

Social Media



Dills, Scott

Campus Engagement Specialist I

Overview ↳

The Campus Engagement Team utilizes social media platforms to engage with OHIO students and community members by offering tips, tricks, and information on OIT services through Twitter, Instagram, and YouTube. The following article provides a broad overview of procedures, best practices, and graphic design techniques when creating social media content. Not all concepts will apply to every communication or situation. This page was written with the intent to inspire content creators. By keeping these concepts in mind, each creator can contribute to a cohesive, unified, and engaging social media voice.

The first and second part of this wiki comprise general publishing procedures and social media best practices.

The third section outlines the procedural method for communicating a graphic design concept and interpreting textual communications into visual communications. This section empowers members of CET to request basic graphics for OIT's social media (as well as other communication channels).

The fourth part is intended as a guide to visual design composition and concepts. This is not intended as an exhaustive graphic design resource. The technical aspects of creating images are (for the most part) not available on this page. If included, their presence will only be mentioned superficially and may require further investigation (on the reader's part).

Table of Contents

General Publishing Procedure

- [LastPass](#)
- [Instagram](#)
 - [To publish content on Instagram:](#)

- [To edit content on Instagram:](#)
- [X \(formerly known as Twitter\)](#)
 - [To publish content on X](#)
 - [To schedule content in advance on X](#)
 - [Schedule a job posting](#)
 - [Accessing and viewing metrics for Tweets](#)
 - [View metrics](#)
- [YouTube](#)

Best Practices

- [When/where to utilize social media \(and when not to\)](#)
- [Drafting and publishing social media content](#)
- [Tips and editing suggestions for creating engaging content](#)
- [Mentions and Hashtags](#)
 - [What is the Purpose of an @Mention vs. a Hashtag?](#)
 - [Main account and regional campuses](#)
 - [Colleges](#)
 - [Support organizations](#)
 - [Media organizations](#)
 - [Athletics](#)
- [Adding Simple Captions to X](#)

Graphics: Communicating a Design

- [Requesting/Creating a Graphic Design Brief \(procedure\)](#)
 - [Communicating a strong concept](#)
 - ["Surprise me" procedure](#)
 - [Steps to request a graphic](#)

Graphics: Design Composition and Concepts

- [Definitions](#)
- [Accessibility and images](#)
- [Call to action/buttons](#)
- [Color/cohesion](#)
- [Design procedure \(for visual designers\)](#)
 - [Create a mood board \(how to\)](#)
 - [Keep designs simple](#)
- [Focal points and perspective](#)
- [Ground and gradients](#)
- [Ground and stroke](#)
- [Hierarchy, balance, scale, and alignment](#)
- [Image size/aspect ratios](#)
- [Image types and usage](#)
- [Invention \(how to be creatively BOLD!\)](#)
- [Logos](#)
- [Naming files \(conventions\)](#)

- [Negative space/white space/focal points](#)
- [Photography](#)
- [Round revisions](#)
- [Rule of thirds](#)
- [Sixty/thirty/ten rule](#)
- [Variation on a theme](#)
- [Text in images](#)
- [Copyright considerations](#)

Further Reading

General Publishing Procedure

[Back to Table of Contents](#)

The Campus Engagement Team will utilize social media platforms to engage with OHIO students and community members by offering tips, tricks, and information on OIT services through Twitter, Instagram, and YouTube.

LastPass

[Back to Table of Contents](#)

All social media platform access will be managed via LastPass. To access:

1. Visit [lastpass.com](#), enter your OHIO email address and select **Log In**.
2. Ensure you are on the home or **All Items** page to be able to view all passwords that have been shared with you.
3. Hover over the social media platform you wish to access, i.e., Instagram, Twitter, or YouTube, and select **Launch**.
4. This should open the associated OIT social media account.
5. If you have not received shared credentials for an account, please contact the Campus Engagement Specialist 1 to request access. **Note:** Access is approved by the Campus Engagement Team manager.

Instagram

[Back to Table of Contents](#)

Instagram is a photo and video sharing social networking service that allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging.

To publish content on Instagram:

1. Visit the [web version of Instagram](#). (Utilize LastPass to launch login credentials)

2. Click the + button in the top right of the page.
3. Click **Select from Computer** to select the media you want to upload. Crop the image or adjust the focus as needed.
 - a. The ideal Instagram portrait aspect ratio is 4:5, and the ideal photo size is **1080px by 1350px**.
4. Add a caption to the image and add related hashtags as needed.
5. Click **Share**.

To edit content on Instagram:

1. Select the post you would like to edit, then click on the three dots (...) in the top right corner.
2. Click **Edit**.
3. Edit the caption/hashtags, tag users in your post, or edit the location, then click **Done**.

Note:

- *Instagram does not allow editing the image after the initial post. It is critical to ensure the crop, orientation, filters, etc. are all finalized during the initial post. If an image needs altered in any way after the initial post, it will need to be deleted and reposted.*
- *At this time Instagram does not allow metric tracking directly inside the platform. In future state, an exploration of an additional tool to view Instagram metrics will be explored.*
- *All social media content should be reviewed and approved from either a subject matter expert, product manager, or other member of a service team. If social media content is being designed outside of a service team or project, please have a member of the CET perform a peer review ensuring all style and grammar is accurate.*

X (formerly known as Twitter)

[Back to Table of Contents](#)

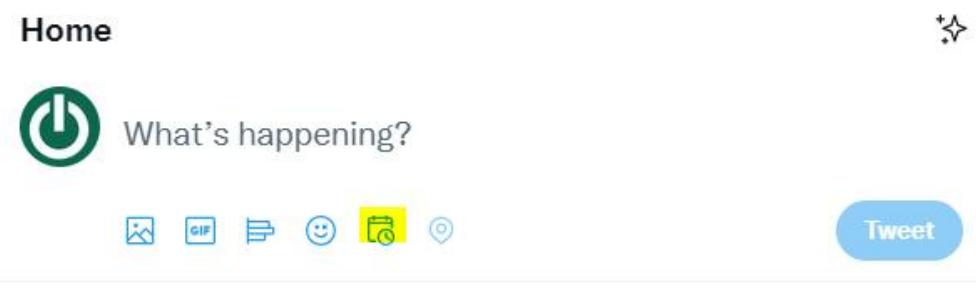
Twitter is a microblogging and social networking service that allows for the exchange of quick, frequent messages. These posts, known as Tweets, may contain photos, videos, links, and text.

To publish content on X

1. Visit the [web version of X](#). (Utilize LastPass to launch login credentials)
2. Select **Post**.
3. Select inside the text box at the top of the page.
4. Insert the content you want to publish (text, links, images, etc.).
5. Click **Post** to publish.

To schedule content in advance on X

- **Log in** and navigate to dialog box where you would draft a live post.
- **Draft** your post, including images and alt. text as needed.
- Once complete instead of selecting Tweet, **select** the calendar icon.



- Next, a box will pop up where you can **select** the date and time that you would like your tweet to publish.

- To view scheduled tweets, simply follow the steps above but **select** the blue font **Scheduled Tweets**.

Note: Twitter does not allow users to edit tweets. It is critical to ensure the original post is free of errors, with usable links, etc. If a tweet has an error, it should be deleted and reposted.

Schedule a job posting

[Back to Table of Contents](#)

Review the section [To publish content on X](#) before starting the following procedure.

Workforce Management often requests multiple job postings at the same time. It's useful to schedule multiple job postings at intervals/separate times throughout the day so that each posting receives adequate individual attention. Multiple job postings scheduled at the same time may cause confusion and lose efficacy. Single job posting requests do not require scheduling and can be posted immediately.

When writing the job posting include these three items.

- New job postings are available. The Office of Information Technology is seeking a **Proctoring Analyst I**.
- <https://www.ohiouniversityjobs.com/postings/48865>
- @OhioUjobs

The first item describes the job title and specifically who is hiring. The hyperlink provides direct linkage to Ohio University's job page. And finally, the @OhioUjobs X/Twitter handle alerts OHIO's jobs channel that the job has been posted.

Make sure to include the decorative image with the job posting. In most cases, the generic version (the job title is not included in the image) will suffice. Download the generic image from this page.

To download from this wiki:

- Select the image. It will display in a new page.
- Select the download button in the upper right corner.

You can also download this image by right selecting the image.

- Right select the image. A menu will open.
- Select **Open image in new tab**. This will provide the highest resolution version.
- Right select the image in the new window.
- Select **Save image as** to save the image anywhere on your computer.

Note: If you have time and the requisite skills you should include the job title in the image. To make the images distinct (when two or more postings are scheduled simultaneously) use the three OHIO branding secondary colors, Marigold (#AA8A00), Moss (#A4D65E), or Rust (#FA4616). View past job postings on X for examples.

