



COMMUNICATIONS AND VISUAL IDENTITY GUIDELINES

TABLE OF CONTENTS

2	TABLE OF CONTENTS	25	MERCHANDISE
3	CHANCELLOR'S MESSAGE	26	MERCHANDISE
4	SEAL	27	LICENSING
5	LOGO	28	LICENSING
6	LOGO	29	EDITORIAL STYLE GUIDE
7	ALTERNATE LOGOS	30	TONE
8	ALTERNATE LOGOS	31	CRAFTING CONTENT
9	ALTERNATE LOGOS	32	EDITORIAL STYLE GUIDE
10	SOCIAL MEDIA LOGOS	33	EDITORIAL STYLE GUIDE
11	COLORS	34	EDITORIAL STYLE GUIDE
12	COLORS	35	EDITORIAL STYLE GUIDE
13	NEUTRAL COLORS	36	OUR NAME
14	TINT COLORS	37	MEDIA RELATIONS
15	CLEAR SPACE	38	PITCHING STORIES
16	LOGO SIZE	39	MEDIA INTERVIEWS
17	UNAPPROVED REPRODUCTION	40	FILMING AND PHOTOGRAPHY
18	TYPOGRAPHY	41	SOCIAL MEDIA
19	TYPOGRAPHY	42	SOCIAL MEDIA BEST PRACTICES
20	STUDENT ORGANIZATIONS	43	SOCIAL MEDIA BEST PRACTICES
21	LOCKUPS	44	SOCIAL MEDIA BEST PRACTICES
22	STATIONARY	45	SOCIAL MEDIA DOS AND DON'TS
23	STATIONARY	46	SOCIAL MEDIA DOS AND DON'TS
24	EMAIL SIGNATURE	47	SOCIAL MEDIA DOS AND DON'TS

CHANCELLOR'S MESSAGE

Greetings:

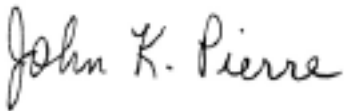
Progressive and transformative are a few characteristics that define the Southern University Law Center. Since its inception in 1947, the Law Center has prided itself in its mission of providing access and opportunity to all people.

In the past seven decades, the Law Center has continuously surpassed its own standards. We've established three successful institutes, partnered with industry leaders, increased enrollment to nearly 600 students and the list goes on. Because of our evolving curriculum and program offerings, we attract high caliber learners from across the globe representing over 94 various college and universities, 35 states, and four foreign countries. Our nationally recognized professors travel globally conducting research and challenging the status quo.

The way we present the Law Center should reflect our progress and vitality.

We've developed this brand guide to help you capture the voice and visual identity of this ever-evolving institution. Though each unit and organization possess their individual identity, there is a common sense of advancement, excellence, and engagement. As we connect with the world through various platforms, we will resonate with a unified voice.

Sincerely:

A handwritten signature in black ink that reads "John K. Pierre". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

John K. Pierre
Chancellor

THE SEAL

The Seal is the root of the university's identity. It lends authority and authenticity to any communication where it appears.



The Seal may only be used in a formal style or in official Law Center communications which reflects the mission or administration.

Guidelines

- **Used only for official university communications**
- **May not be modified.**
- **Should be used in its entirety whenever possible**

THE LOGO

The horizontal logotype is the primary expression of the school's identity.

SOUTHERN UNIVERSITY
L A W C E N T E R

SOUTHERN UNIVERSITY
L A W C E N T E R

Due to the seal's formality, it is not appropriate for all intended uses. In less formal cases, it is acceptable to use the logotype. The horizontal logotype is a unique typographic logo that displays the SULC name in a justified-center configuration. It was developed from a modified version of the official university typeface Adobe Caslon Pro.

Guidelines

- Do not combine the logotype with any other logos or identities.
- Do not distort or rotate the logotype.
- The words in the logotype must be horizontal.
- The words in the logotype must both be the same size.

THE LOGO

The stacked logotype is the secondary expression of the school's identity.



ALTERNATE LOGOS

The logos may appear only in Midnight Blue, Roti Gold, Star Dust Gray, White, and Black. The logos should never appear in any colors other than those specified in this document.



