 / G24 / B70 or HEX 001846



Deep Green

For print: CMYK - C100 / M0 / Y76 / K65

For digital: RGB - R0 / G82 / B53 or HEX 005235



Pale Blue

For print: CMYK - C20 / M2 / Y0 / K0

For digital: RGB - R199 / G228 / B248 or HEX C6E5FA



Fresh Aqua

For print: CMYK - C46 / M11 / Y15 / K0

For digital: RGB - R136 / G190 / B206 or HEX 88BECE



Bright Teal

For print: CMYK - C68 / M11 / Y25 / K0

For digital: RGB - R69 / G175 / B188 or HEX 45AFBC



Fresh Green

For print: CMYK - C58 / M12 / Y100 / K1

For digital: RGB - R122 / G171 / B1 or HEX 7AAB01



Coral

For print:

CMYK -
C5 / M79
Y62 / K1

For digital:

RGB - R230
G90 / B89

HEX E65A59

** Coral is to only be used for accents including quote marks, bullet points or other small graphic elements and never in large amounts.*

Typography.

More than just fonts.

Typography, layout, imagery and content work collaboratively to embody and infuse the brand across all media platforms. Proper font use, placement and spacing are important element, in successfully showcasing our brand.

Main Fonts

Avenir Next

Regular / Medium / **Demi Bold** / **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+-=<>.,/?:;'"

Avenir Next is a sans serif geometric font. Its clean and minimal appearance makes for high legibility and is available in multiple weights. It is ideal for large amounts of text both digital and for print. This is the main font used for branded materials developed across the university.

**If your department would like to purchase a license for Avenir Next, you can do so by visiting myfont.com and purchasing the font family or individual versions.*

Alternate Font

Arial

Regular / **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+-=<>.,/?:;'"

Arial is a universal font available on all equipment. It is versatile and simple as well as highly legible for large amounts of text or bold headlines, making it an excellent substitute font when the branded font Avenir Next is not available.

Institutional Font

Fairfield LH

Light / Medium / **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+ -= <> , . / ? ; : ' " ,

Fairfield LH Medium is a formal yet strong serif typeface. It is specifically used only in the university logo. It is not to be used in any other materials. Please consult University Marketing & Communications with any questions regarding the use of Fairfield LH outside the guidelines.

Typography Tips & Techniques

Working with text on a large or small scale requires a level of craftsmanship and attention to detail to ensure proper legibility. Below are a few tips & techniques to get you started.

Contact University Marketing & Communications with any questions.

- **Visual Hierarchy:** Headlines and titles should draw the most attention, followed by body copy and so on. Adjust the size of text to show priority.
- **Justification:** Left justified text is preferred for enhanced readability. Full justified text can produce visual inconsistencies in large paragraphs and columns and is therefore not recommended.
- **Spacing:** Working with kerning (the space between letters) and leading (the space between lines). Be consistent and don't crowd the space. Breathing room is essential for proper legibility both in print and digital materials. When in doubt, let it breathe.

WORKING WITH FONTS

Use the university branded font, Avenir Next, for all print and digital materials. This font family provides a regular, medium, demi bold, bold and heavy weights.

Check with University Marketing & Communications if there is a need for an additional decorative typeface for use on specific projects. **Many fonts require proper licensing agreement.**

Say cheese!

Photography guidelines

At FGCU we are dedicated to capturing and providing high quality distinctive images that illustrate the natural beauty of our campus, excitement and academic strength of our students and student athletes, and proud Eagle culture.

Sharply focused imagery, which portrays the energy and diverse cultural aspects that resonate throughout campus and engage the audience, serves as a valuable asset for use in FGCU's marketing materials. Video provides an excellent opportunity to communicate a story or message to audiences large and small.

Vibrant colors, unique perspectives and spontaneous moments are featured in the growing library of FGCU content. When possible, it is recommended to integrate the FGCU blue and green color palette into the images, such as the bright blue sky and lush greenery throughout campus. Artistic lens flares provide an attractive touch and capture the enchanting nature of FGCU.

Using royalty free images

To maintain the integrity of FGCU and the professionalism of affiliated projects, it is essential to use royalty free imagery when incorporating non-FGCU imagery into your projects.

Utilizing resources such as shutterstock.com provides a comprehensive library of high-quality images and graphics that can be purchased and licensed for use.

Images found on the internet or through a Google image search should **NEVER** be used without the owner's written permission. Contact University Marketing & Communications with questions.