Accessing and viewing metrics for Tweets

[Back to Table of Contents](#)

1. Click on the OIT icon on the home page to view all published tweets.
2. Navigate to the Tweet you would like to view activity on.
3. Hover over the graph icon located at the bottom right of the selected tweet. Select the icon.
4. You will see a brief overview of metrics for only this tweet. The overview includes:
 - a. Overall impressions
 - b. Engagements
 - c. Number of detail expands
 - d. And if applicable, number of new followers, profile visits, and link clicks.

View Metrics

[Back to Table of Contents](#)

1. From the home screen, select the ... in the circle with the words **More**.
2. Select **Analytics**.
3. From this screen you have **multiple** options for viewing metrics:
 - a. A 28 day summary will appear at the top of the analytics page. This includes:
 - i. Tweets
 - ii. Tweet impressions
 - iii. Profile visits
 - iv. Followers
 - b. You can scroll down and continue to preview monthly detailed information such as:
 - i. Top Tweet
 - ii. Top media tweet
 - iii. Top follower
 - c. Lastly, you can select **Tweet Activity** on multiple areas of the page to customize metrics.

The [Tweet Activity portion](#) of the Analytics section lets you customize the timeframe of posts and export your selected data.

Peer-review Reminder

All social media content should be reviewed and approved from either a subject matter expert, product manager, or other member of a service team. If social media content is being designed outside of a service team or project, please have a member of the CET perform a peer review ensuring all style and grammar is accurate.

YouTube

[Back to Table of Contents](#)

OHIO IT's use of YouTube is still in development. Instructions for posting content on this platform will be outlined at a later date. There is already a YouTube page created titled, [OHIO IT](#).

Best Practices

[Back to Table of Contents](#)

The following section provides a broad overview of best practices when creating effective social media content. Not all concepts will apply to every communication or situation.

When/where to utilize social media (and when not to)

[Back to Table of Contents](#)

- **Use social media** for the following purposes. It is still considered a non-traditional form of communication and should therefore be used in these ways:
 - To make a contribution to an established community
 - To get feedback from an audience
 - To make meaningful connections between groups of people

- To collect and share global ideas
- To educate about topics that impact OHIO

- **Do not use social media** for the following purposes:

- To disseminate personal feelings, ideas, or opinions
- To choose sides on controversial positions
- To respond to hate-speech, negativity, or other inflammatory posts.

Note: Allow users to "police" themselves. In most situations social pressure will force a resolution. Extreme cases that spiral into a major disagreement or hostile interactions should be reported to University Communications and Marketing (UCM). UCM will devise a strategy for an effective resolution.

- **Social media appropriate audiences:** Each social media platform provides a unique experience for its users. Certain groups are more likely to use a type of social media than others. Here is a general breakdown:

Social Media Group	Description	Appropriate Audience
Facebook (not currently supported)	<ul style="list-style-type: none"> • Users can post their stream of consciousness. • Event scheduling • Long-form and short-form writing communications • Reels, videos, and use of graphics • Paid advertising 	<ul style="list-style-type: none"> • Most users are between the ages 34-44, and 70% of adults in the U.S. use Facebook. • 74.7% of Facebook users also use YouTube • 72.2% of Facebook users also use WhatsApp • 78.1% of Facebook users also use Instagram <p>(Beveridge 2022)</p>
YouTube	<ul style="list-style-type: none"> • Users can search for and watch videos. • Create a personal YouTube channel. • Upload videos to your channel. • Upload shorts. • Like, comment, share other YouTube videos. • Users can subscribe and follow other YouTube channels and users. • Create playlists to organize videos and group videos together • <u>Live-streaming events</u> 	<ul style="list-style-type: none"> • Age 18-29 (95%) • Age 30-49 (91%) • Age 50-64 (83%) • Age 65+ (49%) <p>(Global Media 2023)</p>
Twitter	<ul style="list-style-type: none"> • Concise textual messaging • Stream of consciousness posting • Allows quick connections through brief expressions 	<ul style="list-style-type: none"> • Age 13-17 (6.6%) • Age 18-24 (17.1%) • Age 25-34 (38.5%) • Age 35-49 (20.7%) • Age 50+ (17.1%) <p>(Shepherd 2023)</p>

Social Media Group	Description	Appropriate Audience
	<ul style="list-style-type: none"> Allows linking to videos and images Images can be used in posts, though Twitter is primarily textual. 	
Instagram	<ul style="list-style-type: none"> The platform is visually oriented. Planned, intentional, and well-executed productions Best used for videos, reels, music, images, and sounds Great for quick (sped-up) tutorials 	<ul style="list-style-type: none"> Age 18-24 31% Age 25-34 30.3% Age 35-44 15.7% <p>(Statista 2023)</p>
TikTok (not currently supported)	<ul style="list-style-type: none"> The platform is visually oriented. Planned, intentional, and well-executed productions Best used for short-form videos, music, images, and sounds. Great for quick (sped-up) tutorials 	<ul style="list-style-type: none"> Age 10-19 32.5% Age 20-29 29.5% Age 30-39 16.4% Age 40-49 13.9% Age 50+ 7.1% <p>(Doyle 2023)</p>

Drafting and publishing social media content

[Back to Table of Contents](#)

- Before starting: Ask yourself the following questions when creating a new social media communication:
 - Who is your audience? What is the scope?
 - What is the purpose of your communication?
 - Example: *to inform, to encourage action, to form connections, to entertain*
 - What do you want to make your audience aware of?
 - What items may distract your audience from the intended message?
 - Does your intended message have any potential negative consequences?
 - Is your message ethical?

Warning! Unethical content can be disguised in seemingly benign contexts with good intentions. Be sure to explore potential negative consequences before posting.

- How long does your message require exposure for the intended effect?
 - Will the timing of your message coordinate well with other communications?
 - Is your message time sensitive?
 - How will the audience respond emotionally to the topic?
 - Is this communication appropriate for social media? *See the section titled When/where to utilize social media...above.*

- **Determine the scope:** Some posts may only require a limited audience. Other types of social media posts may be better suited to reach the entire University (i.e. students, faculty, staff, and parents).
 - **Posts aimed at OIT:** These postings can be shared on the OIT specific social media channels. They do not require attention from University Communications and Marketing.
 - **Posts aimed at all members of OHIO:** The OHIO account publishes content that can be seen by all University stakeholders. Content can be created in the OIT account first, then forwarded to UCM's social media manager [Eli Burris](#) to re-post on OHIO's main account.

Note: It is at UCM's discretion to determine whether content meets their standards. Re-posting on the OHIO main account is entirely UCM's decision.

- - **Posts aimed only at students and parents:** The Division of Student Affairs (DOSA) provides the option to submit content requests via [airtable](#). This useful form allows the creator to choose several platforms for dissemination. This is the ideal channel for submitting work when students and parents are the primary target audience.
 - *Note: These are the platforms currently available:*
 - OHIOStudentLife on Instagram/Twitter
 - @BobcatWellbeing on Instagram
 - @OHIOBobcatFamilies on Facebook
- **Use OHIO branding:** All content should be created with [OHIO's branding](#) in mind and conform to the brand identity guidelines. Branding includes but is not limited to:
 - University logos
 - Colors
 - Typography
 - Language/word use conventions
 - *Note: View the branding standards for a complete description of [OHIO's brand](#) identity.*
- **Plan and automate postings:** Organizations that have regularly scheduled content are more likely to be engaged with their audiences.
 - *Note: Plan out a posting schedule in an Excel spreadsheet. Notate items such as the date, call to action, a long description, links to more content, and a video/image. Once your schedule is planned, you can repeatedly reference and copy/paste from the spreadsheet when scheduling upcoming communications in the social media platform.*
- **Cross-post content:** Make your initial drafts flexible enough that the verbiage can be used across different social media platforms. Just be careful to modify the content properly to make it fit into the context of the platform being used.
- **Be careful with proprietary content:** Never use the following without express written consent:
 - An image or resemblance of a person, place, or business
 - Licensed art, images, or photography

- Note: we recommend using images stored in UCM's [Photoshelter](#) account.
- A person's words, copyrighted slogans, logos, or intellectual property
- Intellectual property that conflicts or is incompatible with OHIO's values, mission, and vision
- **Be responsive:** People like organizations that respond to their questions quickly. Some social media platforms provide metrics for typical response times. If users know that you are quick to respond, they are more likely to ask questions.

Tips and editing suggestions for creating engaging content

[Back to Table of Contents](#)

- **Concision always wins:** Social media content should provide a significant amount of information in a small amount of space, with as few words as possible.
- **Aim for marketing language (but don't be offensive):** The most ubiquitous device employed in marketing is the **call to action**. Social media should impel the audience to take immediate action, however not at the expense of OHIO's integrity. Intentional clickbait can come across as cliché, inauthentic, abrasive, manipulative, spammy, malicious, or tacky.

