



AVERETT
UNIVERSITY

— SINCE 1859 —

Brand Standards

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AVERETT'S MISSION

Averett University prepares students to serve and lead as catalysts for positive change. Averett fulfills this mission by educating students from diverse backgrounds, cultures, and nations through liberal arts-based undergraduate and graduate programs in a personal, collegial, interdisciplinary environment.

AVERETT'S VISION

Averett University will be a premier student-centered university renowned for innovative teaching and engaged learning.

AVERETT'S CORE VALUES

Integrity

We practice the highest ethical standards.

Innovation

We encourage and embrace innovative teaching and learning inside and outside the classroom.

Engagement

We promote global awareness, service and leadership.

Discovery

We foster a spirit of discovery, problem solving and critical thinking and incorporate liberal arts with professional preparation in our teaching and learning.

Diversity

Averett University welcomes all students, faculty and staff to an academic community that fosters awareness, inclusiveness, equity and service while fulfilling our mission and vision. Averett celebrates individual uniqueness and worth while respecting differences in a safe and nurturing environment. Every member of the Averett Community shares the responsibilities of conducting themselves ethically and as good citizens, and of promoting the expansion of skills, and intellectual and emotional growth. We value diversity, for only by seeing and building on the best in each student can we help them develop into the leaders of tomorrow.

Tradition

We embrace Averett's Judeo-Christian heritage by honoring the search for truth and spiritual formation.

Introduction

Averett University's brand standards guide is designed to provide guidelines for the proper use of Averett's graphic elements in print pieces as well as on the web, in addition to social media and editorial style guidelines.

Brand excellence is one of the four main pillars set out in the Averett 2020 Strategic Plan, and achieving a common look and feel, speaking in one voice and using consistent messaging are the ways in which we accomplish brand excellence. This guide sets out to create a seamless visual identity system, unified under one cohesive identity. Our branding is our most visible and valuable asset, and Averett's refreshed brand utilizes a historical brand icon (Main Hall columns) in a contemporary and simple way.

These guidelines apply across all non-athletic entities at the University. Athletics branding is solely intended for use by the Athletics Department. For additional guidance or questions, please contact the Office of Marketing and Communications. Please take a few minutes to review and become familiar with the contents of this manual.

Messaging

Value Propositions

These are points that demonstrate the brand's value in comparison with competitors.

The value that Averett University brings can be summed up into one word: Access. Being a member of the Averett Family means you are granted an all-access pass, and we hold nothing back when it comes to supporting those who study here, those who work here, those who grow here.

Access at Averett means access to relationships – meaningful, purposeful connections with everyone around you. Like the bonds you'll form with other members of the incredibly diverse student body, or connections you'll make in the alumni network of more than 25,000 that spans the globe. Or like the rapport you'll build with esteemed faculty poised to guide and elevate you as you step out into your career field, or the dedicated staff you'll interact with who will support you every step of the way until you've crossed the stage at Commencement. Or even the unique access you'll have to University administration, such as dinner in the President's home in your freshman year, or phone calls and video chats with administrators, just to see how you're doing in school and beyond. Averett is just the right size, allowing for these relationships to develop at every level of the institution.

Access at Averett means access to your future now, realizing your potential from the beginning. You don't have to wait semester after semester to access your major – your time is now! Aeronautics majors fly in their first semester. Equestrian studies majors ride in their first week. Theatre majors star in major productions. Biology majors work alongside faculty on cutting-edge research. Student-athletes have the opportunity to compete at the varsity level. Adult students utilize what they learn in class the very next day at work.

Access at Averett means access to the community, to the region, and to the world. Community engagement is embedded into the Averett curriculum from the very first semester. With a major regional commitment to community engagement, experiential learning and career development, Averett is a thought leader in an engaged campus community and a trailblazer in service-learning, allowing students to gain real-world know-how interwoven into their academic experience throughout their college career and beyond. Many of our adult students and alumni are already leaders in their communities, generously serving populations and organizations.

All of this collective access ultimately results in student success and impactful experiences that will follow our graduates throughout their lifetimes.

Brand Pillars

These are the claims and reasons to believe in a brand.

Transformative

Accessible
Diverse
Personal
High-Touch

Engaging

Volunteerism
Experiential Learning
Leadership Development
Partnerships

Cultivating

Empowering
Supportive
Enriching
Interdisciplinary

Brand Positioning

The distinctive position that a brand adopts in its competitive environment to ensure it is differentiated and preferred.