ALTERNATE LOGOS

SOUTHERN UNIVERSITY
L A W C E N T E R

SOUTHERN UNIVERSITY
L A W C E N T E R

SOUTHERN UNIVERSITY
L A W C E N T E R

ALTERNATE LOGOS

SUCLC
SOUTHERN UNIVERSITY LAW CENTER

SUCLC
SOUTHERN UNIVERSITY LAW CENTER

SOCIAL MEDIA LOGOS

Social media channels are one of the primary points of exposure of the Southern University Law Center brand. Visual coherence across channels is essential.

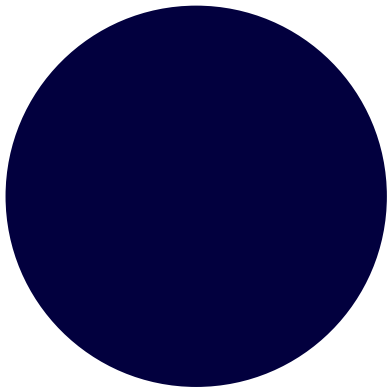


Guidelines

- The correct profile image colors are Midnight Blue (background), Roti Gold (stacked logo), and white (text).

COLORS

The Law Center has two primary colors, known as Midnight Blue, Roti Gold and Star Dust Grey.

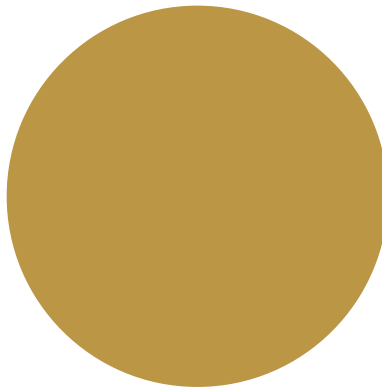


PRUSSIAN BLUE

PMS: 275 C

RGB: 0 0 60

HEX: 00003C

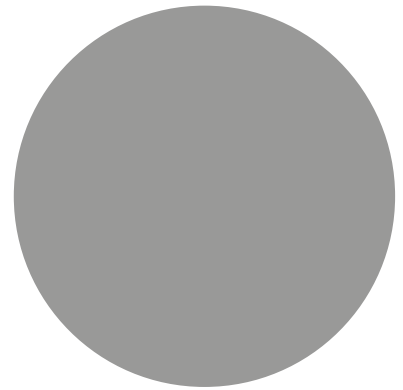


ROTI GOLD

PMS: 16-0946

RGB: 187 149 69

HEX: BB9645



STAR DUST GRAY

PMS: 4289 C

RGB: 153 153 152

HEX: 999998

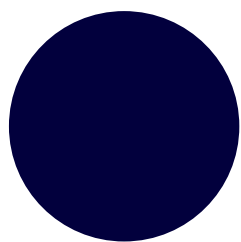
Colors are a powerful tool that provides a quick means of identification for our institution. Our primary color palette was selected to show consistency and give us a strong visual tie to the university. The correct and consistent use of SULC's primary colors helps reinforce the university's identity.

Guidelines

- The official colors must be used for all components of the SULC logo.
- Midnight Blue and Roti Gold should be the dominant colors.

COLORS

The secondary color palette consists of complementary colors that have been established for use in conjunction with the primary colors.

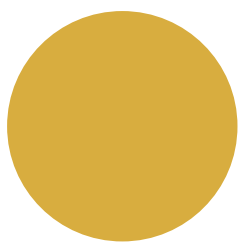


NAVY

PMS: 2765 C

RGB: 0 0 74

HEX: 00004A

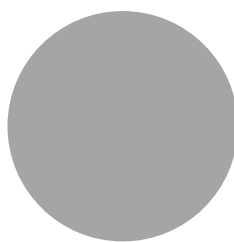


METALLIC GOLD

PMS: P 10-15 C

RGB: 216 173 63

HEX: D8AD3F

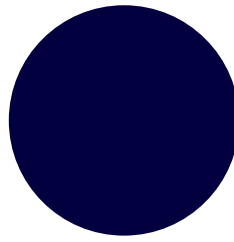


SPUN PEARL GRAY

PMS: P 179-6 C

RGB: 165 165 165

HEX: A5A5A6

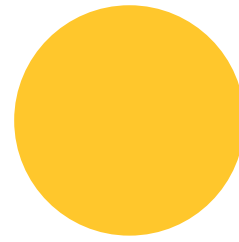


NIGHT BLUE

PMS: 2768 C

RGB: 0 0 77

HEX: 00004D



SUNGLOW GOLD

PMS: 123 C

RGB: 255 199 44

HEX: FFC72C

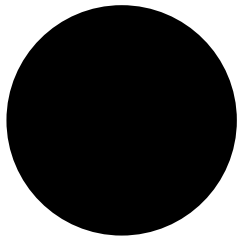
A supportive palette of secondary colors accompanies our core colors. Use secondary colors occasionally to create emphasis or differentiation. These colors should not be used in a dominant way, but may be used to provide variety and visual interest without leaving the recognized palette.

