

SJSU

AS OF MAY, 2021

Brand

Style

Guide

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What comes to mind when someone says “San José State University”?

The impressions people develop of SJSU, what they see, hear and experience, all contribute to their perception of our brand. That means it’s ever important that we consistently convey our identity across channels to support and establish positive recognition of SJSU.

SJSU's Strategic Communications and Marketing team has developed the following guidelines to help us all promote the appropriate use of the San José State brand and identity. Our goal is to achieve a unified, compelling representation of SJSU. By adhering to these standards university-wide, we will align our marketing efforts to better emphasize the authentic, transformative identity of Silicon Valley’s only public university: San José State.

About The Brand

Our People and Place Are Our Brand

San José State University's brand begins with our people — students, faculty, staff members and alumni — and our role in creating a place of diverse experience in the 10th largest city in the U.S. Throughout our history, we have evolved along with the needs of our students, our region and the world. San José State has expanded from an institution focused solely on preparing teachers to educate a young California to one that is developing the diverse talent required for the future of work across industries.

Brand Positioning

San José State University The Gateway to Creativity and Innovation

As Silicon Valley's public university, San José State provides access to cutting-edge research, world-class scholarship and transformative opportunities that advance the public good locally and globally.

Brand Pillars

These key themes capture the fundamental elements of our brand. When you write or speak about San José State, use them to frame the content or conversation, adapting the message as appropriate per channel, platform and audience. Each pillar is equally important to our brand.

Teaching Through Research

With \$60 million in annual research, SJSU is a top-200 school nationally in terms of research funding and second highest in research productivity in the California State University system.

Public Good On a Global Scale

For more than 160 years, San José State's students, alumni and faculty and staff members have created a world of public good, adapting to meet the needs of the region and the global economy.

Silicon Valley Experience

Located in downtown San José, California, the 10th largest city in the nation, San José State's urban campus offers the ability to live, learn, work — and enjoy the best of the Bay Area, its surrounding mountain ranges and the Pacific Ocean.

Equity, Inclusion and Justice

San José State is proud of its long history of student civil rights activism, commitment to social justice, service to first-generation student populations, and welcoming of racial and ethnic diversity.

Student-Centered

San José State offers student-centered learning opportunities and experiences — through interdisciplinary and experiential programs, curricular- and co-curricular-based internships, study abroad, service-learning projects, research and more — that support students' ability to learn in an active manner.

Brand Personality

What are our
Spartan traits?

What are the words
we use to describe
SJSU today?

When creating your messages,
use language that reflects these
characteristics of our personality.

Justice-oriented
Collaborative
Innovative
Community-minded
Resilient

Editorial Style

Align Your Messages With the SJSU Brand

Following SJSU Editorial Style guidelines will help us all speak with one voice. Our guide borrows heavily from [The Associated Press Stylebook](#), which is used for print and digital platforms such as [SJSU Newsroom](#), [“Washington Square,”](#) [President Papazian’s blog](#), college and department newsletters and other materials targeting a general audience. [Read the complete guidelines online.](#)

Voice & Tone

A brand's personality influences its voice and tone. Our voice is a reflection of who we are — our unique personality — and how we express ourselves. Our tone is active, adjusting to the particular platform, channel, situation or condition while reaffirming our authenticity.

Voice

Personal
Friendly
Inclusive
Grounded

Communicating with a consistent voice begins with following SJSU Editorial Style. Carefully consider the brand voice and tone of messages across all platforms to ensure that we are communicating who we are effectively and clearly with our many audiences.

Tone

Warm and welcoming
Educated and curious
Honest and direct
Confident and open-minded
Celebratory and positive

Tone sets the scene in your writing and is reflected by your word choice and sentence structure. Your tone may vary slightly depending on your communication platform and on your audience.

Commonly Used Titles and Terms

The following examples are adapted from AP Stylebook. For a full list of SJSU's common terms, grammar, punctuation and formatting, visit [SJSU Editorial Style Guide online](#).

San José State University

The proper spelling of San José State University includes the accent over the “e” in José, when printing the name in both title case and in all capitals. You can set Microsoft Word and other word-editing applications to insert the accent automatically.

Examples:

San José State University

SAN JOSÉ STATE UNIVERSITY

Exception:

Email text does not require the accent over “e.”

First reference to the university should be its full name: San José State University.

Accepted second references are San José State, SJSU and “university.”

Do not capitalize “university” when used alone as a second reference.

Graduation years and majors

When noting the graduation year and major of a San José State graduate, follow the Spartan's name with the two-digit graduation year and major. For current students, using the expected graduation date is acceptable.

Examples:

Wanjiru Kamau, '65 Social Sciences

David Chai, '95 Graphic, '00 MA Art

Kenneth Habecker, '63 BA, '71 MA Spanish

Titles

Titles are capitalized only when they precede a person's name.