For prospective students who want to transform their future now while engaging with the community around them, Averett is the right-sized University where they can cultivate meaningful and impactful relationships with access to support from across every level of the institution, truly becoming part of the Averett Family.

Graphic Identity

Brand architecture matrix

The brand standards guide comprises four classifications into which all constituents fall:

Master brand

The Averett brand mark is made up of the semi-circular image of the columns, the "Since 1859" typography and the "Averett University" text bar. It is the preferred brand mark of the University, and can be used as a stand-alone element on a variety of marketing materials. The Averett brand mark must maintain its original proportions and may not be stretched or altered in any way

Two versions are available:



Horizontal

Unit brand marks

Unit brand marks consist of the full master brand mark, with an additional line underneath, in matching font and color, with the academic department or unit name. Only approved primary units are eligible for these marks. Units should not create their own brand marks; they must be created through the Office of Marketing and Communications.



Co-brand

Primary brand mark for units like Alumni and Athletics, as well as third-party partners with unique branding.

Co-Brands



Athletics



Center for Community Engagement and Career Competitiveness

Third-party partners



Booksellers



Bon Appetit

Sub-brand

Special services, programs and/or initiatives that have a need for marketability to the Averett community (subject to approval by Office of Marketing and Communications). Must be accompanied by master University brand.



Averett Society



Women's Leadership Circle



Growth Mindset



Alumni



Arts@Averett

Official seal

This is the official seal of the University. It may not be used as a stand-alone element unless approved by the Office of Marketing and Communications AND Office of the President.



Colors

Primary color palette

The primary colors for Averett University are blue and gold.

When using the colors on a coated paper (ex. letterhead, business cards, etc.), use the following PMS colors:

Blue: PMS294 (#003F87)



Gold: PMS128 (#F4DB60)



For all other uses of the primary colors (ex. clothing, room decorations, etc), use the following PMS colors:

Blue: PMS289 (#0A2240)



Gold: PMS1235 (#FFB81D)



Stationary (Print and Digital)

Business cards, envelopes, letterhead, electronic letterhead

Stationary

Each department or unit should have a designated representative to work directly with our third-party vendor, Piedmont Printing, to order official departmental stationary. For concerns or questions, that representative should reach out to the Office of Marketing and Communications.

Piedmont Printing Contact: Dagmar Morris

Phone: (434) 793-0026

Email: prepress@piedmontprintingandgraphics.com

Business cards

The designated department representative should complete the online request form at www.averett.edu/business-card-order-form/ for new business card orders or when ordering additional ones, which will be processed and fulfilled with a third-party printer by the Office of Marketing and Communication.

Email signatures

All Email signatures will be standardized through the Information Technology department and used by all University parties. Only employees in the Athletics Department will be allowed to use the Athletics brand mark.

Standard



Travis Dix | Webmaster/Graphic Designer
Office of Institutional Advancement
420 West Main St., Danville, VA 24541
O: 434-791-4878 | M: 434-251-8574
<http://www.averett.edu>



Athletics



Meg Stevens | Athletic Director
Department of Athletics
707 Mount Cross Road, Danville, VA 24540
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CCECC



Tia Yancey
Director of Community Engagement
Center for Community Engagement &
Career Competitiveness
O: 434-791-7214 | www.averett.edu



Licensing

The University is under an agreement with Learfield Licensing Partners for all royalty fees of the University brand marks. Any external entity wanting to use official Averett University brand marks are required to submit their requests through Learfield. All University purchases that are for internal consumption and that are not intended for resale are exempt from this process.

Contacts

The Office of Marketing and Communications is responsible for telling the University's story to Averett's many audiences. The team oversees branding, campus news, crisis communications, graphic design, internal communications, issues management, media relations, photography and videography, publications, social media management, website management, and more. The office falls under the Department of Institutional Advancement, and resides in Alumni Hall, 174 Mountain View Ave. For questions or further guidance, please contact any of the following:

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Averett University: Editorial Style Guide

Introduction

Averett University's editorial style guide provides nomenclature standards and usage guidelines for writers of internal and external University communications. Augmenting the University's preferred style, Associated Press, this guide serves as a resource to ensure that Averett websites, publications and other materials promoting the University maintain consistency in nomenclature, capitalization, punctuation, etc. For notes on style not addressed here, please refer to the AP Stylebook, or for additional guidance, please contact the Office of Marketing and Communications.

About our name

The University's official name is Averett University, and the full name should be used in headlines. On second reference, Averett is preferred. For websites, spell out Averett University on the first reference for each index (or section) page. Do not use "AU" as an abbreviation. Capitalize "University" when it stands alone and refers to Averett University. (Note: This is an exception to AP style.)