Attributes of marketing language

- **Conversational in tone:** Social media is often informal. Content creators should strive to creatively engage their audiences with humor, trending ideas, and authenticity.
 - Note: Be careful though. Humor and informality are not always appropriate. Wisely choose the correct voice based on the circumstance.
- **Calls to action:** The introductory wording should have these qualities:
 - **An emotive component:** the message can evoke feelings from the audience.
 - Example: *Cybercriminals lurk in every corner, waiting to steal your hard-earned savings. This example should evoke a small amount of fear, and even anger at the prospect of losing one's hard-earned savings.*
 - **A sense of urgency:** give the audience a reason to act immediately.
 - Examples: *Time is running out fast! The item is almost gone! Don't get left behind!*
 - **Should be relatable:** A well researched audience will possess known attributes that you can leverage for both logical and emotional import.

- **Use Bottom Line Up Front (BLUF):** Be direct and don't make vague implications.
- **Use affordances:** Affordances are visual cues that allow the author to provide more information to the reader than is allowed in the introductory text.
 - Examples of affordances: *Continue reading, visit our website to learn more, arrows leading to more content.*
- **Provide buttons:** Messages using imagery should combine a brief call to action with a hyperlinked button.
 - Not all social media provides this ability, however some companies (such as Facebook) do.
 - Oftentimes social media allows images themselves to be hyperlinked. Check your services' capabilities.
 - Examples of a button/call to action: *Find the best resources here! Explore our catalog!*

- **Avoid distractors:** Distractors are any detail in a message that can distract from the primary intent of the message.
 - Examples: An image of a serious and formal ceremony being photobombed by a person making a goofy expression. A tangent of words that draws the user away from the primary message.
- **Don't insult your audience:** While it's true that communications are often intended to educate an audience on the nuances of a given topic, resist the urge to over explain. Help your audience make their own logical conclusions. If you have presented your information well, then a smart audience will naturally discover your intended meaning.
 - Note: *This is a two-edged sword. Don't under-explain either. Aim for balance.*
- **Do not use gimmicks:** Like, share, and follow campaigns are tricky to navigate. Social media companies such as Facebook have intentionally engineered their platforms to discourage the use of **like, share, and follow** contests. These end-user strategies cut into platforms' potential ad-revenue and are intentionally given reduced visibility. (Corrin 2023)
 - Note: *Gimmicks also have the potential to offend your audience, especially those that make absurd promises, insult your audiences' intelligence, or just come across as phony clickbait/spammy.*
- **Use contests:** legitimate contests are different than gimmicks. Be sure to research the rules and capabilities of your social media platform before starting this type of engagement.

Note: Contests can create potential legal complications. Be sure to consult with [OHIO's Office of Legal Affairs](#) before proceeding.

- **Make your content relevant:** Draw parallels between the product or services you are offering, and the experiences, qualities, community, and attributes that your audience may possess or be accustomed to.
- **Share research:** This is a great way to give gravitas to your organization. Credible information can inspire interest among students, faculty, staff, and parents. It also allows stakeholders to see advances in progress.
- **Share lifehacks:** Everyone desires fewer complications in their lives. Providing useful shortcuts for complicated processes is satisfying for users and demonstrates your authority on a topic.
- **Be aware of your audiences' needs and desires.** This information can be drawn from personal interviews, focus groups, and survey results. Focus on items that are most important to your audience.
- **Use content from your audience to make connections:** There are a variety of ways this can be accomplished, many of which can be drawn from social media interactions (comments made on past posts, surveys, and direct quotes from audience members themselves).
 - Use pictures that feature members of your audience.
 - Ask the audience to share their own pictures and stories on the posts.
 - Use quotes from your audience.
 - Ask the audience to give advice to newcomers.
- **Real-time chats:** This tactic inspires interaction by scheduling a real-time interactive chat between administrators and stakeholders. To organize, some lead time will need to be planned to generate interest before the discussion.
- **Use videos and reels:** Videos and reels are useful when a significant amount of information or a lengthy process needs to be explained. You can use multiple platforms to accomplish this.
 - Example: *post a lengthy training video on YouTube but use Twitter to socialize the video.*

- **Localized vs. globalized language:** This item requires a thorough investigation and understanding of your intended audience.
 - **If your audience is localized:** (such as the village of Rutland, OH which has a population of just under 400), you may do well to employ local idioms, figures of speech, and colloquialisms into your content.
 - *Note: localized language should only be used with a well-researched and targeted audience. When using this language, you run the risk of confusing your readers (and potentially offending them).*
 - **If your audience is global:** (such as Ohio University, which is home to a diverse population of students, faculty, and staff from many locations and countries from across the world) your language should be as general as possible. Localized language (mentioned above) should be avoided. Language should be carefully crafted to avoid homonyms (one or more words that sound the same but have different meanings). Globalized language is always the safest option in broad communications.
- **Find an Influencer:** Influencers are talented individuals who have garnered a significant following on social media platforms. While this is the latest hot trend in social media for large companies, this idea entirely depends upon a person's availability, and willingness to become a spokesperson for your organization. They will also require compensation for their time and services.
- **Get a proofreader:** Even a small communication can have errors. Make sure that a CET member reviews your work before publishing.

Mentions and hashtags

[Back to Table of Contents](#)

What is the Purpose of an @Mention vs. a Hashtag?

- **@mentions** allow specific groups to be targeted. For example, if a post is intended for instructors, it would be ideal to include the handles for relevant organizations in the caption (such as the College of Arts and Sciences, the College of Business, Russ College, etc.).
- **Hashtags** improve search visibility. This assumes that people on the internet are querying certain words. For example, if a person types the word "Bobcats" into a search box, then every item with a hashtag "Bobcats" will be returned in their search results.
 - **Note:**
 - The utility of hashtags is debatable since a person must be looking for a specific keyword in order to find relevant results. Since character space is limited on X, it is more advantageous to include @mentions or other explanatory text (rather than use hashtags).
 - X has publicly stated that hashtags are no longer necessary or desired, however they may still be useful on other platforms.
 - When using hashtags in Instagram, a metric will automatically appear to advise on how many users have used that specific search term in their queries. Selecting hashtags with a high number of user interactions increases the likelihood that someone will organically discover the post.
 - Use one of the following websites to explore popular hashtags, mentions, reach, interactions (even sentiment analysis, whether positive or negative), and trending hashtags based on a subject.
 - [BrandMentions](#)

- [Instant Personas: Instagram Hashtag Finder](#)
- [Hashtag Generator](#)

Main Account and Regional Campuses

[Back to Table of Contents](#)

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
Ohio University	@ohiou	@ohio.university	#ForeverOHIO #Bobcats #OhioUniversity #BobcatNation #Proud
Chillicothe Campus	@OHIOChillicothe	@ohiouchillicothe	#ForeverOHIO #Bobcats #OhioUniversity #BobcatNation #Proud
Southern Campus	@OUSouthern	@ohiousouthern	#ForeverOHIO #Bobcats #OhioUniversity #BobcatNation #Proud
Lancaster Campus	@ohiou_lancaster	@ohioulancaster	#ForeverOHIO #Bobcats #OhioUniversity #BobcatNation #Proud
Zanesville Campus	@ouzanesville	@ouzanesville	#ForeverOHIO #Bobcats #OhioUniversity #BobcatNation #Proud
Eastern Campus	@OUEasternCampus	@ohioeastern_studentlife	#ForeverOHIO #Bobcats #OhioUniversity #BobcatNation #Proud

Colleges

[Back to Table of Contents](#)

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
Chaddock and Morrow College of Fine Arts	@OHIOFineArts	@ohiofinearts	#FineArts #CreativeArts #ArtisticExpression #Artists #CreativeCommunity
College of Arts and Sciences	@OHIOartsandsci	@casohio	#ArtsAndSciences #Explore #LiberalArts #Scholar #DiverseDisciplines
College of Business	@OhioUBusiness	@ohioubusiness	#Business #BusinessLeaders #Entrepreneurs #FutureBusinessMinds #Innovation
College of Health Sciences and Professions	@CHSPOhio	@chsp_ohio	#HealthSciences #FutureHealthLeaders

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
			#HealthProfessions #Wellness #CaringForOurCommunity
Graduate College	@OHIOGC	@ohiogradcollege	#GraduateCollege #GradStudentLife #HigherEducation #Research #GradCommunity
Heritage College of Osteopathic Medicine	@OUHCOM	@ouhcom	#HeritageCollege #OsteopathicMedicine #FuturePhysicians #MedicalEducation #Healthcare
Honors Tutorial College	@OUHTC	@honorstutorialcollege	#Honors #AcademicExcellence #Minds #HonorsCommunity #ResearchLeaders
Patton College of Education	@OHIOPattonCOE	@ohiopattoncollege	#PattonCollege #FutureEducators #EducationExcellence #Teachers #TeachingWithPassion
Russ College of Engineering and Technology	@russcollege	@russcollege	#RussCollege #EngineeringInnovation #Tech #FutureEngineers #STEM
Scripps College of Communication	@ScrippsOU	@scrippscollegeou	#ScrippsCollege #Communication #Journalism #ScrippsScholars #MediaMinds
University College	@UCohiou	@ucohiou	#UniversityCollege #ExploreYourPath #StudentSuccess #AcademicSupport #DiverseOpportunities
Voinovich School of Leadership and Public Service	@VoinovichSchool	@voinovichschool	#VoinovichSchool #PublicServiceLeaders #LeadershipDevelopment #Impact #CommunityEngagement