Examples:

President Mary A. Papazian

Mary A. Papazian, president of the university

Dean Shannon Miller

Shannon Miller, dean of the College of Humanities and the Arts

Associate Professor Camille Johnson

Camille Johnson, associate professor of organization management

The proposal presented by the college deans and department chairs is subject to approval

Capitalization

Academic degrees

Academic degrees are capitalized only in specific references, such as Bachelor of Arts, Master of Arts, Doctor of Philosophy, etc. They are not capitalized in general references, such as bachelors degree, master's, doctorate. The word degree is not capitalized.

Examples:

His objective is a Bachelor of Arts in History.

The university offers several master's degree programs. One of these is the Master of Public Administration.

Capitalize degrees when they are referred to by initials: BS, MA, PhD. When using the abbreviations with a name, follow the name with a comma and then the abbreviation.

Example:

Frederick A. Chin, PhD

Black

Use the capitalized term as an adjective in a racial, ethnic or cultural sense.

Example:

Black people, Black culture, Black literature, Black studies and Black colleges.

For more examples and guidance on terms such as African American, Asian American, Latino/a and more, visit the [SJSU Editorial Style Guide online](#).

Building names

Building names are capitalized.

Example:

Yoshihiro Uchida Hall or Uchida Hall

Pronouns

Use a person's self-identified pronoun whenever possible. Avoid using s(he) as generic third-person singular pronouns. Do not presume maleness in constructing a sentence by defaulting to he/his/him. Usually it is possible, and always preferable, to reword the sentence to avoid gender.

They/them/their is acceptable in limited cases as a gender-neutral pronoun, when alternative wording is overly awkward or clumsy — or a person's gender is unknown or irrelevant to the context. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun.

Examples:

Reporters try to protect their sources.

In most cases, a plural pronoun such as they, them or their should agree in number with the antecedent: The children love the books their uncle gave them.

All About Alum-

After graduation, former SJSU students may be referred to using the following terms.

Examples:

Alumnus: singular male graduate or former student

Alumna: singular female graduate or former student

Alumnae: plural female graduates

Alum(s): may be used as an inclusive term to refer to former student(s)

Alumni: plural graduates or former students, all or some of whom are male

As an alternative, "graduate" may be used.

Visual Style

Create a Visual Connection to SJSU

Visual communication is another way we convey SJSU's brand. Our visual style is intended to help our audiences see multiple viewpoints, intellectually, culturally, and spatially — and connect to SJSU's transformational spirit. Through the use of images, graphics and specified typography, we establish brand recognition and consistently convey our identity across channels. Using visual communication is also a powerful way to evoke emotion and deepen the meaning of our stories and messages.

Visual Style

University Marks

Symbols of Our Brand

SJSU uses a series of marks to distinctively portray our name and build memorable recognition of our brand.

Primary Logo

Our primary logo is used in business stationery, as a signature at the bottom of communication materials for internal and external audiences, or for promoting events and activities sponsored by campus units.



University Wordmark

Wordmarks may be used at the top of the SJSU website, print publications and collateral; as a centered graphic at the bottom of a publication cover; or as a central name on a video slide.

The flush-left double-line version is designed to use with the SJSU monogram, but it may also be used when space is limited.

SAN JOSÉ STATE UNIVERSITY

SAN JOSÉ STATE
UNIVERSITY

SJSU Monogram

SJSU's monogram may be used for branded gear, such as clothing, mugs, tote bags and more.

SJSU

Spirit Mark

The spirit mark represents not only pride in our university but also the Spartan spirit in all of us. It may be used for spirit- and pride-building functions — like on promotional items and apparel. It can also be used on hero images, social media banners, videos and as an avatar.



[Download university marks online.](#)

Color Options

All university marks may be used in these colors: blue, gold, gray, black and reversed in white.



Color options on white.



Reversed in white on various backgrounds.



Use only white logo when on photos.

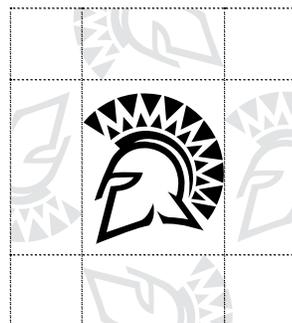
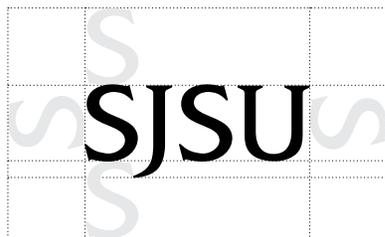


The Spartan spirit mark is available to use in these color variations.

Clear Space and Minimum Sizes

Clear Space

Do not crowd the university marks with other visual elements. Always give them plenty of room to help to ensure visibility and legibility. Clear space around university marks no less than shown below.



Minimum Sizes

University marks should not appear smaller than the stated sizes below to ensure they are legible.

