

# GUIDELINES FOR STUDENT CLUBS AND ORGANIZATIONS

## SOCIAL MEDIA

Social media accounts are a great way for members of student clubs and organizations to keep in touch. They're also a great way to share good news with a broader audience. In order to maintain a consistent and positive public image of SUNY Cobleskill and all its related activities, the Office of Communications and Marketing (C&M) recommends the following guidelines for social media use:

### Facebook Pages v. Facebook Groups

A Facebook page is public and works much like an individual profile. Posts and comments can generally be seen by anybody. Facebook groups can be private (or secret). If a club is more interested in member communication than public promotion, we recommend using a private group.

If you decide to use a public page, understand that the page's contents are a reflection of SUNY Cobleskill and should remain positive and professional. The guidelines below apply primarily to public pages, but anything published online should be regarded as public information.

- The club should designate one social media manager to be responsible for the club's social media account. That person should monitor the account regularly (at least once a day) to ensure there is no profanity, slurs, or other negative content. In cases of uncertainty, err on the side of caution.
- The club advisor should play an oversight role in monitoring the club's social media content.
- The social media manager should answer questions (messages or comments) carefully and respectfully, always mindful that they are a reflection of the College. Defer to the club advisor in cases of uncertainty.
- The social media manager should have the contact information for the C&M office (Jason Politi, 518-475-8038, [politiji@cobleskill.edu](mailto:politiji@cobleskill.edu).)
- The club should grant administrator privileges on its club page or group to Communications and Marketing.
- Use the hashtag #SUNYCobleskill in all posts so they will be more visible to C&M staff to share when appropriate. Keep other hashtag use professional and appropriate.
- Do not tag individuals in posts without their consent.
- The C&M staff will offer occasional mini seminars about best practices for social media and marketing for club advisors and social media managers.
- The Office of Communications and Marketing can choose to un-publish a page temporarily when it is inactive.

## C&M PROJECT SERVICES

The Office of Communications and Marketing (C&M) is available to provide design service and/or assistance to help promote campus clubs and organizations. Advance planning is required and approximately four weeks' time needs to be provided for project completion. For more information, contact Graphic and Visual Communications Designer Jennifer Schorf at [schorfjm@cobleskill.edu](mailto:schorfjm@cobleskill.edu) or 518-255-5640.

### HOW TO REQUEST SERVICES

- 1 - Complete the Project Request form <https://www.cobleskill.edu/about/offices-services/communications-marketing/request-form.aspx> and provide all the necessary materials.
- 2 – A project meeting will be scheduled.
- 3 - Meet with appropriate C&M staff to discuss project and time schedule.
- 4 – Review proofs throughout the process and sign off on project upon completion.

*Project meetings will not be scheduled or started unless a project request form and all materials (text, photos, etc) have been submitted.*

### GUIDELINES BY PROJECT TYPE

**Advertising/Ads** – All newspaper, magazine, and publication advertising must go through the C&M office. This type of advertising will be designed by the C&M office to ensure it meets campus branding standards.

*IMPORTANT: No ads should be submitted to newspapers, magazines or publications without C&M designing them and providing the final approved file.*

- 1 – Complete a Project Request Form and provide all the necessary materials/details to C&M.
- 2 – Meet with C&M regarding project.
- 3 - Ad will be created by C&M and proofs will be sent to the client for content accuracy review.
- 4 – Club member will provide content edits on a marked-up hard copy or via email.
- 5 - Once the ad is completed by C&M a final production file will be provided to the client for them to submit to the vendor along with their billing information.
- 6 – Club member is responsible for submitting ad and handling payments.

**Postcards** – Postcards are occasionally created to promote activities and should contain the college logo at all times. There are specific mailing standards, so clubs need to work with the C&M office to ensure their postcard meets postal regulations. The typical postcard size is 4.25" x 6", which mails at the postcard rate. Custom oversize postcards can be created, but will mail at first-class letter rate. Clubs should submit a Project Request Form and request postcard design and/or request assistance with developing their own postcard.

Clubs can choose to design their own postcard but should follow these steps.

- 1 – Complete a Project Request Form for assistance with project design.
- 2 – Submit a Logo Request Form to get an up-to-date logo file.
- 3 – Meet with C&M to discuss specifics regarding postcard design.
- 4 – Design the card and provide proofs to C&M for logo usage and design approval. **Posters** – various sizes

- 1 – All posters should contain the college logo.
- 2 – Submit a Logo Request Form to get an up-to-date logo file.
- 3 - Clubs should work with the campus Print Shop to ensure their poster is set up correctly for printing output.
- 4 – Club designs the poster.
- 5 – Club provides a proof to C&M for logo usage approval.

**Flyers** – The typical flyer size is 8.5” x 11”.

- 1 – All flyers should contain the college logo.
- 2 – Submit a Logo Request Form to get an up-to-date logo file.
- 3 - Club should work with the campus Print Shop to ensure their flyer is setup correctly for printing output.
- 4 – Club designs the flyer.
- 5 – Club provides a proof to C&M for logo usage approval.

If there is an item that you’re considering that is not listed above, please contact C&M.

## **DESIGN STANDARDS**

*Clubs should refer to the following visual standards and guidelines when creating their own promotional materials.*

**College Color:** Pantone 021 (orange),  
Complementary Colors which can be used (as of 2017): Black, White, Turquoise (pantone 324)

### **SUNY Cobleskill Logo**

The college logo should be used on all items that promote the College and activities it sponsors. The logo should be requested through the Office of Communications and Marketing via the Logo Request Form <https://www.cobleskill.edu/about/offices-services/communications-marketing/logo-request.aspx>.

The logo should not be altered in any way from its original state. No other graphics or text should be combined with the logo. When using the logo, you are required to provide a proof to C&M for approval of the usage. You should not go to production on anything until the C&M

office has provided you written logo usage approval. Proofs should be submitted to: Graphic and Visual Communications Designer Jennifer Schorf at [schorfjm@cobleskill.edu](mailto:schorfjm@cobleskill.edu) or 518-255-5640.

### **SUNY Cobleskill Club Logos**

Clubs can request a SUNY Cobleskill Club Logo created for their organization by C&M. This logo includes the official college logo and the club name, possibly including a small graphic element that broadly represents the club if workable. Clubs should complete the Project Request Form <https://www.cobleskill.edu/about/offices-services/communications-marketing/request-form.aspx> to have one developed.

A SUNY Cobleskill Club Logo should not be altered in any way from its original state. No other graphics or text should be combined with it. When the club logo is going to be used off-campus, for advertising, exhibits and other uses, please provide a proof to C&M for approval prior to production. Proofs should be submitted to: Graphic and Visual Communications Designer Jennifer Schorf at [schorfjm@cobleskill.edu](mailto:schorfjm@cobleskill.edu) or 518-255-5640.