Historical context

Chartered in 1859 as Union Female College, the University later became Roanoke Institute before taking on the Averett name – derived from the Averett family, seven of whose members served as trustees, presidents and professors. References to Averett College may occur only in historical context before 2001, the year that Averett University was established.

Averett University: A to Z

(Academic Terminology, Punctuation, Formatting, etc.)

Academic and administrative titles

Capitalize a formal job title only when it immediately precedes a name, but lowercase the title if it follows the name or stands by itself.

Examples:

- Averett President Dr. Tiffany M. Franks
- Dr. Franks, president of Averett University
- Department Chair John Doe
- John Doe, chair of the Department

Put a very long title after the name to avoid clumsy syntax and excessive capitalization.

Example:

- Jane Doe, assistant to the associate vice president for development and interim director of alumni special projects, moved her office to Main Hall.

Academic credentials

Include "Dr." preceding a person's name of any earned doctoral degrees (Ph.D, M.D., Ed.D., etc.) but not bachelor's or master's degrees.

Example:

- Dr. Jane Doe (NOT Jane Doe, Ph.D.)

Academic Degrees

Academic degrees are capitalized only when the full name of the degree is used, such as Bachelor of Arts or Master of Business Administration. General references, such as bachelor's, master's or doctoral degree, are not capitalized.

Examples:

- He earned a Bachelor of Arts in 2008.
- He is working on his master's degree in education.

Use the following abbreviations or full, formal names when referencing the academic degrees available through Averett's more than 30 associate, bachelor's and master's degree programs:

B.A.S. Bachelor of Applied Science

B.B.A. Bachelor of Business Administration

B.A. Bachelor of Arts

B.F.A. Bachelor of Fine Arts

B.S. Bachelor of Science

M.Acc. Master of Accountancy

M.B.A. Master of Business Administration

M.Ed. Master of Education

Academic divisions and departments

Capitalize division and department names when referring to a specific Averett unit. Do not capitalize when referring to Averett divisions and departments in a more general sense.

Examples:

- Averett University's Department of Mathematics
- the math department at Averett

In copy, department and office names do not take ampersands; write out "and."

Divisions

- Arts and Humanities
- Applied Studies
- Natural and Social Sciences
- Physical and Psychological Health Sciences

Departments

- Aeronautics
- Art
- Athletic Training
- Biological Sciences
- Business Administration
- Computer Science and Information Systems
- Criminal Justice/Sociology
- Equestrian Studies
- Education (Liberal Studies)
- History, Politics, and Religion
- Language, Literature, and Communication
- Mathematics
- Music
- Nursing
- Physical Education, Wellness, and Sport Science
- Physical Sciences
- Psychology
- Theatre

Accreditation

Whenever there is mention of the University's accreditation, it must be accompanied by the full name of the accrediting body, as well as its address, phone number and URL. (Such is the case for any of Averett's accrediting bodies.) It should read as follows:

Averett University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (1866 Southern Lane, Decatur, GA, 30033-4097, telephone 404-679-4500, at <http://www.sacscoc.org>).

On second reference, the acronym SACSCOC is acceptable. The acronym should never be abbreviated to SACS; it must include the full reference to SACSCOC.

Advisor

Not adviser

Alma mater

Alma mater is a compound noun that may be used by someone to reference their attendance of Averett, in which case both words generally should be lowercased. It is also the school's song, and when used as such, both words should be capitalized as any song title would be.

Alumnus, alumna, alumni, alumnae

"Alumnus" ("alumni" in the plural) refers to a man who attended Averett. Use "alumna" ("alumnae" in the plural) for similar references to a woman. Use "alumni" when referring to a group of men and women. Students who have completed at least one academic year at Averett are considered alumni.

In copy, always refer to a graduated alumnus with their graduation year from Averett, preceded with no comma and an apostrophe. Be sure to use an apostrophe ('63) and not a single open quote mark ('63).

Example:

- John Doe '89

If they are a double-graduate of Averett, use this structure followed by a comma and another closing apostrophe and graduation year.

Example:

- Jane Doe '94, '96.

Ampersand

Use the ampersand (&) only for formal company names and composition titles. Always spell out "and" unless the ampersand is part of a formal name.

Averett 2020 Strategic Plan

Use the full name on first reference. On second reference and beyond, "Averett 2020" or "strategic plan" are acceptable.