SJSU SAN JOSÉ STATE UNIVERSITY



1 inch or 26 mm wide

SAN JOSÉ STATE UNIVERSITY



1 inch or 26 mm wide

SJSU

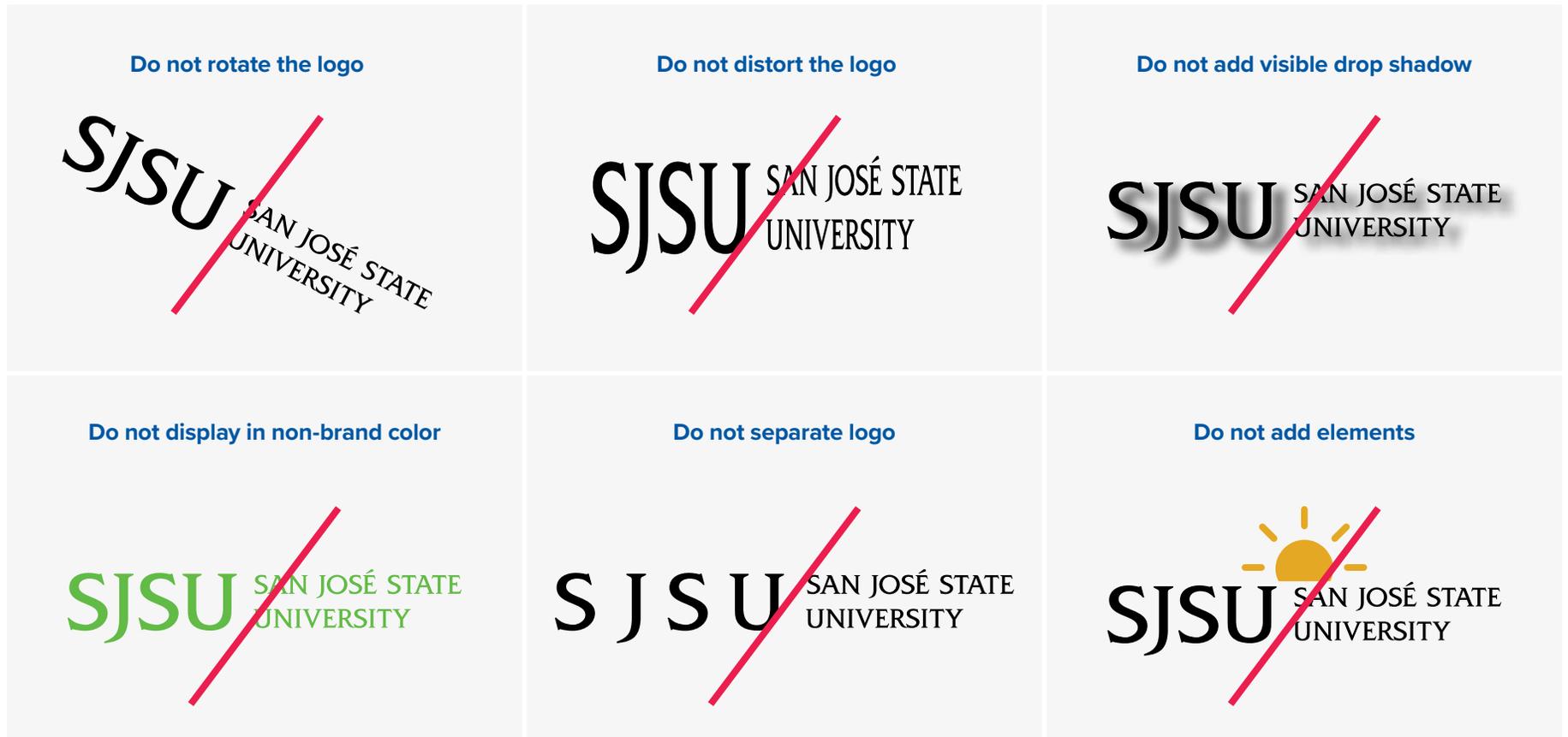


0.5 inch or 13 mm wide



0.5 inch or 13 mm tall

What Not to Do



The above “What Not to Do’s” also apply to all university marks.

University Seal

The university seal is used as a formal symbol on official university documents and on materials produced for the president.

The seal is not a marketing logo. Use of the seal for any purpose other than those listed below must be approved by Strategic Communications and Marketing department per consultation with the Office of the President.

Usage examples:

- President's Office
- Commencement
- Formal admission letter
- Diplomas

The university seal is available by request only. To send us a request, please visit sjsu.edu/communications/identity.



Minimum Size: 0.75 inch or
19 mm in diameter



Lockups for Campus Units

These lockups (SJSU monogram + unit name) are designed to create and maintain brand unity and consistency across the entire university. So no matter what campus, college or unit is producing the communication, it is appropriately branded.