Support Organizations

[Back to Table of Contents](#)

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
Alumni Association	@OHIOAlumni	@ohioalumni	#BobcatAlumni #ForeverBobcats #Alumni #BobcatPride #AlumniConnect
Black Student Union	@OHIO_BSU	@ohio_bsu	#BSU #Unity #BlackExcellence #BobcatDiversity #BSU
Campus Involvement Center	@OHIOInvolvement	@ohio_involvement	#GetInvolved #Involvement #BobcatEngagement #CampusLife #BobcatClubs
Cats' Cupboard Food Pantry	@OHIOFoodPantry	@ohiofoodpantry	#CatsCupboard #FoodSecurity #HelpingHands #SupportEachOther #HungerAwareness
Center for Student Engagement and Leadership	@OHIOInvolvement	N/A	#Leadership #Engage #StudentEngagement #CommunityLeaders #InspireChange
CEO	@ceoprojectohio	@ceohiochapter	#CEO #Entrepreneurship #StartUp #Innovation #Business
Counseling and Psychological Services	@OHIO_Counseling	N/A	#Counseling #MentalHealthMatters #Wellness #SupportYourself #Mindful
Culinary Services	@OHIOfood_	@ohiofood_	#Culinary #FoodOnCampus #Taste #EatFresh #CulinaryDelights
Graduate Student Senate	@OUGradSenate	@ougradsenate	#GSS #GradBobcats #BobcatLeadership #GradLife #GradStudies
Hillel	@OHIOHillel	@hillel_ou	#BobcatHillel #JewishLife #Hillel #Community #Traditions
Housing and Residence Life	@OHIO_Housing	@ohio_housing	#Housing #LiveOnCampus #ResidenceLife #Home #CampusLiving

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
International Student Union	N/A	@isu_ohiou	#ISU #BobcatInternational #GlobalBobcats #Culture #WorldWide
Marching 110	@marching110	@marching110	#Marching110 #BestBandInTheLand #Band #BandPride #BobcatSound
Multicultural Center	@OHIO_MCC	@ohio_mcc	#Unity #BobcatDiversity #Multicultural #Inclusion #CelebrateDiversity
Ohio University Libraries	@AldenLibrary	@aldenlibrary	#Libraries #BobcatResearch #Reads #Knowledge #BobcatBooks
Performing Arts Series	@ouperformingart	@ohio_performingarts	#Arts #PerformingArts #BobcatCreativity #Events #BobcatArts
Pride Center	@OHIOPrideCenter	@ohiopridecenter	#Pride #BobcatInclusivity #PrideCenter #Equality #LoveIsLove
Program Council	N/A	@ohiopc	#Events #BobcatFun #ProgramCouncil #Activities #BobcatLife
Sorority and Fraternity Life	@OHIOGreekLife	@ohiogreeklife	#GreekLife #SororityAndFraternity #Greeks #GreekUnity #FraternityLife
Student Affairs	@OHIOStudentLife	N/A	#StudentAffairs #CampusLife #StudentSupport #Engage #Community
Student Alumni Board	@ohiosab	@ohiosab	#BobcatTradition #StudentAlumni #Connections #BobcatLegacy #Family
Student Senate	@OHIOUSenate	@ohiousenate	#StudentVoice #BobcatLeaders #StudentSenate #BobcatAdvocacy #Leadership
Survivor Advocacy Program	@OHIO_SAP	@ohio_sap	#SurvivorAdvocacy #SupportSurvivors #Advocates

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
			#EndTheSilence #Empowerment
Undergraduate Admissions	@ohiouAdmissions	@ohiouadmissions	#ChooseOHIO #FutureBobcats #BobcatBound #Admissions #Bound
Well-being and recreation	@OHIOCampusRec	@bobcatwellbeing	#Wellness #CampusRecreation #Healthy #GetActive #WellBeingMatters
Women In Business	N/A	@ohiowib	#WomenInBiz #Leadership #BobcatBusiness #Empowerment #WomenInBusiness
Women's Center	@OHIOWomenCenter	@ohiowomencenter	#WomensCenter #BobcatEmpowerment #Women #Equality #StrongBobcats

Media Organizations

[Back to Table of Contents](#)

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
ACRN	@ACRN	@acrnmedia	#ACRN #UndergroundSound #BobcatRadio #Music #Alternative
Backdrop	@Backdropmag	@backdropmag	#Backdrop #FilmAndMedia #CreativeProjects #Media #BehindTheScenes
The Post	@ThePost	@thepostathens	#ThePost #StudentMedia #Journalism #CampusNews #Stories
Thread Magazine	@threadmag	@threadmagazine	#ThreadMagazine #Publishing #Fashion #CreativeWriting #Media
Variant Magazine	N/A	@vrntmagazine	#VariantMagazine #CreativeExpression #Media #StudentArt #ArtisticVoices

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
WOUB	@woub	@newswatch_woub	#WOUB #PublicMedia #Broadcasting #WOUBNews #Journalism

Athletics

[Back to Table of Contents](#)

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
Baseball	@Ohio_Baseball	@ohiobobcatsbaseball	#BobcatsBaseball #BaseballSeason #BaseballFamily #PlayBall #Athletics
Field Hockey	@ohiofieldhockey	@ohiofieldhockey	#FieldHockey #FieldHockeyLife #OUBobcats #SupportFieldHockey #PlayHard
Hockey	@BobcatsHockey	@BobcatsHockey	#Hockey #HockeyLife #IceHockey #Pucks #GoBobcats
Men's Basketball	@OhioMBasketball	@ohiombasketball	#MensBasketball #BobcatsBasketball #Hoops #BasketballSeason #Team
Men's Club Soccer	N/A	@ohio_university_fc	#MensClubSoccer #ClubSoccer #SoccerLife #OUKickIt #BobcatsSoccer
Men's Golf	@ohiomgolf	@ohiobobcatsmensgolf	#Golf #GolfLife #Athletics #TeeTime #BobcatsGolf
Ohio Bobcats Athletics	@OhioBobcats	@ohiobobcats	#BleedGreen #GoBobcats #BobcatNation #Athletics #BobcatPride
Softball	@OhioBobcatSB	@ohiobobcatsb	#BobcatsSoftball #SoftballSeason #SoftballFamily #PlaySoftball #Athletics
Swim and Dive	@OHIOswimdive	@ohioswimdive	#SwimAndDive #SwimFamily #Aquatics #DivingIn #BobcatsSwim

Organization Name	X Handle	Instagram Handle	Hashtag Ideas
Track and Field / Cross Country	@OhioXCTF	@ohioxctf	#CrossCountry #Run #BobcatsRun #TrackAndField #Athletics
TROUT	N/A	@trout.ultimate	#TROUT #Frisbee #Teamwork #Ultimate #UltimateFrisbee
Volleyball	@OhioBobcatsVB	@ohiovb	#Volleyball #VolleyballFamily #Athletics #ServeItUp #BobcatsSpike
Women's Basketball	@OhioWBasketball	@ohiowbasketball	#WomensBasketball #BobcatsHoops #WomenInSports #BasketballFamily #SupportWomenAthletes
Women's Club Soccer	N/A	@ouwcs	#WomensClubSoccer #WomenInSports #ClubSoccerLife #KickIt #BobcatsSoccer
Women's Golf	@ohiowgolf	@ohiowgolf	#Golf #GolfLife #Athletics #TeeTime #BobcatsGolf
Women's Soccer	@OhioWSoccer	@OhioWSoccer	#WomensSoccer #BobcatsSoccer #WomensSports #PlayForOU #SupportWomenAthletes
Wrestling	@ohioU_wrestling	@ohiobobcatswrestling	#Wrestling #WrestlingFamily #Athletics #FightFor #BobcatsWrestle

Adding Simple Captions to X

[Back to Table of Contents](#)

Whenever videos are posted to X, create a quick .srt captions file to add to the post. This can be accomplished by writing out simple text in the notepad and then saving the file as an .srt extension. X provides editing capabilities that allows you to add the .srt file to the video.

Each line of captioning is written out in sequential order (starting with 1) and is then given a display range (hours, minutes, seconds, and milliseconds). The third line of each caption section is the words that will be displayed in the video. Copy this format for each subsequent line of text to be displayed in

the video (1,2,3, etc.,).

Be sure to arrange the time range appropriately so that each section of captions aligns correctly with the verbal and/or textual sections of the video. Once the subtitles are uploaded review the video to ensure proper alignment.