Guidelines

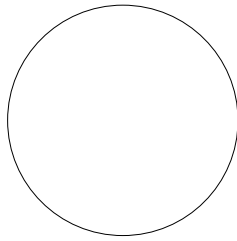
- Colors should never be used in place of the primary color.
- Colors should be used in less than 50 percent of the color palette for one piece.

NEUTRAL COLORS

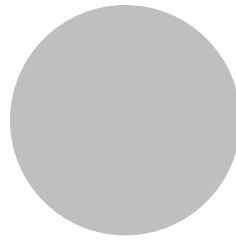
The neutral colors palette provide flexibility when working with backgrounds, layout, and information hierarchy, without being overpowering.



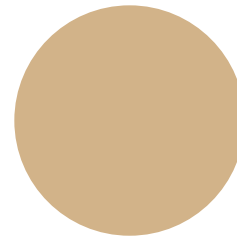
BLACK
RGB: 0 0 0
HEX: 000000



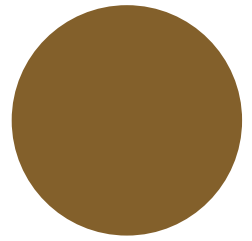
WHITE
RGB: 255 255 255
HEX: FFFFFFFF



GHOST GRAY
PMS: P 179-4 C
RGB: 191 191 192
HEX: BFBFC0



TAN
PMS: P 22-2 U
RGB: 210 179 137
HEX: D2B389



HOT CURRY
PMS: 4028 C
RGB: 131 96 43
HEX: 83602B

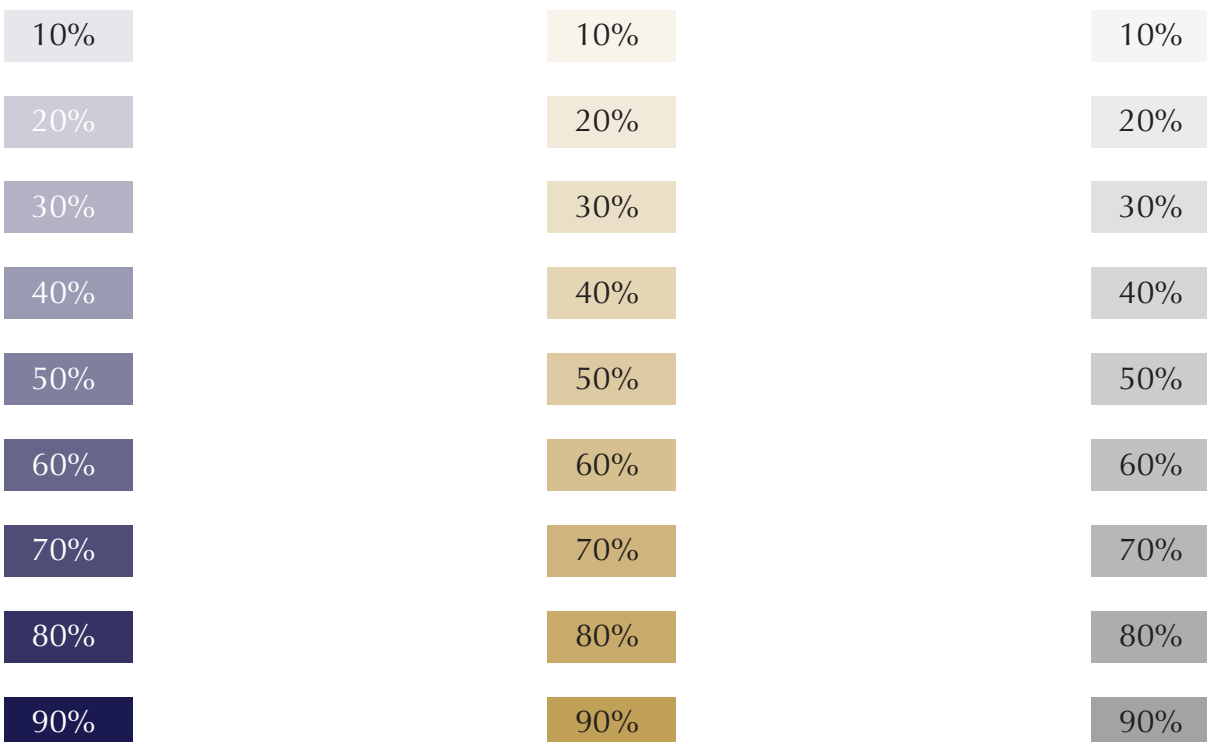
The neutral colors add balance and warmth to the other palettes. The neutral colors are complementary to our primary colors, but are not recognizable identifiers for Southern University Law Center. They should be used sparingly, but they may be helpful to provide visual cues.