Color options

SJSU | METEOROLOGY AND
CLIMATE SCIENCE

SJSU | METEOROLOGY AND
CLIMATE SCIENCE

SJSU | METEOROLOGY AND
CLIMATE SCIENCE



Use white on photos that have not been altered on software such as Photoshop (i.e., blurred, darkened, brightened, etc.).

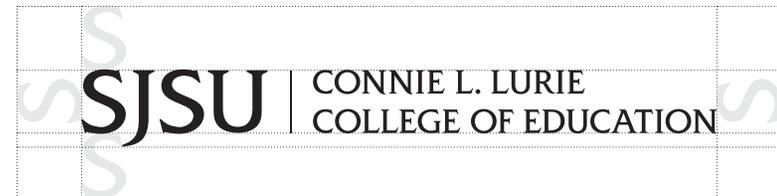
[Download campus unit lockups online.](#)

Layout Options

SJSU | OFFICE OF THE PROVOST

SJSU | METEOROLOGY AND
CLIMATE SCIENCE

Clear Space



Minimum Size

SJSU | CONNIE L. LURIE
COLLEGE OF EDUCATION



1.25 inches or 32 mm wide

Examples of Lockup Usage

Visual Hierarchy: It may seem like it is best to begin with a lockup, but it is truly best to begin with your main message. Then use the lockup as a secondary message or signature. See examples.

100 Years of Women's Suffrage in the South Bay
 SJSU Special Collections and Archives
 Fifth Floor
 Jan. 23, 2020 - Dec. 15, 2020

The first example features a large '100' lockup where the '1' is a vertical strip of historical photos and the '00' are circular portraits of women. The second example features a large 'U' lockup where the 'U' is a vertical strip of historical photos and the '00' are circular portraits of women. Both examples include the text 'SJSU | KING LIBRARY' at the bottom.

SAN JOSÉ STATE UNIVERSITY
 powering SILICON VALLEY

The George W. Minns Center for the Instruction of Foundational Education
Putting teachers first

The George W. Minns Center for the Instruction of Foundational Education is dedicated to fulfilling the original educational mission of George W. Minns, first principal of Minns' Evening Normal School, a teachers' college and the predecessor of San José State University. A Harvard-educated lawyer-turned-teacher and passionate advocate for education, Minns believed that the wellbeing of the state and nation—still young during his 19th-century lifetime—lay in public education and, ultimately, with teachers.

At the time of the 1857 founding of Minns' Evening Normal School, Minns' teaching philosophy stressed teacher enthusiasm along with high pupil engagement and self-sufficiency. Minns believed that solid comprehension of basic skills was essential in order for one to continue to learn: "It should never be forgotten that correct spelling, reading, writing, arithmetic, geography, grammar and facility in expressing one's self in good plain English are indispensable. They are the foundation of all future acquisitions... They are worth any quantity of heads full of mere smatterings of ologies and osophies," he said.

Most significantly, Minns held that the purpose of education was not to memorize but to learn to think for oneself: "Self-development should be encouraged to the fullest extent.

The pupil should be told as little as possible, and induced to discover as much as possible. Encourage him to conquer difficulties himself. Every victory so achieved adds to the strength of his mind, and what he acquires in this way he makes permanently his own."

The Minns Center believes that these educational tenets still hold true today.

The Minns Center seeks to ensure that the future of education in our nation remains in the able hands of passionate, world-class teachers by supporting all students in the Connie L. Lurie College of Education in the development of essential educator skills such as:

- Maintaining enthusiasm for subject matter
- Generating student engagement in classrooms
- Aiding students in finding their own solutions to problems in the classroom
- Displaying appropriate levels of appreciation for gifts of red apples

For more information—and to help the center put teachers first—please contact us at 408-977-1857.

SJSU | CONNIE L. LURIE COLLEGE OF EDUCATION

SJSU | KING LIBRARY

Student Technology Training

libguides.sjsu.edu/sttc

Monday – Friday
 9 a.m. – 4 p.m.

SAN JOSÉ STATE UNIVERSITY

RESTRICTED ACCESS TO SAN JOSÉ STATE UNIVERSITY DURING COVID-19 PANDEMIC

Until further notice, access to campus property, grounds and facilities of San José State University is restricted to authorized persons only. Authorization to enter the San José State University campus, including any campus building or other structure on campus property, requires an essential need for physical access by designated on-duty employees, enrolled students, first responders, or designated entities performing contracted services. All persons seeking to enter the campus must carry with them and provide evidence of such authorization.

Subject to applicable law, authorized persons who enter the campus (including buildings) must comply with the following requirements:

- Self-checking for symptoms consistent with COVID-19 before arriving on campus.
- The proper wearing of face coverings that cover the mouth and nose.
- Strict adherence to the rules of public distancing (maintaining at least 6 feet of distance between persons, as a means of minimizing the transmission of pathogens).
- Strict compliance with all applicable federal and state laws, directives and orders regarding the COVID-19 pandemic.