Graphics: Communicating a Design

[Back to Table of Contents](#)

This section is for individual members of CET who do not have the time or skill to render graphic images for social media. This procedure will guide CET members on how to translate concepts from text to basic graphically based deliverables, so that a visual designer (most likely the CES I) understands the vision of the request and can complete the graphic communication on the requester's behalf.

Requesting/Creating a Graphic Design Brief (procedure)

[Back to Table of Contents](#)

Before starting, please carefully consider the following questions.

1. *Is this communication part of a high-value project?*
2. *Is this communication part of a major University campaign?*
3. *Does imagery already exist for this project?*
4. *Does this communication require advanced design?*
5. *Does it require University logos?*

If you answer yes to any of these questions, then please consult with the CES I before requesting work. If the request is more advanced in scope than can be reasonably accomplished by a member of CET, then a **formal request** should be submitted to UCM to assign the work to a professional UCM graphic designer.

View Advanced vs. Basic design in [Definitions](#)

Communicating a strong concept

[Back to Table of Contents](#)

Communicating a strong concept is an important skill, whether the work is to be completed internally or by a professional graphic designer. A clear vision gives the designer a roadmap, provides boundaries, and prevents an endless cycle of revisions. By following the steps below, you can communicate a clear and strong vision.

This procedure should be used in conjunction with the [Content Pipeline](#). Select the appropriate channel(s) in the Content Pipeline depending on how the graphics are to be used (i.e., social media, website, digital screens, etc.).

1. Attach any image files that should be incorporated into the final design via the Content Pipeline.
2. If multiple images are required, place them all in a single document (such as a PDF or Word doc) and link in the Content Pipeline.
3. Follow each step in the chart below. Answer each question to the best of your ability.
4. Then enter a brief description based on your answers into the Content Pipeline notes.

Note: The social media channel can be selected for both work on OIT and OHIO primary channels.

“Surprise me” procedure

[Back to Table of Contents](#)

If you are low on time, but you trust the designer to make an adequate design for social media distribution, you can opt to have them interpret and create a basic design for you. This is a useful option for when the ROI may be a low return, and highly critical development is not necessary. If you decide to use “Surprise me” you can skip the development steps below. When entering your project information in the [Content Pipeline](#), type “Surprise me” in the notes.

Steps to request a graphic

[Back to Table of Contents](#)

Each step provides an opportunity for a requester to thoroughly communicate their envisioned concept. Not every step will apply in every situation, but the more detail you can provide for your designer in the beginning will improve their ability to accurately render your vision.

- *Special typefaces should only be used in specific situations such as a “scary” Halloween announcement, a secondary accent, and not for routine communications. OHIO branding typeface should be utilized whenever possible, and prominently displayed.*
- *Some typefaces are only available via specific tools.*
- *Off brand colors should only be used in specific contexts (such as Halloween orange), as a secondary accent, and not for routine communications. OHIO branding colors should be utilized whenever*

possible, and prominently displayed.

Step	Design question/procedure	Examples/notes
1	Determine lead time	Requesters should allow designers at least 1-2 weeks lead time for basic designs, and significantly more time for complex designs, especially if employing UCM graphic designers.
2	What platform is this for? Twitter or Instagram? This may determine image size .	Post, Reel, Video, etc. If only a single image is to be created, 1080 x 1080 is the preferred image size since it displays well across Instagram and Twitter.
3	Who is the intended audience?	Students, faculty, staff, parents, community members, global audience. <i>Warning: Social media should only be used for public-facing work. Security-sensitive items should not be advertised on social media.</i>
4	What is the graphic type?	Infographics, charts, graphs, static images, decorative, animated GIFs, cinemagraphs, memes, etc.
5	What is the theme?	News item, reminder, invitation, holiday, job opening, social activity, popular trope, etc.
6	What is the tone?	Fun, serious, somber, professional, educational, whimsical, etc.
7	Should a special typeface be used?	Comic sans, shlop, wanderlust, 3D, etc.
8	Should a special color be used?	See Color/cohesion .
9	Do you have a photograph or screenshot to incorporate?	A person sitting at a computer, a screenshot of an app's screen, a picture of a building, a picture of a classroom, students "hanging out", etc. All photos should be sourced from Photoshelter . See Photography .
10	What words should be included?	See Text in image .
11	Write-up your description	See Example request .
12	List hashtags for metadata	Examples: @ohiou (Twitter), #ForeverOHIO (Instagram)
13	Enter your request into the Content Pipeline	See the Content Pipeline app .
14	Attach a content file with the caption, links, and any metadata.	
15	Wait for confirmation that the draft image has been created	

After the draft has been created

Step	Examples/notes	Examples/notes
1	Check for accessibility	See Accessibility .
2	Participate in round revisions.	See Round revisions .
3	Publish	

Example 1: request writeup:

"I need an image for Instagram. It should be an infographic news item to explain the introduction of the new app naming function in Authenticator. The tone should be professional with two cell phone images showing the old and new app screens. The app name should be prominently displayed. Cutler green should be the primary color, juxtaposed against the secondary Rust color with Brand typeface. The @ohiou handle should be used in the metadata. I have attached a screenshot of the old and new app screens. The primary header on the image should read: 'Authenticator now tells you the app being accessed!' The smaller heading should read: 'Read the caption to learn more.'"

Graphics: Design Composition and Concepts

[Back to Table of Contents](#)

Many useful skills can be learned via YouTube tutorials. It often just requires knowing the correct terminology to initiate a useful search. Be sure to reference [**Definitions**](#) and the terms marked in **boldface** throughout the text when querying outside resources.

OHIO does provide access to licensed Adobe products such as Photoshop and Illustrator for those who possess the requisite skills (or desire to learn). The [**Adobe Creative Cloud is available for download**](#) by OHIO staff.

And finally, the following information should be taken as general guidelines rather than prescriptive rules. Great design sometimes requires rules to be broken!

Definitions

[Back to Table of Contents](#)

Referencing this glossary will help you communicate design concepts easier.

- **Advanced design:** A design that will take significant time and effort to complete, possesses fine-art qualities, may utilize University logos and branding, requires new professional photography produced for a specific project, may be part of a long-running marketing campaign, is conceptually complex, and is appropriate for broad dissemination outside of the University. Visit [this folder](#) to see examples of complex graphically rendered images.
- **Affordances:** Visual cues in design that indicate something. They can be arrows leading to another image, geometric shapes, or even images that point to something else.
- **Aspect Ratio:** A standardized set of dimensions counted in pixels (screen resolution). 1920 x 1080 is a standard computer screen size, though another common aspect ratio is 1080x1080. See the chart in [Image size/aspect ratios](#) to see the listing of different social media requirements.
- **Asset:** A premade image, photograph, chart, or graph to be utilized in design work
- **Basic design:** will use simple graphic elements such as shapes, gradients, overlays, existing photography (found in [Photoshelter](#)), brand typography, OHIO color branding, can be completed in 1-2 hours, and is appropriate for ordinary/routine communications. Visit this [IT Downloads](#) [Social Media](#) folder to see examples of basic graphically rendered images.
- **Call to action:** Succinct, clever phrasing that impels a viewer to action.
- **Color sampling:** The use of specific colors from an image. Specific hex codes can be drawn with a sampler tool.
- **Designer fonts:** Large bold typefaces with exaggerated flourishes (such as Termina Extra Bold).
- **Distractors:** Items in an image or photograph that distract a viewer's attention away from the intended message.
- **DPI:** Dots per inch (see resolution).
- **Drop shadow:** A shadow behind an image. It allows creators to create a 3D optical illusion to create depth in an image.
- **Fine art:** Creative art, especially visual art whose products are to be appreciated primarily or solely for their imaginative, aesthetic, or intellectual content.
 - The convergence of popular culture and fine art. An activity requiring great skill or accomplishment.
- **Focal point:** The part of an image that draws the eye.
- **Font:** A stylistic variation of a specific typeface. Italics, bold, and condensed are three examples of font styles. A single typeface can have multiple fonts. The typeface Arial can be regular, italicized,

bolded, and/or condensed etc. The word “font” is commonly used interchangeably with typeface. *Example: designer fonts are a typeface that usually have several different exaggerated fonts.*

- **Ground:** The background field of the image that lays beneath the primary visual design and messaging. The ground can be simple, decorative, subtle, and even busy – so long as the ground does not cause contrast issues with the intended message.
- **Infographic:** A visual graphic element that conveys meaning with limited or minimal text. Infographics should tell a story visually beyond what can be learned from the text. Infographics can utilize charts and graphs as a component of their design however charts and graphs should not be the only visual feature that conveys meaning.
- **Metadata:** Any information that describes an image but is not part of an image. This can include captions, tags, keywords, and hidden scripts.
- **Resolution:** The number of color dots (pixels) within a square inch, also known as dots per inch.
- **Rule of thirds:** Images can be more pleasing to the eye if broken into three sections. One section should include the focal point (in most cases this should not be the center section).
- **Serif vs. Sans serif:** A serif is a small horizontal slash found on the tops and bottoms of single letters. Sans serif means without serifs.
- **Stroke:** A strong line around the border of text or an object that makes it stand out from the background. Stroke is ideally used for emphasis, or in situations where there is low contrast.
- **Typeface:** encompasses all fonts and styles of text. It is the word commonly confused with fonts. Good examples of typefaces are broad parent categories of text types such as Arial, Times New Roman, Gill, etc. Some typefaces are sans-serif, others are not.
- **Vanishing point:** Vanishing points are used in perspective designs where all lines vanish at a specific point on a horizon.

