

Twitter Branding

Naming Convention

Twitter accounts have two names: Username and display name. Both should reflect the Mines brand and should not include CSM. A display name can be 50 characters and include spaces.

Acceptable Usernames (15 character limit-2018):

- @MinesAdmissions (*preferred*)
- @CSatMines

Acceptable Display Names (50 character limit-2018):

- Mines Admissions (*preferred*)
- Geophysics at Mines

Description

Profiles on Twitter are allowed 160 characters. Descriptions should include affiliation to Colorado School of Mines:

- Official Twitter for [insert department or program] at Colorado School of Mines.
- Official Twitter for [insert department or program] @COSchoolofMines.
#HelluvaEngineer

URL

Include an up-to-date URL leading to your program's website or leading to Mines.edu.

Profile Image

Profile images for Official Mines accounts should be the Mines logo with Colorado School of Mines. Make sure the image has enough space to not get cropped.

Correct	Incorrect
	

Cover Image

Cover images for Official Mines accounts should be high quality images that give a representative look at the function of the campus department or program. Request an image from Communications if you don't have one. [Our Flickr](#) is a good place to find a photo.

Facebook Branding

Naming Convention

Facebook accounts have two names: Name and username. Both should reflect the Mines brand and should not include CSM. Names can include spaces. Edit names by clicking on “About” under your Page’s profile picture.

Acceptable Names:

- Mines Admissions (*preferred*)
- Geophysics at Mines

Acceptable Usernames:

- @MinesAdmissions (*preferred*)
- @GeophysicsAtMines

About

The “About” Section on Facebook should clearly state the page’s affiliation with Colorado School of Mines and should include:

- Official Facebook page for [insert department or program] at Colorado School of Mines.
- Official Facebook page for [insert department or program] @ColoradoSchoolofMines. #HelluvaEngineer

General Information

Include information about other social media accounts such as Twitter handles, Snapchat accounts or Instagram accounts.

URL

Include an up-to-date URL leading to your program’s website or leading to Mines.edu.

Profile Image

Profile images for Official Mines accounts should be the Mines Logo with Colorado School of Mines. Make sure the image has enough space to not get cropped.

Correct	Incorrect
	

Cover Image

Cover images for Official Mines accounts should be high quality images that give a representative look at the function of the campus department or program. Request an image from the Marketing and Communications Office if you don't have one.

Instagram Branding

Naming Convention

Instagram accounts have two names: Name and username. Both should reflect the Mines brand and should not include CSM. Names can include spaces. Edit names by clicking on "Edit Profile."

Acceptable Names:

- Mines Admissions (*preferred*)
- Geophysics at Mines

Acceptable Usernames:

- @MinesAdmissions (*preferred*)
- @GeophysicsAtMines

Business Profile

Departments and programs should make their Instagram a Business Profile. This unlocks additional capabilities and analytics that can help your page.

Website

Include an up-to-date URL leading to your program's website or leading to Mines.edu. This can change as you post something where you temporarily change the URL.

Bio

The "Bio" section on Instagram should clearly state the page's affiliation with Colorado School of Mines and should include:

- Official Facebook page for [insert department or program] at Colorado School of Mines.
- Official Facebook page for [insert department or program] @ColoradoSchoolofMines. #HelluvaEngineer

Profile Image

Profile images for Official Mines accounts should be the Mines logo with Colorado School of Mines. Make sure the image has enough space to not get cropped. Please contact Marketing and Communications if you think you need a specific department/program logo.

Correct



Incorrect