Any member of the public who refuses to comply is subject to expulsion from campus property and/or criminal prosecution for trespassing (CA, PC 602.6).

Please direct any questions on the building access to the University Personnel at 408-924-2250 (for employees), Student Affairs at 408-924-5900 (for enrolled students).

SJSU Adapt | SJSU FACILITIES DEVELOPMENT AND OPERATIONS

Visual Style

Color Palettes

Primary Colors

SJSU's primary color palette is simple. Blue is most often used as a background and to colorize photos, for the most contrast and accessibility online. Gold is used as an accent color, used to brighten and pop. Gray is our neutral color from which gold, blue and white can pop. Use dark gray for body copy color. Anything "Spartan Spirit" oriented should incorporate the main colors.

<p>Blue</p> <p>PMS 300 CMYK 100-43-0-5 RGB 0-85-162 HEX 0055A2</p>	<p>Gold</p> <p>PMS 7405 124 CMYK 10-35-100-0 RGB 229-168-35 HEX E5A823</p>
<p>Gray</p> <p>PMS 422 CMYK 0-0-0-55 RGB 147-149-151 HEX 939597</p>	<p>Dark Gray</p> <p>PMS Cool Gray 11 C CMYK 67-57-51-29 RGB 83-86-90 HEX 53565A</p>

The gradient may be used as a background or as an overlay over black and white photos. The gradient symbolizes Transformation and is used in SJSU's "Transformation" campaign.



Secondary Colors for Web & Accessibility

Light Gray

RGB 210-210-210

HEX D2D2D2

Dark Gray

RGB 102-102-102

HEX 666666

Roll-over Blue

RGB 28-136-244

HEX 1C88F4

Web Accessible Combinations

Be mindful of color contrast across all digital platforms, including on websites, blogs and social media. Users with vision challenges or limitations may have a difficult time differentiating between colors. Please follow the combinations below.



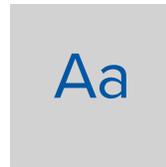
White text on a blue background



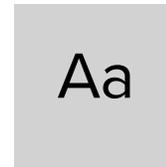
Blue text on a white background



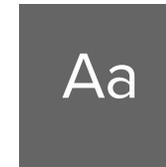
Gray #666666 or darker text on a white background



Blue text on a gray #D2D2D2 or lighter background



Black text on a gray #D2D2D2 or lighter background



White text on a gray #666666 or darker background

Secondary Colors for Print

Greens

Pantone 377 C	Pantone 377 U
Pantone 367 C	Pantone 367 U
Pantone 3278 C	Pantone 3278 U

Earth

Pantone 718 C	Pantone 718 U
Pantone 483 C	Pantone 4625 U

Amy Tan

Pantone 7503 C	Pantone 7503 U
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Blues

Pantone 276 C	Pantone 276 U
Pantone 2915 C	Pantone 298 U
Pantone 7461 C	Pantone 299 U
Pantone 2955 C	Pantone 2945 U

Lighter Yellow

Pantone 122 C	Pantone 108 U
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Colleges/Color Paletts

College of Health and Human Sciences

Pantone 112 C	Pantone 111 U
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Humanities and the Arts

Pantone 422 C

School of Business

Pantone 124 C	Pantone 116 U
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Social Sciences

Pantone 413 C

College of Education

Pantone 2915 C	Pantone 298 U
--------------------------	-------------------------

Engineering

Pantone 158 C	Pantone 144 U
-------------------------	-------------------------

Science

Pantone 124 C	Pantone 128 U
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Visual Style

Typography & Fonts

Typography

Primary display typefaces

SJSU has proprietary fonts created by our own design talent, Professor Chang Sik Kim in 2014. Consistent use of our unique fonts builds a recognizable "character" style over time and elevates brand perception. Long term use of our unique font families creates a structural familiarity in all university visual communications.

SJSU Spartan

A large, bold, black serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'.

SJSU Pride

A large, bold, black sans-serif font sample showing the uppercase letters 'A', 'B', and 'C'.

Complementary Fonts

Complimentary fonts, support our unique primary typefaces. Both Proxima Nova and Helvetica have a strong geometric form and are accessible "Sans Serif" fonts that function well for any communication text and for timeless building signage. Our external facing perimeter building signage includes SJSU Spartan, on-campus building identifying fonts are Proxima Nova.

Proxima Nova

A large, bold, black sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'.

Helvetica Neue

A large, bold, black sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'.

Font Stacks for Web

Web font stacks in CSS are managed through SJSU's content management system. The primary web font is Nunito Sans and the fall back secondary and tertiary fonts are Verdana and sans-serif.

Primary: Nunito Sans

A large, bold, black sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'.

Secondary: Verdana

A large, bold, black sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'.