Accessibility and images

[Back to Table of Contents](#)

Color and contrast should be primary considerations when devising a visual design, especially if the design incorporates text. Use [WebAIM's contrast checker](#) to ensure that your graphics are accessible. The contrast checker will compare the color of a text with its background color to ensure optimal readability.

Also be careful when using color as an indicator. Add a textual component to make sure that the message is clear. For example, using red to indicate a warning is only partially effective, since some viewers may be color blind to the color red. Combining red with the word “warning” ensures that the meaning will not be lost to some users.

The following list details the most common combinations of color-blindness. Be careful when pairing these sets of colors in visual design, especially when contrast is intended to carry a specific meaning. Also, do not use these color pairings as layers on top of one another. The contrast may be easily lost for some viewers.

- Green and orange
- Red and green
- Blue and purple
- Red and brown
- Blue and green

In addition to text items in an image, metadata such as alt text should be carefully devised when used in conjunction with graphics. Visit [Alt text examples](#) in the [WebCMS Creation Guide](#) to learn effective techniques.

Call to action/buttons

[Back to Table of Contents](#)

Some platforms allow you to use images as buttons. The button image is hyperlinked so that when a user selects the image, it will convey them to a different webpage. Check the functionality of the platform before creating an image with a call-to-action button.

Buttons will stand out when given 3D attributes. This can be accomplished with a simple [drop shadow](#). Using a neutral stroke will also help indicate the use of a button. Example: See the button below titled *Download Now!*

- *The button is also a useful concept in website applications.*
- *Be careful when using drop shadows. They should only be used sparingly and for subtle effect.*

Color/cohesion

[Back to Table of Contents](#)

OHIO has made its [branding standard](#) readily available. Social media managers should consult the brand standards to make sure their designs are appropriate for Ohio University.

It is widely recommended that 1-3 primary colors should be used in most images. An additional 1-3 secondary colors can also be used in addition to three primary colors; however, secondary colors should typically only be used as highlights.

Color sampling is a great method for creating a cohesive design, especially when using photography. Many graphic rendering programs such as Photoshop/Illustrator allow you to select a specific color from an image. You can use this color for fonts, shapes, and more!

Colors can be utilized for different moods. Visit this [Color Psychology Guide](#) for a brief introduction to how color use can influence your audience.

Cohesion can also be accomplished by using visual items that are stylistically related. If you are creating a multi-image campaign, be sure to use the same color conventions and design elements on every image to maintain cohesion.

Note: In some instances, more than three colors are ideal. The challenge is to not detract from the intended message. See the image below. The most important ideas being conveyed in this message are color and contrast. To visualize those concepts, it is necessary to demonstrate color (by including a color wheel), and contrast (by making the typeface strongly stand out from the background).

Design procedure (for visual designers)

[Back to Table of Contents](#)

This section details the process of brainstorming and executing a design concept (for visual designers).

1. Brainstorm/interpret the idea.
2. Search for visual inspiration.
3. Plan an outline/draw it out.
4. Create a mood board.
5. Determine the dimensions of the finished product.
6. Collect all assets (mood board).
7. Start with a template (you can also start without a template).
8. Write the copy that will fit into the design.
9. Balance the composition.
10. Obtain feedback.

Create a mood board (how to)

[Back to Table of Contents](#)

A mood board is a collection of items meant to inspire a visual design. Items can include images, artwork, colors, artistic styles, and more. Though helpful to designers, it's probably most useful when requesting work for a high-value project that will have a high ROI. Mood boards should be assembled by the person requesting the work before the initial design draft is created.

Designers can then either incorporate actual photographs, or reference the images to create original art. There is no right or wrong way to create a mood board (how big or how small). It is simply a tool to help communicate ideas.

Example: The client wants a space-themed design. The client provides a mood board that includes:

- A picture of the Eagle Nebula
- Samples of NASA red and blue colors
- A picture of Jupiter
- Microsoft clipart (as an art style)

Keep designs simple

[Back to Table of Contents](#)

- Focal points should be limited in a single design (infographics that demonstrate a process might be an exception).
- Steer away from busy, complicated designs that are confusing to the eye. A complicated design might incorporate too many words, making it impossible for the viewer to determine the main idea.
- The imagery of the design should also not overshadow the message. Both the message and the graphic should work together in harmony to create a message full of context that cannot be achieved through words alone.
- Cluttered design concepts may also be frustrating to look at, forcing the viewer to become uninterested.

Focal points and perspective

[Back to Table of Contents](#)

Focal points lead the eye to a specific area of a [composition](#). There are many techniques including the [Fibonacci spiral](#) that are used to guide focus. Focal points can also be used in conjunction with perspective which gives the illusion of depth.

One or multiple vanishing points can be utilized to give a composition perspective. A vanishing point is placed along an image's horizon. All horizontal lines, such as the tops of buildings or sidewalks on a street vanish into one or more vanishing points in an image, while vertical lines remain perpendicular to an image's horizon.

Focal points and perspective can be used to imply motion.

The example below uses affordances (the triangular shapes) to point to the focal points (the girl running away from a presumed attacker). The image itself has a horizon and a vanishing point (to the right off-frame). The positioning of the red circular lines and the angular objects in the image evoke a sense of warning, movement, and distress.

Ground and gradients

[Back to Table of Contents](#)

The ground is the field for which all objects in an image are placed. Image rendering tools such as Photoshop use layers to order the appearance of objects from the background to the foreground. The ground can be both simple and complex – depending upon the needs of a design.

In most cases the ground will be a blank field. Sometimes, however, designers will make interesting grounds that thematically enhance an image. A good example of a thematic enhancement might be the use of the *Attack Cat* in a repeating pattern across the ground. Color gradients can be employed in the ground to create sharp and interesting images. The image below uses both a repeating pattern and a gradient mix of the colors *Under the elms* (#024230), and *Cutler green* (#00694E). Photographs can also be used as a ground, though they should serve to enhance an image's message, not distract from it.

Examples of ground: **1st image:** patterned ground behind text sample, **2nd image:** gradient using Cutler green and Under the Elms, **3rd image:** patterned ground with gradient. **4th image:** solid green (no gradient).

Ground and stroke

[Back to Table of Contents](#)

Stroke is a light or heavy line of varying sizes that encapsulates words and images. It can be used on both objects and typeface when their color does not contrast well with the ground. Find a color that adequately contrasts (especially black or white) and apply it as a stroke to a given text. The stroke will provide contrast and delineate an image against the background.

It can be any color and any size. It can start as small as one pixel and range to infinity. If the green stroke was not present, these words would be invisible on the page!

However, stroke is not always the ideal solution. It's better to first ensure adequate color contrast between ground and text rather than try and "fix" these problems with stroke. The **1st image** has a busy background with lots of green foliage, making the green typeface hard to discern. The **2nd image** has a thick black stroke. It's a small improvement, but it's still not quite good enough.

In cases where stroke is not an ideal solution, the ground can be deemphasized to improve the readability and contrast of the text used in the image (**3rd image**).

Hierarchy, balance, scale, and alignment

[Back to Table of Contents](#)

The human eye instinctively looks for hierarchy. It scans for the most important information first, before reviewing the details. This natural scanning technique allows viewers to make snap judgements on

whether a communication is relevant to them.

Hierarchy can be determined by a linear list; the relative scale of an object or text; the style, proximity of objects; and/or alignment. Oftentimes, sans serif typefaces are used for header text, while a more traditional typeface such as Times New Roman is used in the body.

Social media posts provide a limited area to work with, but these concepts can still be utilized. Here are just a few concepts:

- **Proximity:** The grouping of related objects in a visual design can signify interrelatedness.
- **Spacing:** Images and negative space should be used to break up blocks of text.
- **Scale:** Use to emphasize relative importance.

*Example: The following job posting image has the most important information displayed in large Terminal typeface **We are Hiring**. This is the first piece of information that will be seen by a viewer. If they are interested in finding a job (or know someone who is looking) then they will most likely scan the next largest piece of information **Ohio University Office of Information Technology** (which answers who is hiring). The smallest text guides the reader to the caption where they can find more information on this posting.*

Image size/aspect ratios

[Back to Table of Contents](#)

Always know your required image size before beginning a project. If a single image is to be used across multiple social media platforms, consider using images with an aspect ratio of 1080x1080 (a perfect square). This ratio can be scaled up or down depending on the desired application. Images that are perfect squares display well on both Instagram and Twitter. Using a single square standard will prevent the need for creating multiple image sizes for a single design, especially in low-value projects.