Guidelines

- Do not use in place of the primary colors, only as highlight colors.
- Use sparingly
- Do not use as a background for the SULC logo

TINTS

To diversify the color palette, color tints may be used to complement primary, secondary, and neutral colors.



These lighter shades can serve as neutral backgrounds or limited typography colors for headlines and subheads.

Guidelines

- Do not use in place of the primary colors, only as highlight colors.
- Not recommended for unlisted colors.

CLEAR SPACE

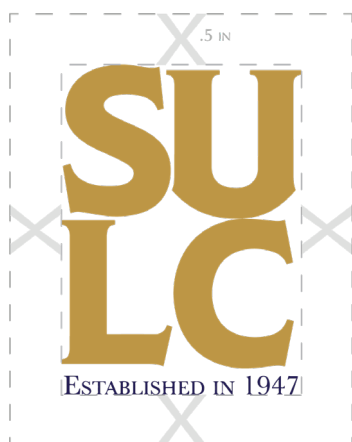
To ensure that clear space is maintained around the logos for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.



The amount of clear space on each side of the logo should be at least .3 ins.



The amount of clear space on each side of the logo should be at least .3 ins.



The amount of clear space on each side of the stacked logos should be at least .5 ins.

The amount of clear space on each side of the lockup logos should be at least .3 ins.



MINIMUM SIZE

To preserve the integrity of our identity, we must ensure that our logos are always recognizable and the graphic identity stands out from other design elements. Reproductions below this size are not permitted.



1.5" or 144 pixels

SOUTHERN UNIVERSITY
LAW CENTER

1.8" or 172.8 pixels

SU
LC

ESTABLISHED IN 1947
1.086" or 104.256 pixels

SU
LC

1.086" or 104.256 pixels

SOUTHERN UNIVERSITY

3.2" or 307.2 pixels

SOUTHERN UNIVERSITY
LAW CENTER

1.8" or 172.8 pixels

SU | **SOUTHERN UNIVERSITY**
LAW CENTER

4.5" or 324 pixels

UNAPPROVED REPRODUCTION

The Southern University Law Center logos must not be modified in any way. Using the logo in a consistent manner ensures the strength of the Southern University Law Center brand will continue.



Don't use drop shadows, strokes or other visual effects.



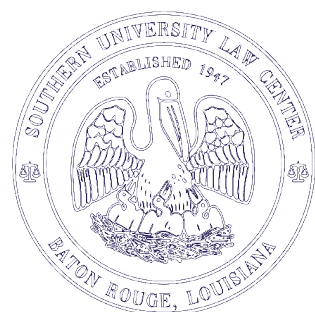
SOUTHERN UNIVERSITY
LAW CENTER

Don't alter the placement of the elements.



SOUTHERN UNIVERSITY
LAW CENTER

Don't embellish or underline any part of the logo.



Don't outline the logo.



Don't use colors other than those specified in this document.



Do not distort or rotate the logo

SOUTHERN UNIVERSITY
LAW CENTER

Don't change the color of any part of the logo.

SOUTHERN UNIVERSITY
LAW CENTER

Don't stretch, condense or change the dimensions of the identity.

SOUTHERN UNIVERSITY
LAW CENTER

Don't use more or less color in any part of the logo.