SJSU Spartan

Professor Chang Sik Kim drew inspiration from the classic fonts of ancient Sparta, mid-century old style typefaces, as well as transitional and modern typefaces. By integrating characteristics of each, he has created a typeface that expresses both SJSU’s history as the founding campus of the California State University system and our dynamic future as Silicon Valley’s public university. The letterforms are round, stable and strong, with no thin or fragile elements. They have Spartan "character," and may be used for main headers, formal body text and pull quotes.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
 Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0123456789@Éé

Family

ExtraLight
ExtraLight Italic
 Light
Light Italic
 Regular
 Bold
Bold Italic

Example

Transformation Defined

Norman K. Tuitavuki
 '17 MA Transportation Management

“The education I received from San Jose State has given me the tools I need to advance my career upward.”

The intercambio, or exchange program, emerged when she met a Oaxacan artist collective that specialized in creating handmade alebrijes, beautifully decorated figurines. By forming a multicultural partnership, she created opportunities for social change at home and abroad.

Share Your Transformation Story

My Story is Here is a statement of pride in being a member of the SJSU community.

SJSU Pride

SJSU Pride is just that: Proud, bold and diverse spirited headlines, body copy, and even words over photos [samples in guide] do well with our newest proprietary typeface. Athletics is naturally a super-user of Spartan Pride.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 0123456789 BPAR**

Family

XLight
XLight Italic
 Light
Light Italic
 Outline One
 Outline Two
 Regular
 Relief
 Spur
Regular Italic
 Bold
 Rounded
Bold Italic
 XBold
XBold Italic

Example

**A REVOLUTION
OF KINDNESS**

**“We don’t grow when things
are easy. We grow when we
face challenges.”**

The intercambio, or exchange program, emerged when she met a Oaxacan artist collective that specialized in creating handmade alebrijes, beautifully decorated figurines. By forming a multicultural partnership, she created opportunities for social change at home and abroad.

Visual Style

Photography & Video

Photography

Images should convey the activity and energy of SJSU and its diverse, vibrant community. You want to tell the story at a glance, visually capturing the meaning in the moment. Here are three points of view you may use to do so:

Portraits

Portraits show the individual's experience and what makes each person unique — which drives impactful storytelling.



Motion

These images capture people in action, immersing the viewer in the scene and the experience you want to create for them.



Place

These aerial images show SJSU at the center of a vibrant city in the heart of Silicon Valley, surrounded by the arts, technology, business, mountains, ocean and blue skies.



SJSU Photography Library

sjsu.photoshelter.com

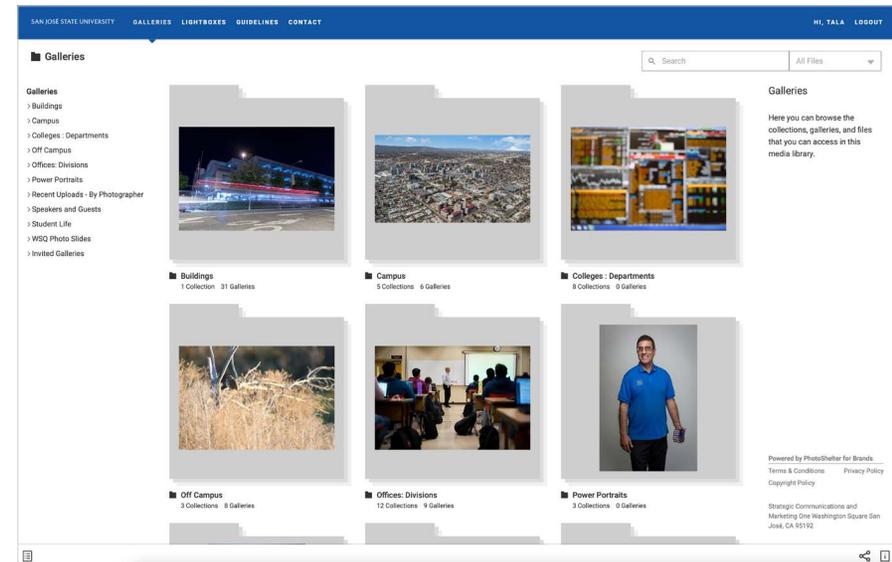
San José State has a collection of imagery that is accessible for all employees through their university login credentials. Browse folders and galleries to locate photography or search by keywords using our [index of search terms](#) to help you search and find what you're looking for.

If you are not able to find specific photography, fill out a [photography service request form](#) to request what you need.

Permissions

Photos are not to be used by any company or organization outside of SJSU without first obtaining permission from Strategic Communications and Marketing. All rights are reserved and photo assets are the copyright of SJSU.

Approved vendors, freelancers and contractors must fill out a [contact form to gain access](#) to the photography library. Please make sure to indicate your point of contact at San José State University, provide some details to the project you are working on, and specify the images you are looking for.