Board of Trustees

When used in its full name, Board of Trustees is capitalized. On second reference, standalone Board or Trustee should also be capitalized. (Note: This is an exception to AP style.)

Examples:

- Averett University's Board of Trustees will meet again this November.
- The last time the Board was here was in the spring, but a number of Trustees have been on campus since.

Boilerplate

If an "About Averett University" boilerplate is needed in copy, use the following:

About Averett University

Since 1859, Averett University has grown and developed into a dynamic institution that serves students of all ages, offering more than 30 undergraduate majors, minors and special programs, along with seven graduate programs with a number of concentrations. Dedicated to preparing students to serve and lead as catalysts for positive change, the University's historic main campus is embedded in the heart of Southern Virginia with regional campuses throughout Virginia and online. Averett enrolls a diverse student body, and boasts an alumni network that spans the globe.

Buildings and Rooms

Capitalize the names of University structures when using their full titles. Do not capitalize room names, unless the room is named after a donor.

Example:

- Carrington Conference Room
- multipurpose room

Always include the building physical address for external-facing communications. For a complete listing of Averett buildings, visit <http://www.averett.edu/wp-content/uploads/Campus-Map.pdf>.

Main Campus Buildings

- Alumni Hall (174 Mountain View Ave.)
- Averett Central in Main Hall (420 W. Main St., entrance on Woodland Dr.)
- Bishop Hall (141 Woodland Dr.)
- The Center for Community Engagement and Career Competitiveness (CCECC) at Averett University (204 Woodland Dr.)
- Carriage House (344 W. Main St., behind Blount Library)
- Carrington Conference Room in the Student Center (351 Townes St., Fourth Floor)
- Commons Apartments (210, 212, 214 Mountain View Ave.)
- Conway House (161 Mountain. View Ave.)
- Danville Hall (124 Mountain View Ave.)
- Davenport Hall (420 W. Main St.)
- David S. Blount Chapel in Frith Hall (160 Mountain View Ave.)
- Emily Swain Grousbeck Music Center (178 Mountain View Ave.)
- Frith Hall (160 Mountain View Ave.)
- Fugate Hall (150 Woodland Dr.)
- Galesi Family Student Success Center (141 Woodland Dr.)
- Jordan Commons
- Jut's Café in the Student Center (204 Woodland Dr., First Floor)
- Main Hall (420 W. Main St.)
- Mary B. Blount Library (344 W. Main St.)
- Mt. View Apartments (254 Mountain View Ave.)
- President's House (500 Hawthorne Dr.)
- Pritchett Auditorium in the Violet T. Frith Fine Arts Center (150 Mountain View Ave.)
- Schoolfield House Booksellers Bookstore (354 W. Main St.)
- Schoolfield House Courtyard
- Student Center (351 Townes St.)
- Student Center Plaza (351 Townes St.)
- Violet T. Frith Fine Arts Center (150 Mountain View Ave.)
- W.C. English Hall, Admissions (334 W. Main St.)
- Welcome Center (located within the Schoolfield House Booksellers Bookstore, 354 W. Main St.)

North Campus Buildings (707 Mt. Cross Rd.)

- Carrington Academic Center at North Campus
- Daly Field at Frank R. Campbell Stadium
- E. Stuart James Grant Center
- Frank Fulton Indoor Batting Facility
- Frank R. Campbell Stadium
- J.T. Emerson Press Box at the Frank R. Campbell Stadium
- Owen-Fulton Field

Campuses

Averett has one historic, main campus. Do not use the campus names unless needed to note a location. The University's Graduate and Professional Studies program also has regional campuses across Virginia. In referring to these campuses and locations, the first reference in text copy should be the complete title:

- Danville – Main: "Averett University Main Campus" (420 W. Main St., Danville, VA 24541)
- Danville – North: "Averett University North Campus" (707 Mt. Cross Rd, Danville, VA 24541)
- Danville – Riverview: "Averett University Riverview Campus" (512 Bridge St., Danville, VA 24541)
- Danville – Aviation: "Averett University's George Falk Flight Operations Center" (427 Airport Drive, Danville, VA 24540)
- Danville – Equestrian: "Averett Equestrian Center" (2341 Gammon Rd., Providence, NC 27315)
- Quantico: "Averett University at the Quantico Education Center" (3088 Roan St., Quantico, VA 22134)
- Richmond: "Averett University Richmond Campus at Innsbrook" (4880 Cox Rd., Suite 101, Glen Allen, VA 23060)
- Roanoke: "Averett University at the Roanoke Higher Education Center" (108 North Jefferson St., Suite 508, Roanoke, VA 24016)

Commencement

Capitalize "commencement" when referring to the University's official ceremonies in May and December. Refer to the ceremonies by season (Spring, Winter) and not by month (May, December). Example:

- Averett University will celebrate more than 200 graduates at its Spring Commencement.

