# Social media post checklist

## If it’s text

* + It’s **ours / about us**, makes us look good, and we have **permission** to post it.
* It’s **first-person, friendly, easy to read**.
	+ - Avoids acronyms, jargons, abbreviations, emojis
		- Uses we, us, our; contractions; simple words and sentences
	+ It **follows the**[**College’s writer's guide**](https://www.unr.edu/cabnr/brand/lists-and-guides/content/college-writers-guide)**and** [**University’s writer's guide**](https://www.unr.edu/marcom/style-guide):
* For **branding**
* It **leads with** College, unit (Experiment Station, Extension and Extended Studies) or academic department branding:
	+ College, unit or department is mentioned first.
	+ Then, office, lab, class, program, curriculum, etc. may be mentioned.
	+ Only College, unit or department presents or hosts, so word accordingly.
	+ **Avoids common mistakes**
		- ~~UNR~~ 🡪 The University, our University
		- ~~CABNR~~ 🡪 The College, our College
		- ~~UNR Extension~~, ~~Cooperative Extension~~, ~~Mineral County Extension~~, ~~Clark County 4-H~~ 🡪 We, us and our (preferred), or Extension.
	+ For **style**
		- **No Oxford commas**
		- **Dates**: Dec. 1
			* Number only; no 1st, 2nd, 3rd or 4th
			* Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
		- **Times**: 10 a.m., 5:30 p.m.
			* Use a.m. and p.m.
			* Use numbers, except noon and midnight
			* Use a colon for times not on the hour
		- **Numbers**: one, 11
			* Spell out one through nine.
			* Use numerals for 10 and above.
		- **Titles**: Professor Lindsay. Lindsay, a professor.
			* Lowercase unless immediately before a name.
			* Don’t use Dr.
* Any **mentions, hashtags and URLs are at the end** of the post.
	+ **Hashtags are camel cased** (#UNRExtension, not #unrextension)
	+ **Use**: #UNRExtension, #Nevada4H, #LivingWithFire, #NevadaMasterGardeners
* **Avoid**: Hashtags made up of:
	+ Abbreviations (#NevadaMasterGardeners, not #NVMGs)
	+ Jargons (#LearnByDoing, not #ExperientialLearning)
	+ Acronyms (#YouthHorticulture, not #YHEP)
	+ Things we use internally (#SouthernArea)

## If it’s a photo

* It’s a **plain image with no text** on it.
* It’s **ours / about us**, makes us look good
* We have **permission** to post it
	+ Photo releases
	+ Photographer permission
	+ Copyright
* **Alternate text** has been added for the image. Or, an **image description is at the end** of the post.

## If it’s a video

* It’s **ours / about us**, makes us look good
* We have **permission** to post it
	+ Photo releases
	+ Photographer/designer/videographer/musician permission
	+ Copyright
* It has branded, accessible **opening and closing slides, and lower thirds**.
* Anything important going on on the screen has been talked about out loud.
* It has **accurate captions**.

## If it’s an ad or boosted

* You have **received in advance an approved print release/paid ad authorization** from cabnrcomms@unr.edu.

## If it’s a graphic (not recommended)

* It’s **ours / about us**, makes us look good
* We have **permission** to post it
	+ Photo releases
	+ Photographer/designer permission
	+ Copyright
* It has **only a few words** on it.
* The text is **large and easy to read**:
	+ No all caps.
	+ No fancy fonts.
	+ No small fonts.
	+ Great color contrast.
* **Brand colors have the focus** in the design.
	+ Brand colors:
		- **Nevada Blue** (HEX: #041E42. RGB: 4, 30, 66)
		- **Nevada Gray** (HEX: #A7A9AC. RGB: 167, 169, 172)
		- **Nevada Dark Gray** (HEX: #3A3B3E. RGB: 58, 59, 62)
		- **Nevada White** (HEX: #FFFFFF. RGB: 255, 255, 255)
* Accent colors are used sparingly or not at all.
	+ Accent colors may include:
		- Dark Alpine Lake (HEX: #24D9D9. RGB: 36, 217, 217)
		- Secondary Blue (HEX #2E6CA2. RGB 46, 108, 162)
		- Light Blue (HEX #BCDEF5. RGB 188, 222, 245)
		- Silver (HEX #EFEFEF. RGB 239, 239, 239)
* **Brand fonts have the focus** in the design.
	+ **Myriad Pro**
	+ **Minion Pro**
	+ Last resort: Arial
* Accent fonts are used sparingly or not at all.
* **Logos**
	+ College, Experiment Station, Extension, Extended Studies or academic department logos lead.
		- They come first / are most prominent
		- Approved program identifiers may follow (optional)
	+ Logos are unaltered (colors, proportions)
	+ Logos stand out (are good sized, have no clutter around them)

## Resources

The [College’s Brand Toolkit website](https://www.unr.edu/cabnr/brand/lists-and-guides/accessibility/social-media-accessibility-cheat-sheet), including:

* [Social Media Section](https://www.unr.edu/cabnr/brand/lists-and-guides/social-media/college-social-media-policy-x130648)
* [Social Media Accessibility Cheat Sheet](https://www.unr.edu/cabnr/brand/lists-and-guides/accessibility/social-media-accessibility-cheat-sheet)
* [Accessibility Section](https://www.unr.edu/cabnr/brand/lists-and-guides/accessibility)
* [College’s Writer's Guide](https://www.unr.edu/cabnr/brand/lists-and-guides/content/college-writers-guide)
* [Design Checklist](https://www.unr.edu/cabnr/brand/lists-and-guides/branding/college-brand-checklist-for-designers)
* [Extension Brand](https://www.unr.edu/cabnr/brand/lists-and-guides/branding/college-brand-checklist-for-designers/extension-brand)
* [Proofing Checklist](https://www.unr.edu/cabnr/brand/lists-and-guides/marketing/college-proofing-checklist-for-marketing-materials)
* [Videography Guide](https://www.unr.edu/cabnr/brand/lists-and-guides/videography)

The [University’s brand website](https://www.unr.edu/brand)s, including:

* [Logos](https://www.unr.edu/brand/visual-identity) and [icons](https://www.unr.edu/web/iconography)
* [Fonts](https://www.unr.edu/brand/typography) and [colors](https://www.unr.edu/web/colors)
* [University’s Writer's Guide](https://www.unr.edu/marcom/style-guide)
* [University’s social media website](https://www.unr.edu/social-media)