RESOLUTION (Image Quality)

For Print: 300dpi
(JPEG, TIFF, CMYK mode)

Web: 72dpi
(JPEG, RGB mode)

Looking for images?

Explore FGCU's Photo Library

University Marketing & Communications maintains a cloud-based library of digital images for university faculty and staff.

There is a public folder containing a curated selection of photographs that university faculty and staff may use in ways that promote and benefit FGCU.

To review the images, visit fgcuimages.photoshelter.com.

If you would like to download images, please email **James Greco**, jgreco@fgcu.edu, or **Dave Anderson**, daanderson@fgcu.edu with a brief description of how you'll be using the images. You will then receive an email invitation to become a Photoshelter user. Create a new account and you will be able to download any images in the gallery in a variety of sizes.

If the type of images you're looking for cannot be found in the Public folder, email Joann or Dave above to let them know what your needs are. We will search the full image library for photos appropriate for your project.

Unauthorized imagery obtained from websites other than the university's Photoshelter site may not be used to represent FGCU across any form of media.

If your project will require new photographs to be taken of specific subject matter, please complete the [Photography Request Form](#).

If looking for something more, contact **Dave Anderson, Associate Director of Photo & Design**, at daanderson@fgcu.edu.

Smile, you're on camera.

Videography guidelines

Video provides an excellent opportunity to communicate a story or message to audiences large and small. Through the combination of video footage, still photography, music, voiceover, design and typography, video opens the doors to a wide realm of creative expression and communication.

Footage of people within a video clip should be accompanied by a title slide, referred to as a lower third, during the early portion of their interview, as seen in the example below:



The institutional logo must be represented clearly with enough background contrast to be legible when featured in a video clip.

The Avenir Next font is used for all text elements featured within videos. If the Avenir font is not available, use the approved Arial font.

VIDEO RESOLUTION

Minimum
150dpi

Sustainability at our core.

Paper stock & printing.

In an effort to promote sustainability, it is recommended to use Forest Stewardship Council (FSC) paper options for all printed material. The FSC certifies papers that have been sourced in an environmentally friendly fashion. The FSC was founded in 1993 as a result of deforestation concerns throughout the world.

Visit us.fsc.org for more information.



Printing recommendations

The following paper options are recommended by the University Marketing & Communications department for use in printed materials such as brochures, booklets, hand-outs, viewbooks, etc.

80# COVER, MATTE stock is recommended to provide more weight and durability for covers of booklets and multi-page brochures.

80# TEXT, MATTE is recommended for all internal pages for brochures and booklets. MATTE, UNCOATED paper stock provides stunning saturated images with detail in highlight and shadow areas.

SATIN AQUEOUS COATING is suggested for outdoor use to withstand the elements.

Words. Words. Words.

LANGUAGE

While the design and appearance of your work are important, the words you use count as much or more. Creating the right message, one that is authentic and well-constructed, and that reflects the university's culture, is essential. Doing this successfully requires adhering to certain guidelines when it comes to tone, style and content. What follows are a few basics.

Tone

In talking about the FGCU brand, we are referring to the voice of the institution. It is how we are perceived by the audience through the written and spoken word. It is our personality in words.

Our tone may shift based on the nature of the audience, the medium in which we are communicating and who is delivering the message. The tone of a social media post, celebrating a team victory, for example, will be different from the more formal tone of an official news release, which will differ from that of an article in FGCU 360 magazine or the more conversational tone of a video. Stories from various colleges, schools and departments may also vary but, like graphic design standards, the writing style should be consistent across the institution. In all cases, writing should bear the following characteristics:

- Be clear and concise.
- Be informative but conversational (no jargon).
- Avoid clichés, exclamation points, bold-faced or underlined words within sentences and quotation marks (unless it's a title or actual quote).
- Most audiences are not familiar with academic language, so it is imperative to make what you are saying as accessible as possible.

Style

*In most cases other than for academic publications, the university follows Associated Press style. You can purchase a stylebook or online guide. (store.apstylebook.com)

Abbreviations

Avoid abbreviations whenever possible. They can bog down your text and confuse readers. Here's an example: We often abbreviate Lutgert College of Business as LCOB. We may all know what that means but not everyone does, even when we guide them by putting it in parentheses after the name of the college. Instead of using LCOB, refer to it as the business college. This is especially important if you also have FGCU in the sentence and another acronym. It's not long before it begins to look like alphabet soup. So, beyond the most recognizable abbreviations (FGCU, FBI, JFK), the rule is: When in doubt, spell it out.

Active voice

Verbs should be active voice, rather than passive voice, whenever possible. That means the subject is doing something rather than having something done to the subject. It makes the sentence stronger.