Capitalize "Spring" and "Winter" when written alongside the official commencement ceremony title.

Copyright

All Averett University websites and print materials should include the following copyright line:

© 2017 Averett University. All rights reserved.

Course titles

Capitalize the formal name of courses, without quotes.

Example:

- She's taking History 101.

Do not capitalize the names of fields of study, major areas or subjects (except languages) unless a specific course is being referred to.

Example:

- He is studying math and English.

Coursework

One word in all uses

Dates

Use abbreviations for months except for March, April, May, June and July. Others are Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Use numbers for dates. Do not use ordinal numbers. (1st, 15th)

Example:

- The concert will take place Monday, Nov. 1.
- Friday, May 12, is the deadline to apply for the scholarship.

GPS program

On first reference, always write out Graduate and Professional Studies program. Program is not capitalized.

Homecoming

Capitalize when referring to Averett University's Homecoming

Examples:

- Homecoming queen
- Homecoming parade
- Homecoming activities

Honors

When referring to someone who graduated or who will graduate with honors, use the Latin designations cum laude, magna cum laude and summa cum laude.

International student

International student is the term preferred for students from other countries (not foreign student).

Numbers and percentages

Numbers below 10 should be spelled out; figures should be used for numbers 10 and above.

Examples:

- Two
- Fourth annual event
- Five
- 10
- 25th anniversary

Use figures with percentages and spell out percent; do not use %.

Examples:

- 1 percent
- 10 percent
- 0.6 percent

Online: Capitalization

- email (no hyphen, lowercase "e"), but other generic e- words are hyphenated (e-newsletter, e-commerce, e-book, etc.)
- website, webcam, webcast, webmaster (one word, lowercase "w")

Oxford comma/Serial comma

Commas in a series are for clarity and prevention of ambiguities. In a simple series, do not use a comma before the last item. If the elements are complex, use commas for all.

Example:

- The American flag is red, white and blue.

Professor emeritus/Professor emerita

Lowercase professor before a name, but capitalize professor emeritus (male) and professor emerita (female) as a conferred title before a name.

Example:

- Professor Emerita Susan Johnson
- retired professor Susan Johnson

Courtesy titles, such as Mr., Mrs., Ms., Miss and Dr., are not used — even on first reference.

Residence hall

Residence hall is the preferred term; do not use dorms or dormitories.

Scholarships

Capitalize names of all scholarships.

Seasons and semesters

Lowercase seasons, semesters and terms

Examples:

- spring semester
- fall 2003

Sentence spacing

Only use one space after a period between sentences.

Service-learning

Always hyphenate

Student class year

Do not capitalize freshman, sophomore, junior, senior, first-year student, second-year student, first-generation, etc., unless the word appears at the beginning of a sentence or in a headline.

Telephone and fax numbers

Use figures and set off area codes with parentheses. (Note: This is an exception to AP style.)

Example:

- (434) 791-5600

Time

Use figures except for noon (not 12 noon or 12 p.m.) and midnight (not 12 midnight or 12 a.m.). Use a colon to separate hours from minutes.

Examples:

- 11 a.m.
- 1 p.m.
- 3:30 p.m.
- 9-11 a.m.
- 9 a.m. to 5 p.m.

Avoid redundancies such as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Instead, use 10 a.m. or 10 p.m. Monday, etc.

For formal invitations, the construction 4 o'clock is acceptable, but time listings with a.m. or p.m. are preferred.

URLs

As a best practice, the cleanest, shortest working URL should be used in print pieces, websites and on stationery. Most sites, including averett.edu addresses no longer require the www (even if they appear on the landing page). As long as the URL works without www, http:// and https://, they can be removed. However, because some sites do still require these prefixes, the URL should be tested in multiple browsers (Internet Explorer, Firefox and Chrome) before removing any part of the address. The same rule applies to suffixes such as /index.html, which appear in the browser bar but aren't needed to access the site.

Averett University Athletics

About our name

Use the official name, "Averett University Athletics," on first reference. Averett Athletics is acceptable on second reference.

Athletic conference

Averett is a member of the USA South Conference.