300 dpi is the optimal resolution for all digital imagery. This allows viewers to scroll in and out of an image while maintaining a reasonably high resolution. For more sophisticated projects that require multiple image sizes consider the following chart.

Social media preferred sizing chart

Below, screen size is expressed as an aspect ratio. In most cases these are the minimum dimensions to display correctly across all devices, however aspect ratio can be scaled up for higher quality images. Some platforms will automatically resize images to their desired dimensions.

Example: 1920 x 1080 can also be expressed as 3840 x 2160 (exactly twice as big).

Platform	Profile Photo	Thumbnail	Stories/reels	Posts	Cover/header/cha
Instagram	110 x 110		1080 x 1920	<ul style="list-style-type: none"> • Square: 1080 x 1080 • Landscape: 1080 x 566 • Portrait: 1080 x 1350 	420 x 654 (IGTV)*
Twitter	400 x 400			1024 x 512	1500 x 500
YouTube	800 x 800	1280 x 720			2560 x 1440**
Digital Screens					

*Instagram provides a long-form video platform. If you want to utilize this service, you will need a cover image.

**The most important content needs to be within the center of the image between 1546 x 423 to be viewable on all devices

Image types and usage

[Back to Table of Contents](#)

There are several different commonly used file types for digital and print media. Please review the image extensions below to determine which file type best fits your project's needs.

Jpeg: Are high resolution file types used to convey a significant amount of visual information in a single image. Jpegs typically have low granularity, with a high pixel count. High quality photographs are usually created as jpegs. Viewers can zoom in and out of jpeg images to see both micro and macro details. Jpegs are most appropriate for showing detailed photography. These file types typically take a large amount of memory and require longer download times.

Png: Are scalable file types that are best used in web applications and social media posts. Not as massive as their jpeg cousins, these images can be versatilely viewed across many different device types. Their purpose is to maintain the highest appropriate resolution across a variety of screen sizes. Png also provide the capability of removing backgrounds, that are typically not used in logos and other curvaceous designs.

Tif: Are less used than their jpeg and png cousins. Tifs are best employed for print media – such as physical documents and brochures. Tif files accurately communicate specific hues to be translated in the visual medium. Many printshops will convert other file types to Tifs before printing.

Gif: Are animated file types that use either full-motion video or subtle animated movements (such as a moving arm on a stationary image). These images can only be used digitally. Depending on the use, gifs can be simple or complex. They typically require a substantial amount of memory and may take significant time to create. These should only be considered for high value projects/campaigns.

PSD: Are the primary Photoshop filetype. These files can contain multiple images, image types, layers, app, and workspace data to be used by Photoshop/Illustrator. This file type is normally only used on a local system and is not shared due to its large size. However, it may be desirable to share this file type if several people are working in the file. Adobe has created a streamlined method for sharing comments/feedback in the Photoshop interface.

Invention (how to be creatively BOLD!)

[Back to Table of Contents](#)

Be careful not to use the same creative conventions over different bodies of work. While branding dictates some uniform conventions should be employed across all University works, a degree of creative license allows visual designs to be fresh, new, and exciting.

The easiest way to make sure that your designs stay fresh, new, and exciting is to search examples of other designers' work. Links to outside work can be found in the section titled [further reading](#).

Another part of being boldly creative is to avoid clichés and overuse of commonly used visual conventions. A good technique for avoiding visual clichés is to reference a thesaurus to help with a Google image search. By plugging variations of words into a search engine, it's possible to find many different visual interpretations. The resulting plethora of weird and possibly unconventional image interpretations should be more than enough to guide a unique inspiration.

For example, if you query the word [book](#) in a Google search it will return many conventional images of books of various shapes and sizes. However, if you query the word [tome](#) (which you found via your

handy thesaurus), then you will receive many images of ancient-looking, hand-written, aged, decorative manuscripts worthy of *Indiana Jones*.

Once you have found plenty of images to inspire you, use them as visual studies for your design work (also see [mood boards](#)).

Logos

[Back to Table of Contents](#)

Creators should consult with UCM's [Graphic Design department](#) before using official University [logos](#) in social media posts. Official logos should never be altered in any way. The University seal, Attack Cat, or Forever OHIO graphic should not be used without proper approval.

Naming files (conventions)

[Back to Table of Contents](#)

These were originally the image naming rules for [WebCMS](#), however this convention can be applied across social media and other applications to maintain uniformity. Consistency in file naming improves productivity, reduces errors, and makes it easier for all team members to find and understand image files.

Each image file name should include the following components:

- **University abbreviation:** All filenames should begin with "OU_" as an identifier.
- **Acronym identifier:** A shortened version of the department or project. e.g., "LMS" for Learning Management System.
- **Image type descriptor:** A brief description of what the image represents or its purpose. e.g., "HomepageBanner", "ProfilePic", etc.
- **Version number:** A version identifier if the image is a new version of a previously uploaded image.
- **Initials of the uploader:** The uploader's initials to identify who uploaded or last edited the image.

Example1: *OU_[Acronym Identifier]_[Image Type Descriptor]_[Version Number]_[Initials of Uploader].extension*

would be represented as:

Example: *OU_LMS_HomepageBanner_v01_AJ.jpg*

Do this:

- Use only alphanumeric characters, underscores, and hyphens.
- Keep file names as short as possible, while still being descriptive.
- Use lowercase for the file extension (jpg, png, etc.) for uniformity.
- Use "v01", "v02", etc. to denote versions. If there are minor changes, use decimal points, such as "v01.1".

Don't do this:

- Use spaces, special characters (!, @, #, \$, %, &, etc.) or accented letters.
- Include unnecessary information, such as "image", "picture", "file", etc.
- Change the naming convention unless there is a universally agreed-upon reason to do so.
- Use ambiguous terms like "final", "updated", "new", etc. as part of the version.

Negative space/white space/focal points

[Back to Table of Contents](#)

Negative space is all sections of an image that are not an important item of focus. It can be blank spaces, maintain a buffer between visual elements, and can even be vague background images that are not in focus. Negative space is almost as important as the text, objects, and subjects in an image. It gives an image balance and room to breathe. It may seem intuitive to pack an image full of as much information as possible, but negative space allows for clarity and can even indicate direction.

Negative space can also tell a story. For example, a picture of a person in a single corner could convey a sense of smallness in the presence of bigger questions!

Photography

[Back to Table of Contents](#)

The University provides a library of images that can be used to enhance social media posts. While a significant number of approved images are available in [Photoshelter](#), the current database of photographs is not exhaustive. New targeted professional photography may require the creation of new images. This work should be requested via the [UCM Request Form](#).

Additional photography is licensed and available to Ohio University content creators via [Adobe Stock](#).

However, the [Graphic Design](#) department has strongly advised that Adobe Stock should be used sparingly and only when technological images or specific contexts (such as a person sitting at a desktop computer) are not available via Photoshelter. For all other situations, images from Photoshelter can be re-used (and re-imagined) in unique and interesting ways.

Example: see the images below. The mix of typography, geometric shapes, color branding, styles, and photography can be used in conjunction to tell a story.

Round revisions

[Back to Table of Contents](#)

Round revisions are a technique used in the freelance graphic design industry to prevent an endless series of revisions once a designer has submitted an initial concept draft to a client. There is nothing more frustrating than working on a design that has had so many changes that it no longer resembles the initial draft!

To avoid this seemingly endless cycle designers should state the rules clearly up front:

- The client/requestor gets a **Total of TWO** rounds to request changes/revisions.
- A design concept must be well-communicated before the work is started (see [Communicating a Strong Concept](#)).
- The designer should only have one point of contact.
- The designer completes the first draft.
 - **Round one:** The requester/client and all necessary stakeholders evaluate the design and requests changes.
 - The designer makes the requested changes from **round one**.
 - The designer submits the updated draft for round two.
 - **Round two:** The requester/client and all necessary stakeholders evaluates the design and either:
 - Approves the final design, or
 - Requests final changes
 - The designer makes the final changes and publishes the design.

Rule of thirds

[Back to Table of Contents](#)

The Rule of Thirds is a commonly used technique in photography and design. An image is most effectively captured when framed into three sections. One of those three sections should contain the

primary focal point, to lead the viewer's eyes. This technique is related to compositional balance, which makes images interesting to look at.

When using existing photography, the designer can reorient the image on the ground to divide it into thirds. The Rule of Thirds should be considered in most images; however, it is not necessary in every concept. It is more of a compositional guideline than a rule. The photograph featured in this section can be divided into three different sections in two different ways.