Example:

Active: Nicky won the race.

Passive: The race was won by Nicky.

The active sentence has more impact than the passive one. Try to make all sentences active, whenever possible.

Capitalizing

Is for proper nouns only (names, titles), not simply to emphasize a word. If a sentence is written correctly, the important words will be noticed.

Templates, templates, and more branded templates.

To support you in your design projects across the university, the University Marketing & Communications team has developed a series of templates.

Following these templates will assist in infusing the brand throughout your materials. Maintain brand standards in reference to content, tone, imagery, color palette and typography. Keep in mind these templates are a starting point for your project.

Use fgcu.edu as a visual guide for design elements, imagery and color suggested uses.

Please note: *These InDesign templates are set up for print production with a 0.125in bleed around all edges and appropriate gutter and margin spacing. For digital PDFs, make sure to export as a single page interactive PDF in the export panel.*

Visit fgcu.edu/marketingtemplates to download branded and approved templates for use by faculty and staff of Florida Gulf Coast University.

Adobe Support

Prior knowledge of design is necessary to properly utilize the InDesign templates for brochures and booklets.

Explore
adobe.com/support
for tutorials

Brochure Templates

The following brochure templates are formatted as InDesign documents. Knowledge of Adobe InDesign is necessary. Your download will include the InDesign CC (.indd) file and a legacy InDesign (.idml) file that can be opened in an older version of InDesign.

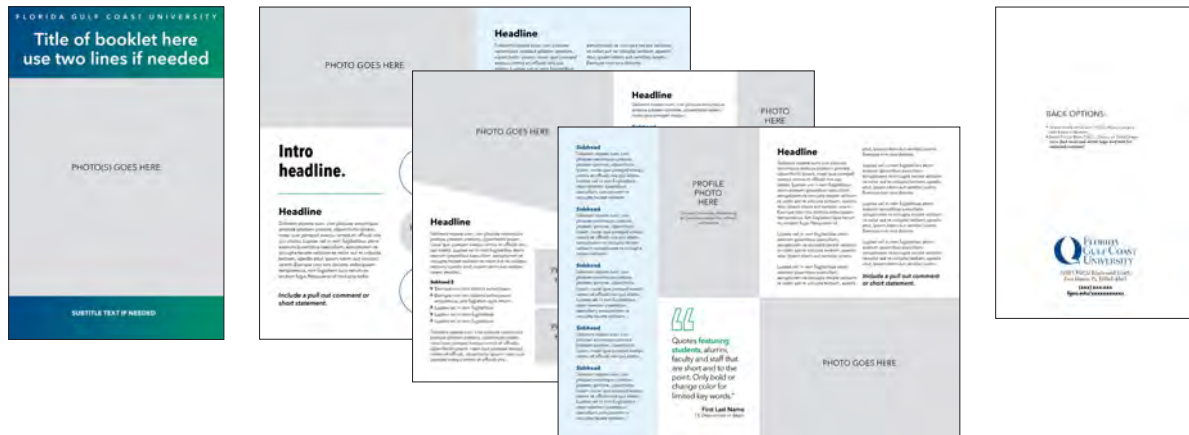
The templates are set in the font Avenir Next. You may use Ariel as an approved font replacement if working on a PC and do not have access to Avenir.

Photos are not included in the brochure templates. You may use images from your department or access FGCU's Photoshelter for approved university imagery.

Trifold Brochure



Small 8-page Booklet Brochure



PowerPoint Templates

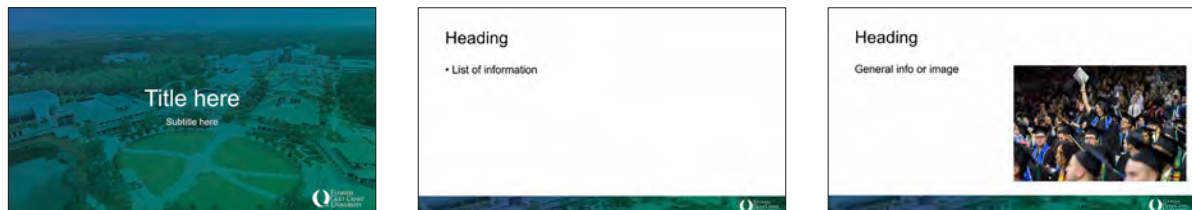
These PowerPoint templates provide several slide options, including photo placement, text boxes and bulleted lists. Below you will find the 4:3 Standard Format and the 16:9 Wide-Format. These templates use the Ariel font by default. You may change to the branded Avenir Next font if available.