Mascots

The University's athletics teams are formally called the Cougars. "Lady Cougars" should never be used to reference women's sports teams or players. Averett's mascots are Ave (female cougar) and Rett (male cougar).

Student-athlete

Always hyphenated



OPERATING POLICY AND PROCEDURE

OP 440:10: Social Media Policy for University Affiliated Accounts

DATE: June 27, 2017

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to provide guidance on the establishment and management of a University affiliated social media account.

REVIEW: This policy will be reviewed in April of odd-numbered years by Marketing and Communications Specialist with input and approval by the Director of Marketing and Communications.

POLICY/PROCEDURE

1. Averett University desires to foster a student life cycle that creates smooth transitions for the student body from prospective students all the way through to being alumni. Social media is part of this transition process and should mirror the mission, vision, and core values of the University.
 - a. Social media is media designed to be disseminated through online social interaction. It is created using highly accessible and scalable publishing techniques. Common social media utilized by the University include Facebook, Twitter, Instagram, Snapchat, LinkedIn, and You Tube.
 - i. University affiliated social media refers to pages or sites on social media that are created to represent, support, or market some aspect or department of the University. It does not include pages or sites created by students or employees to represent themselves or other non-University interests.
 - ii. University affiliated social media accounts are expected to adhere to guidelines established by the marketing department in order to create a consistent message across all social media platforms at the University. Only social media accounts that adhere to these guidelines will be endorsed and promoted by the University.
 - iii. A list of University affiliated accounts is maintained in the Social Media Directory.
 - iv. Managers of University affiliated accounts will have access to resources and support from the marketing department as a means to enhance their social media presence.
2. Content on University affiliated social media sites is subject to the same laws and regulations (such as Family Educational Rights and Privacy Act; copyright, trademark, etc.) and professional expectations/guidelines as other forms of University information and communications with students, parents, alumni, donors, media, and other University constituents.

- a. Employees are responsible and liable for the content they post on social media platforms. If there is any question about the appropriateness of content, check with the marketing department before making the post.
3. University representatives who wish to establish a social media presence for a department, office, club, or other institutional group should follow the established process to avoid pitfalls and maximize success.
 - a. Persons interested in establishing a social media presence through a University affiliated account should email the Marketing and Communications Specialist. The Marketing and Communications Specialist will provide consultation about which social media platform best fits with the needs and goals and discuss best practices. The consultation should help define goals, identify audience, and formulate content ideas to engage the unique target audience.
 - b. Each University affiliated social media account should have an identified primary and secondary account manager on file with the marketing department. These account managers are responsible for maintaining the account(s) and are accountable for the content posted on the site(s).
 - c. Login information for University affiliated accounts, including usernames and passwords, need to be provided to the Marketing and Communications Specialist.
 - i. Facebook pages must be linked to a personal Facebook account which may be a consideration in determining which social media platform to use since login information must be provided.
 - ii. The Marketing and Communications Specialist is to be added as a page administrator for Facebook so that the marketing department can close inactive accounts if the account managers are unable to do so or to provide administrative support or transition pages as needed.
 - d. When a University affiliated social media account is closed, notify the marketing department so that the Social Media Directory can be updated.
 4. Social media platforms are an extension of the University’s marketing efforts, thus the content must reflect the University’s overall message and adhere to these guidelines:
 - a. In the ‘About’ section, clearly identify whose page it is by stating, “This site is the official page of _____.” (Department, club, etc.)
 - b. Provide a link to the webpage from the University site so the audience can find more information about the group. Encourage greater engagement on multiple platforms by linking to other social media accounts.
 - c. If utilizing more than one social media platform, keep handles consistent so they clearly identify the group’s purpose. Remember the Facebook URL can be changed to reflect the brand as well.
 - d. Avoid using “AU” in the titles, handles, and URLs of an account, as it may be confused with other universities such as American University, Auburn University, or Assumption University (au.edu). Instead, use “Averett” or “Averett University.”
 - e. The official University accounts are the only ones that may use the official Averett University logo. The profile picture for affiliated accounts should be a well-known person, place, or thing associated with the group featured in the account. That photo is what people will see when searching for the account. The cover photo is an opportunity

for creative expression. If assistance is needed finding appropriate photos, contact the Marketing and Communications Specialist.

- f. If there is any question about the legal right to use (copyright, trademark) a picture or content, DO NOT USE IT.
5. Violations of this policy regarding content or graphics, including photos, may result in removal of the offending content from the site, or from view.
6. Anyone needing assistance understanding the guidelines or establishing a social media site for a University affiliated group or organization should contact the marketing department.