External Photography Requests

External media outlets, businesses and others may request permission to use photos. If you are contacted by an outside organization for photos or you wish to obtain permission to send photos to an organization outside of SJSU, please contact Strategic Communications and Marketing at communications@sjsu.edu. Once approved, photos should include proper credit ("Photographer's name/San José State University").

SJSU Video Style

Video gives us the opportunity to tell our stories and show how SJSU cultivates transformation, while also inspiring others to transform themselves through a San José State education.

SJSU videos embody a clear message, free of distraction and include only essential content. They align with the university's personality and brand pillars and support our mission, values and priorities. That's why we use original, bold and high-quality videography and employ visual simplicity to create compelling, emotional and meaningful messages of the SJSU brand.

Work With SJSU Creative Team

SJSU connects worlds of research, academia and campus life with our local community and business partners through the creation of video experiences that inspire, educate and engage.

Our visual creative services include:

- Guidance with video production and branding
- Assistance with budgeting and equipment rental
- Providing visual resources such as motion graphics and b-roll
- Creating a talent/casting directory
- Developing a location catalog

Common types of video:

- Instructional/educational
- Marketing
- News/informational
- Event coverage

SJSU

Brand
Style
Guide

Digital Communication

Web Design Standards

The university’s web standards and best practices are designed to make your website as user friendly and consistent as possible, while providing basic instruction in the use of the central content management system (Omni CMS).

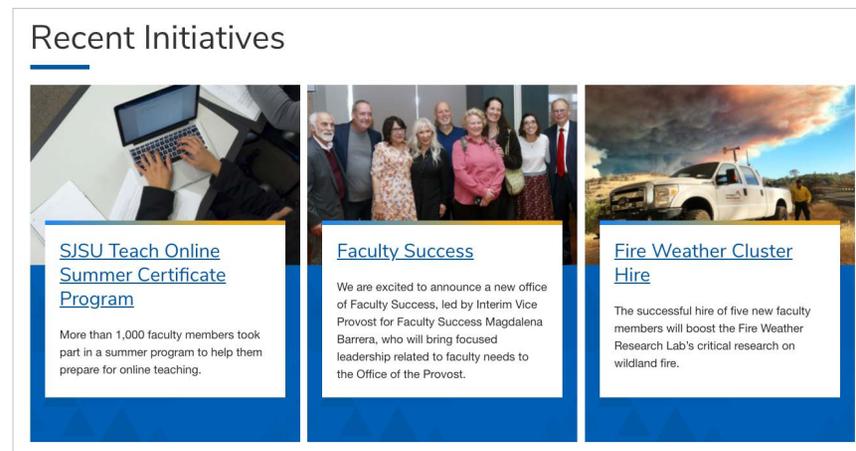
Smart Information Architecture

Help users scan and navigate a site without feeling overwhelmed. List six items or fewer for the main navigation of your site.



Say More with Fewer Words

Limit character count throughout your site. In this example, the card components work best with short, clear headlines and brief copy.



Use Authentic Imagery

Avoid stock photography or clip art. The university's photo library includes assets of our own staff and students.



Get Help From our Team

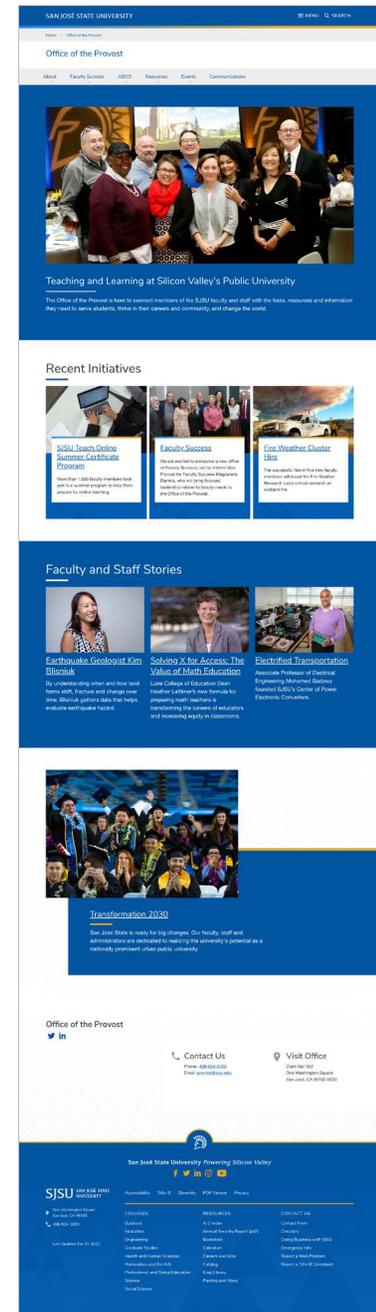
Seek out the digital marketing and web communications team for best practices, support or vendor guidelines:

sjsu.edu/communications/help.