Please note: If you are sharing your final PowerPoint with others who do not have Avenir Next, the document fonts will not display correctly. Therefore, Arial is highly recommended, as this is a universal font.

Standard Format 4:3 PowerPoint



Wide Format 16:9 PowerPoint

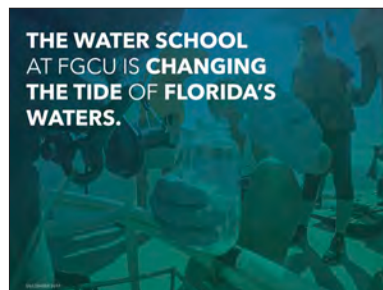


Additional slides provided in each template



FGCU branded intro slide.

This slide introduces your audience to The FGCU Effect and our current branding. Please place after your title slide for all external presentations.



Transition slides provided. These slides include information regarding FGCU, specific colleges and initiatives.

Electronic Letterhead

The following electronic letterhead is available for official university communications for non-printed, digital application. After you have included your content, you may save and export the word document as a PDF to share with others.

Please note: *Electronic letterhead is not a replacement for official printed FGCU letterhead. All colleges and departments should use official printed FGCU letterhead, business cards and envelopes for printed purposes.*

Officials FGCU letterhead and business cards

Visit fgcuprint.com to order official FGCU letterhead and business cards for your specific department or college.

Email signature

To represent the university professionally across all electronic correspondence, please use the following email signature:

Coming soon!

FLORIDA GULF COAST UNIVERSITY

Division, School, College, or Other Name
Address line one
Address line two

Your content starts here.

Please note:

- This electronic letterhead template is available for creating official university communications is **intended for digital distribution only**.
- After you've added your own text, you may save as a PDF or Word document to share with others.
- **For formal correspondence, official printed FGCU letterhead is recommended.**
- Official printed letterhead, envelopes and business cards may be ordered through the contracted FGCU approved vendor: <https://fgcuprint.com>
- Contact [University Marketing & Communications](#) with any questions.

1001 FGCU Business Cards, Fort Myers, FL 33905-6000 | 239.500.5000 | FAX 239.500.5000 | [fgcu.edu](#)
An Affiliated Member of the University System of Florida

Web design, tools, techniques & training.

Web design

The FGCU Digital Communications team is responsible for the public-facing websites that serve the university. As part of the University Marketing & Communications team, we work to maintain the highest level of design standards that support ease-of-use. The FGCU website is designed with several core elements that include mobile-friendly, responsive designs, compliance with the Americans with Disabilities Act (ADA) and consistent brand standards compliance.

FGCU.edu is often the first interaction that individuals have with the university, making it essential that information is accurate, easy to find and displays properly on any device used to browse the website. Google Chrome is the recommended browser.

All new academic and administrative site launches must be coordinated with a member of the digital communications team.

To request assistance with a website or other digital project, submit a [Web Support Form](#).

Accessibility

The World Wide Web Consortium (W3C) sets the standards and guidelines that we use on FGCU.edu. The Web Content Accessibility Guidelines (WCAG) level AA serve as the web accessibility standards for the university.

Reference Resources:

- [W3C Resources](#)
- [W3C - Web Design and Applications guidelines](#)
- [Information and Technical Assistance on the Americans with Disability Act](#)
- [Primer for State and Local Government](#)



FGCU Homepage

Web training

FGCU uses the Omni Update content management system, which provides a comprehensive family of design features called snippets to create accessible, engaging pages, forms and supporting resources. Self-paced tutorials are available at webdev.fgcu.edu. Classes are offered year-round via, Zoom, Microsoft Teams and video.

Search Engine Optimization | Analytics

Each page of the FGCU site must contain an appropriate description with related keywords and tags to optimize site content for search-engine indexing. The online tutorials demonstrate how to plan for content and the associated elements that support effective search optimization.

All FGCU website sections have Google Analytics tracking and scheduled reports are available for site editors to monitor and manage their content effectively. Heat mapping and user click data are tracked to measure user interaction and further guide content creation

Online forms and mass email communication

- FGCU uses Formstack as a university standard due to the flexibility, security and ability to embed forms using brand standards.
- Constant Contact is the standard email tool used for HTML/branded email design

Contact

Questions? Contact Jeff Garner, Digital Director of Marketing & Communications, at 239-590-1083 or jgarner@fgcu.edu.

