1) **Brand Consistency**
   1) Rhetoric & Branding Language
   2) Visual Branding Elements

2) **Optimization of Each Digital Platform**

3) **Simplify Messages for ‘Digestible’ Content**

4) **Develop Wake Forest Law ‘story’ with consistent branding elements**
• Reducing and controlling Wake Forest Law’s digital presence is imperative. Removing old, unused accounts is a priority.

• Educating our active digital affiliates is important in maintaining and building the Wake Forest Law brand.

• Continue to run paid and non-paid campaigns to gain a greater understanding of our audience and their behaviors. Run, test, run again.

• Continue to adapt to the digital needs of prospective law students.
Organizations must:

- Aim to protect the University’s private, confidential, and proprietary information.

- Respect copyright and fair use. Be mindful of the copyright and intellectual property rights of others and of the university and its affiliates. If there is any uncertainty about photo usage, paraphrasing or otherwise shared assets, please contact lawcomm@wfu.edu.

- Obey the terms of any social media platform or otherwise digital service.

- Contact lawcomm@wfu.edu before replying to public comments or social media engagement.

- Follow the Wake Forest School of Law style guide.
• Should an organization fail to comply with the stated terms or egregiously represent Wake Forest Law on any digital platform, disciplinary actions will follow.

• All organizations must take ownership of their social media presence. If an organization does not post frequently, the Wake Forest Law Department of Communications will pursue termination of the account(s).

• Organizations using social media for non-marketing purposes are encouraged to move to Facebook Groups to conduct internal marketing, communications, etc.

• The creation of social media accounts is moderated by the Wake Forest Law Department of Communications. Approval from the communications department is required prior to creating new social media accounts. Accounts created without permission run the risk of termination.
• All images MUST be **royalty-free** or **purchased/owned images**. Any outside branding logos or images, including other Wake Forest University departments, must receive permission prior to any usage.

• **Wake Forest School of Law is NOT permitted usage of any Wake Forest Athletics logos.** For more details, visit:
  - wfbrandstandards.com
  - identitystandards.wfu.edu

• **Visual Content should use the following fonts, available at no charge through Google Fonts:**
  - Quattrocento
  - Pathway Gothic One
Action and Response for Lewd or Otherwise Inappropriate Comments

Inappropriate comments should be reported to the social media platform and to the Wake Forest Law Department of Communications. All further actions should be delegated to lawcomm@wfu.edu.
Facebook Guidelines
• Posts should not contain more than 140 characters. All posts should use proper grammar and be free of error.

• The #WFULaw hashtag should be included in every post. The #WFULaw hashtag should not be elongated in any way. #WFU should not be used on Facebook. #WFU should always be capitalized.

• There should be no more than three hashtags per post with three hashtags being permissible on the higher end of the word count.

• Individuals should not be tagged in posts.
• If an image card does not appear from a link, please place photo into the Facebook post and include ‘Go to go.wfu.edu/example’
  • If multiple images show up from a link, choose one image.

• All businesses should be tagged with their user handle (@username) rather than a hashtag.
  • Only organizations that have been consistently active should be tagged, especially if these organizations are a part of the Wake Forest University community.

• This practice differs on Twitter and Instagram.
Example of 'No Image Card' Post
• Events should be uploaded to Facebook Calendar. A 1920 x 1080 branded header image is required (To Be Available on Communications Page).

• Facebook event images should have a horizontal aspect ratio if there is no link image. These images should ideally be sized at 470 x 246.
Examples of Marketing ‘Faces of Wake Forest’
Examples of Marketing for Organizations and Programs

- Organizations and programs can and will be marketed through Wake Forest School of Law social streams.

- Student organizations can provide marketing materials to the communications for social media publication. More details to be provided.

Resources for Students:
- Canva
- Easel.ly
- Over (Mobile Application Only)
Twitter Guidelines
• **Posts cannot contain more than 140 characters.** All posts should use proper grammar and be free of error.

• **The #WFULaw hashtag should be included in every post containing original Wake Forest Law content.** The #WFULaw hashtag should not be elongated in any way. #WFU should only be used sparingly on Twitter and Instagram. #WFU should always be capitalized when used.

• **There should be no more than three hashtags per post with three hashtags being permissible on the higher end of the word count.**
• **Twitter Cards will not always produce an image in a Tweet.** It is suggested that posts incorporate a link in the text body of the Tweet unless you know whether the original source has linked their content to a Twitter Card. All posts must contain an image.

• **Twitter Cards have not been set up between the Wake Forest Law website and associated Twitter Accounts.** All Wake Forest Law content should include the original WordPress Image.

• **Hashtags not included in the headline or post sentence should be placed after the link.**

• **Twitter Handles should only be tagged if the relevant party is active and engaged on Twitter.**
Content from law.wfu.edu should use “Go Links” at the bottom of every page. All other websites should be shortened through bit.ly.
Examples of Marketing ‘Faces of Wake Forest’

- If a Wake Forest Law professor has a professional Twitter account, they should be tagged in a post if it relates to him or her.
Facebook: Organization and Program Marketing

A National Jurist
Best Value
Private Law School

"Striving to make #legal #education more accessible." #WFULaw

Flexible education for professionals who need the navigate the law, not practice it. msl.law.wfu.edu/degree #WFULawMSL
Instagram Guidelines
• Instagram captions are limited to 140 characters so the most important details should be included in these first 140 words. All posts should use proper grammar and be free of error.

• The #WFULaw hashtag should be included in every post containing original Wake Forest Law content. The #WFULaw hashtag should not be elongated in any way. #WFU can be used sparingly on Instagram. #WFU should always be capitalized when used. #GoDeacs is permissible and encouraged on Instagram.

• There should be no more than ten hashtags per post. It is a best practice to include multiple hashtags after the 140 characters.
Shortlinks, such as ‘Go Links’ or ‘Bit.ly Links’, can be used sparingly in posts. It should be noted that Instagram does not have linkable capabilities in individual posts.
wfulaw We warmly thank the Honorable Michael Robinson for providing tours of the newest #NCBusinessCourt to #WFULaw faculty, staff and students.

wfulaw #WFULaw National Moot Court Team wins region, Best Brief moves on to national finals in New York City in February. bit.ly/2ljbzn

scottlovejoy Sweet! Congratulations!
Instagram: Organization and Program Marketing
Summary
Summary

- 140 characters is the magic number for any social media post.
- Images drive engagement and traffic.
- Hashtags are a great social media tool when used with strategy.
- Consistent brand language and messaging fuels viewership and engagement.
- Social Media is an opportunity to voice our story and brand. Simplifying how we use this tool will make our voice even louder.
#WFULaw social media accounts should have the following:

- A Goal
- Defined Audience
- Daily Content (Written and Visual)
- Designated Contacts, Managers