Homepage Design

The components in Omni CMS are like building blocks you can use to create a compelling landing page that shows off who you are and what you do at SJSU.

Note this example balances image and content, is easy to scan, and embraces mobile-first design.



Social Media

Social Media is an important and effective tool that allows our university to communicate with faculty, staff, students, alumni and the community. It's our opportunity to be transparent, start or join conversations and build an online community about the things that matter to our audience. By using Facebook, Twitter, LinkedIn, Instagram and TikTok, you can foster and engage with many Spartan online communities. Before getting started, please review our suggestions for creating a successful social media presence, starting with developing a strategy.

Why create a strategy?

- Keep you on track during a busy academic year
- Communicates the "why" and the "how" as well as "why not"
- Increases overall commitment
- May help with resources, funding and time invested
- Creates community with your respective audiences

Handles

When choosing a handle, use the university's abbreviated name and your department, organization or brand name.

discoversjsu

sjsuadmissions

sjsuarts

Sjsufoodpantry

Steps to Success

- Make social media part of your overall goals
- Think strategically and integrate with other tools
- Know your capacity and create a workflow
- Decide how you will measure success
- Have a contingency and exit plan

Hashtags

If possible, hashtags should include our universities abbreviated name and your goal or topic for a successful campaign. It will help audiences clearly follow the conversation in our community.

#SpartanUp

#SJSUBound21

#SJSUAlumni

Best Practices

Before creating your social media strategy, look over our ten Social Media Tips to prepare you for success on social media.

1. Create Professional Login Information

Use a department email address and share the password with colleagues. Don't use a personal email.

2. Identify Yourself

Your "About Me" section or handles should have all the necessary information for your audience to get to know your brand.

3. Approach Growth with Patience, Consistency and Quality

The most successful social media channels consistently post quality content relevant to their audience and remain on brand.

4. Be a Good Listener, but Don't Censor Your Audience

Monitor conversations about the university on your platforms — this gives us an opportunity to interact, learn about our audience, and provide qualitative data to measure our social media efforts.

5. Post Useful, Interesting and Succinct Content

If your audience engages with you in the comment section or shares your content, engage with them too! Answer questions and continue the conversation as best you can.

6. Keep Your Social Media Copy Short and Conversational

7. Follow Community Standards

8. Use Student Talent Wisely

9. Measure and Share Your Progress

Reviewing and collaborating with others allows us to optimize our strategies.

10. Finish What You Start

Starting a new social media campaign takes a lot of bandwidth — ask yourself if you have enough of it to see the project through completion.

Imagery Style

Use authentic and dynamic imagery that represents and resonates with your audiences, and showcases the campus, student/ research activities, events. If in need for user generated content, be sure to obtain the right permissions and credit the author.

LinkedIn



Facebook



Twitter



TikTok



Instagram Stories

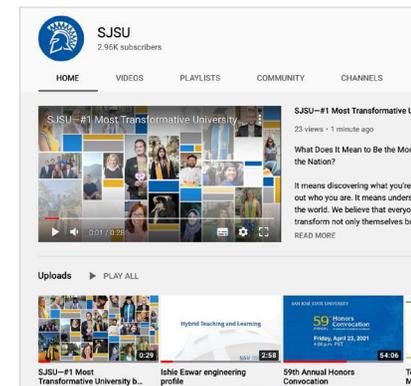
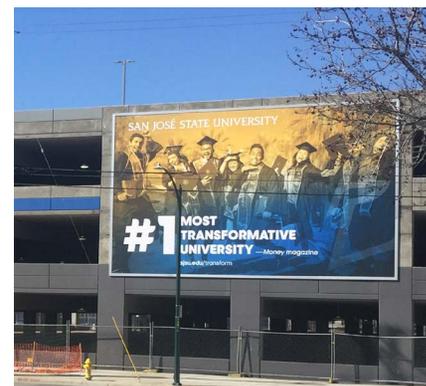
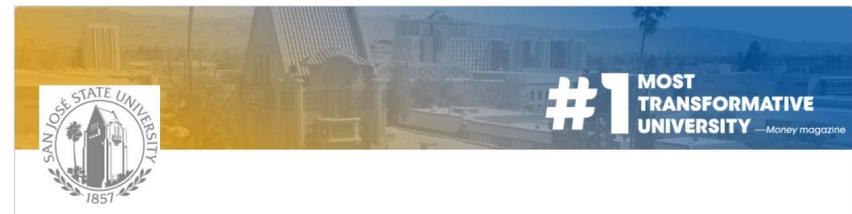


Instagram



Example of an Integrated Campaign

By integrating similarly branded images, copy and/or video across multiple platforms for a campaign, you can maximize the power of your messages and calls to action to your audiences, without having to reinvent new assets for each communication or touchpoint.



Have questions?
Contact us.

[Strategic Communications and Marketing](#)

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