Social media guidelines

Social media accounts are among the most essential tools FGCU employs to connect with external audiences. All FGCU social media accounts are governed by **FGCU Policy 5.001 "Social Media."**

Primary FGCU accounts

- facebook.com/FloridaGulfCoastUniversity
- linkedin.com/school/florida-gulf-coast-university/
- instagram.com/fgcu
- twitter.com/fgcu
- youtube.com/user/fgcu

Questions to ask before you create an official university account

Creating a social media account for your office, department, college or other FGCU affiliate is a great idea – providing proper planning is employed to sustain engagement for each account. Before creating a new account, ask the following questions:

- Why do we need this account?
- Who are we trying to reach (and are we insufficiently reaching them in another way now)?
- What content will we post, and who is curating that content?
- Can we sustain this account with content for the foreseeable future?
- Do we already have another account that could be improved instead of creating a new one?



Thinking about creating more than one account for your office or college?

Creating multiple accounts on different platforms – Facebook, Instagram, Twitter, LinkedIn, YouTube – for your office, college or department might seem like the right idea. However, many times account administrators run out of content and accounts quickly become stagnant – one or two posts in the last month or longer. To avoid this situation at the onset, focus on one channel and do it well. Explore the options for a second if the need arises. No one is helped by having two or three mediocre accounts. Instead, have one, well-managed account.

Voice

With an emphasis on conciseness, the university's social media accounts should follow the language guidelines presented earlier in this guide. In addition, our social media voice is:

- Inspirational
- Informed
- Caring
- Positive
- Transparent
- Accurate
- Genuine

Hashtags

FGCU uses two “official” hashtags across its primary social media channels. Those include:

- **#FGCU**
- **#WingsUp**

Other hashtags are created for specific initiatives but are not designed to be used generally across the accounts. FGCU also endeavors to use trending hashtags when appropriate. Avoid using more than three hashtags in each post.

Account names

All official FGCU social media account names should begin with **"FGCU"** or **"Florida Gulf Coast University"** followed by the college, department or organization name.

Profile photos

All accounts should use the official logo of the college, department or organization it represents as the account profile photo.

Account names

All official FGCU social media account names should begin with **"FGCU"** or **"Florida Gulf Coast University"** followed by the college, department or organization name.

Content

Social media content should be chosen with an eye toward engagement. In other words, will this content – the photo, text, video – encourage the audience to like, comment, share or click a link within this post. Use photos and videos that fit the message and the respective guidelines listed earlier in this document. Ensure the text spurs intrigue, captivating the mind and bringing about strong, positive feelings about FGCU. Use hashtags when appropriate, and tag other university accounts naturally within the text of each post.

Items to avoid

Individuals posting to official FGCU social media channels are speaking to the public on behalf of the university. All posts related to a campus emergency or crisis must be preapproved by Susan Evans, vice president and chief of staff. In addition, and in general, remember to avoid posting any confidential information including that which is governed by FERPA. FGCU social media posts are subject to the Florida "Sunshine" Law and must be preserved. Additionally, all material used in social media posts must be owned by FGCU or have explicit, written permission from the copyright holder.

Additional guidelines

As an official channel of the university, all social media account administrators should ensure questions from the public are answered in a timely manner. If the administrator does not know the answer, direct the questioner to the appropriate FGCU office or individual. Ensure the official account is liking and commenting on appropriate posts to encourage engagement, answer questions or provide clarity.

All new accounts must be created with an office/department email account and not one linked to an individual employee. This reduces the chances that FGCU could lose access to an account.

Once the new account is created, the login details must be shared with Jeff Garner, jgarner@fgcu.edu, in University Marketing & Communications.



Media relations guidelines

Our media and public relations initiatives strategically and proactively raise the profile of FGCU. We serve as liaisons for members of the media and make the storytelling process as simple and fast as possible.

FGCU has three media liaisons:

- Vice President and Chief of Staff Susan Evans
- Director, Media & Public Relations Kyle McCurry
- Assistant Director, Media & Public Relations Annie Hubbell.

All media requests, story ideas and inquiries should be shared and coordinated with one or all these individuals.

FGCU maintains a faculty expert directory, which can be found at newsroom.fgcu.edu/experts.

Contact

Questions? Contact Kyle McCurry, Director, Media & Public Relations 239-745-4507 or kmccurry@fgcu.edu.

Need some help?

Contact us.

Feel free to reach out to University Marketing & Communications if you have any questions or need clarification on any of the materials provided in this document. *We are here to help!*

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Visit fgcu.edu/marketing to meet the full team behind University Marketing & Communications.



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