Two examples of the rule of thirds with the same image:

- **In image 1:** the photograph can be divided into three sections: a tree on the left, a person in the middle with their bike, and a tree on the right. The person with the bike in section two is the focal point.
- **In image 2:** two-thirds of the image (section 1 and 2) do not have a focal point. Section 3; however, has the person with their bike. The person with the bike is the focal point.

Sixty/thirty/ten rule

[Back to Table of Contents](#)

A good design rule of thumb is the 60/30/10 rule. When using this rule, the most prominent feature should account for no more than 60% of an image. The second most prominent feature should only account for 30% of an image, and the least prevalent feature should only account for 10% of an image.

The 60/30/10 rule helps designers keep a minimalist perspective by establishing parameters for balance and proportion. This is very useful when considering text since it's ideal to use as few words as possible.

The 60/30/10 rule can be used in many different ways and across many different applications. Here are two obvious examples of how the 60/30/10 rule should be used:

- **Typeface:** You should use no more than three different styles of typeface in a single design. 1-2 in most cases is preferable. The largest typeface (typically a designer header font used in the [call to action](#)) should account for 60% of all the text. A small explanatory blurb (that briefly explains the [call to action](#)) should account for the next 30%. And finally, any additional information (nominally relevant) should account for only 10% of the total text in messaging.
- **Colors:** You should use no more than three colors in most designs. The primary color should account for 60%, the secondary color should account for 30%, and accent colors should account for 10%.

Variation on a theme

[Back to Table of Contents](#)

Occasionally there will be similar or related news stories published over time that are part of a bigger campaign. Sometimes it is important to create imagery that is similar, yet subtly different to maintain cohesion.

Look at the two phishing images below. Both use the exact gradient color scheme, the same typography, the use of affordances (the fisherman's hooks), and similarities of position

Text in images

[Back to Table of Contents](#)

Typefaces and specific fonts should be carefully selected when used in social media images. Depending on the text style used, the words can carry emotional impact and influence mood. Text should always be chosen to optimize readability. Fancy designer typefaces are not useful if they obscure the intended message in a design! Here are some tips when using text in your images:

Distill the message into its simplest purest form.

- Phrases should be direct.
- Phrases should be concise.
- Phrases should employ a **call to action**.

- Multiple phrases should be presented in a cascading format (see the [60/30/10 rule](#)).
- If this is intended to be a lighthearted communication, try including a clever phrase, humor, rhyme, or idiom, or reference to popular cultural tropes.

Fonts styles are important!

- Use serif fonts in combination with sans serif fonts for variety.
- Fonts with serifs (such as Times New Roman) are classic typefaces used in formal news, magazines, books, and print. This font style evokes a sense of erudition and history. The serifs tend to lead the eye in a "railroad" type pattern that is conducive for reading longform works.
- Sans serif fonts are a modern take on more traditional styles. This font style evokes straightforwardness and no-nonsense modern practicality. Sans serif fonts do not force the eye to focus in a "railroad" pattern. Researchers have discovered that these styles of fonts are perfect in "chunk blocks" of text that can be navigated both vertically and horizontally. This makes the sans serif font perfect for social media.
- Designer/novelty fonts should be used for impact and only used sparingly.

Copyright considerations

[Back to Table of Contents](#)

Most photographs and graphic images found on the internet are subject to copyright restrictions and may be illegal for use without the consent of the creator/owner. [UCM's Graphic Design department](#) has expressly forbidden using any image not sourced from OHIO's [Photoshelter](#) or [Adobe Stock](#) license. New professional photography should be obtained via a [UCM Request form](#), and may require some expense.

Under no circumstances should unlicensed images, photography, or artistic works be copied, re-imagined, or sampled.

Further reading

[Back to Table of Contents](#)

- Adobe Express (2020) *8 Basic design principles to help you make awesome graphics*
<https://www.adobe.com/express/learn/blog/8-basic-design-principles-to-help-you-create-better-graphics>
- Balliett, Amy (2020) *Killer Visual Strategies: Engage Any Audience Improve Comprehension, and Get Amazing Results Using Visual Communication*. Wiley. New Jersey.

- Barker, Jessica (2022) *12 Graphic Design Rules To Live By (From 6 Expert Designers) [Infographic]* <https://www.brafton.com/blog/graphics/graphic-design-rules/>
- Beveridge, Claire. (2022) *19 Facebook Demographics to Inform Your Strategy in 2023*. Hootsuite. <https://blog.hootsuite.com/facebook-demographics/>
- Canva. *25 Graphic Design Tips for Non-Designers and Beginners*. <https://www.canva.com/learn/graphic-design-tips-non-designers/>
- Caldwell, Cath. ed. (2019) *Graphic Design for Everyone: Understand the Building Blocks So You Can Do It Yourself*. Penguin Random House. New York.
- Corrin, Stacey (2023) *How to Do a Like and Share Contest on Facebook*. rafflepress. <https://rafflepress.com/how-to-do-a-like-and-share-contest-on-facebook/>
- Downing, Louise. *Tips for Universities marketing on Twitter*. <https://business.twitter.com/en/blog/tips-universities-marketing-twitter.html>
- Doyle, Brandon (2023). *TikTok Statistics – Updated Feb 2023*. Wallaroo. <https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:~:text=The%20percentage%20of%20U.S.%2Dbased,All%20data%20via%20Comscore.>
- Global Media Insight. (2023). *YouTube User Statistics 2023*. <https://www.globalmediainsight.com/blog/youtube-users-statistics/>
- Heller, Steven and Gail Anderson (2016) *The graphic design idea book: Inspiration from 50 masters*. Laurence King Publishing. London.
- Jennings, Maria (2019) *10 Visual Design Best Practices For Beginners*. Design Lab. <https://designlab.com/blog/essential-visual-design-best-practices-beginners/>
- Kimball, Miles A. and Ann Hawkins (2008) *Document Design: A Guide for Technical Communicators*. Bedford St. Martins. Boston.
- Logopoppin. *Social Media Best Practices that could offer Leads this Year*. <https://logopoppin.com/blog/social-media-best-practices/>
- Martin, Michelle. (2022) *21 Social Media Best Practices to Follow in 2023*. <https://blog.hootsuite.com/social-media-best-practices/>
- McGrath, Tim. *Graphic Design Inspiration: A broad sense of the graphic design that inspires me*. Pinterest. <https://www.pinterest.com/timmcgrath/graphic-design-inspiration/>
- Meta. *Creator Studio features (Instagram)* <https://www.facebook.com/business/learn/lessons/creator-studio-overview>
- O'Carroll, Barry (2023) *28 Composition Techniques That Will Improve Your Photos*. <https://petapixel.com/photography-composition-techniques/>
- Shepherd, Jack. (2023). *22 Essential Twitter Statistics You Need to Know in 2023*. <https://thesocialshepherd.com/blog/twitter-statistics#:~:text=18%2D24%20year%20olds%3A%2017.1,year%20olds%3A%2017.1%25%20of%20users>
- Statista. (2023). *Distribution of Instagram users worldwide as of January 2023, by age group*. <https://www.statista.com/statistics/325587/instagram-global-age-group/#:~:text=As%20of%20January%202023%2C%20almost,to%2044%20year%20age%20group.>
- Strongitharm, Jessie (2023) *ADA Standards for Accessible Design: How to Be Compliant* <https://venngage.com/blog/ada-standards-for-accessible-design/>
- Temis (2022) *Types of Social Media Graphics: Everything You Need to Know* <https://temismarketing.com/blog/types-of-social-media-graphics-everything-you-need-to-know/#:~:text=each%20with%20its%20own%20purpose,to%20convey%20data%20or%20information.>
- University Communications and Marketing. *OHIO Brand*. <https://www.ohio.edu/ucm/ohio-brand>
- University Communications and Marketing. *OHIO's Social Media Guidelines* https://catmailohio.sharepoint.com/:w/r/sites/OIT/_layouts/15/Doc.aspx?sourcedoc=%7B812D256F-7D3E-49CC-834C-C5EB4E7BE0BE%7D&file=Social-Media-

[Guidelines.docx& DSL=1&action=default&mobileredirect=true&cid=8ab3c7bc-453f-4a44-a535-bb6bf7de991f](#)

- Verlarde, Orana (2022) *The Complete Guide to Social Media Image Sizes (In 2022)*
<https://visme.co/blog/social-media-image-sizes/>
- Verlarde, Orana. (2020) *15 Graphic Design Tips for Beginners & Non-Designers*. Visme.
<https://visme.co/blog/graphic-design-tips/>
- Visme. *Color Psychology Guide*. <https://www.visme.co/templates/infographics/color-psychology-guide-infographic-1425283749/>
- Wilshere, Andrew and Ezra Lamb (2018) *Inclusive And Accessible User Interface Design Tips*
<https://designlab.com/blog/40-tips-inclusion-accessibility-user-interface-design/>