SOUTHERN UNIVERSITY
LAW CENTER

Don't add colors to individual elements.

SOUTHERN UNIVERSITY
LAW CENTER

Don't alter or replace the typefaces of the identity.

SOUTHERN UNIVERSITY
LAW CENTER

Don't crop the wordmark.

TYPOGRAPHY

Adobe Caslon Pro is the primary typeface for Southern University Law Center.

Adobe Caslon Pro 1234567890

Adobe Caslon Pro Italic 1234567890

Adobe Caslon Pro Semibold 1234567890

Adobe Caslon Pro Semibold Italic 1234567890

Adobe Caslon Pro Bold 1234567890

Adobe Caslon Pro Bold Italic 1234567890

ADOBE CASLON PRO SMALLCAPS 1234567890

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z

Guidelines

- Suited for materials that require large amounts of printed text, as well as more formal applications such as stationery and invitations.
- Times New Roman is an acceptable alternative.

Purchasing Adobe Caslon Pro

Adobe Caslon Pro is available for use on both Windows and Macintosh based computers via Adobe Typekit (<https://typekit.com/fonts/adobe-caslon>).

TYPOGRAPHY

While Adobe Caslon Pro is the primary, the secondary typeface, Optima, may be used in addition to add visual interest.

Optima 1234567890

Optima Italic 1234567890

Optima Bold 1234567890

Optima Bold Italic 1234567890

Optima ExtraBlack 1234567890

OPTIMA SMALLCAPS 1234567890

A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z

Guidelines

Optima is:

- A classic san serif typeface
- If you do not have access to Optima, Helvetica is an acceptable alternative.

Purchasing Adobe Caslon Pro

Optima is available for use on both Windows and Macintosh based computers.

STUDENT ORGANIZATIONS

Recognized student organizations are encouraged to create their own unique logos. Unique logos for student organizations MAY NOT include or incorporate branding tools belonging to the Southern University Law Center including logos, icons, or tag lines without approval from the Office of External Affairs.

SOUTHERN UNIVERSITY L A W C E N T E R

Recognized Student Organization



Recognized Student Organization

Student organizations that have official logos may produce promotional items bearing their logo but should not include or incorporate any additional branding tools belonging to the Law Center.

Guidelines

Recognized Student Organization logo:

- Should appear as a footnote on the bottom of printed material, such as flyers, posters, etc.
- Cannot to be altered or recreated. Student organizations may not attempt to replicate an official logo.

LOCKUPS

A custom horizontal and stacked lockup is available for all departments, clinics, and institutes.

SOUTHERN UNIVERSITY
L A W C E N T E R

Office of Academic Affairs

SOUTHERN UNIVERSITY
L A W C E N T E R

Office of External Affairs

SOUTHERN UNIVERSITY
L A W C E N T E R

Office of Academic Affairs

SOUTHERN UNIVERSITY
L A W C E N T E R

Office of External Affairs

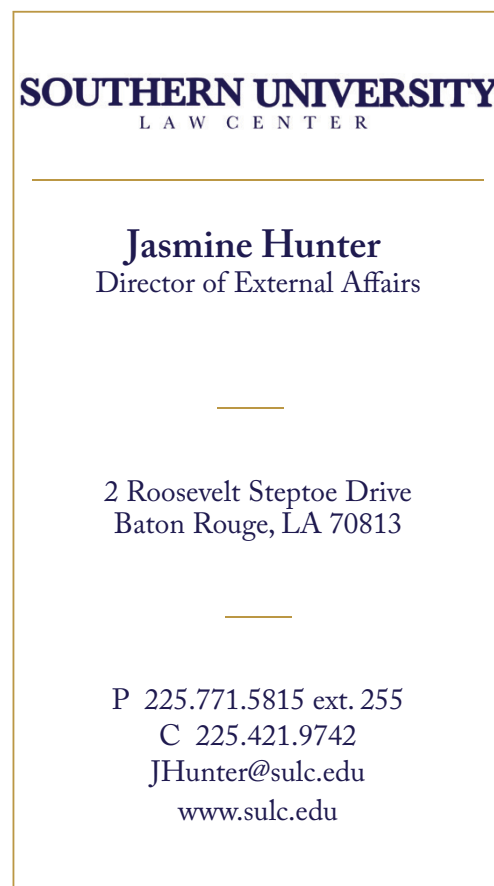
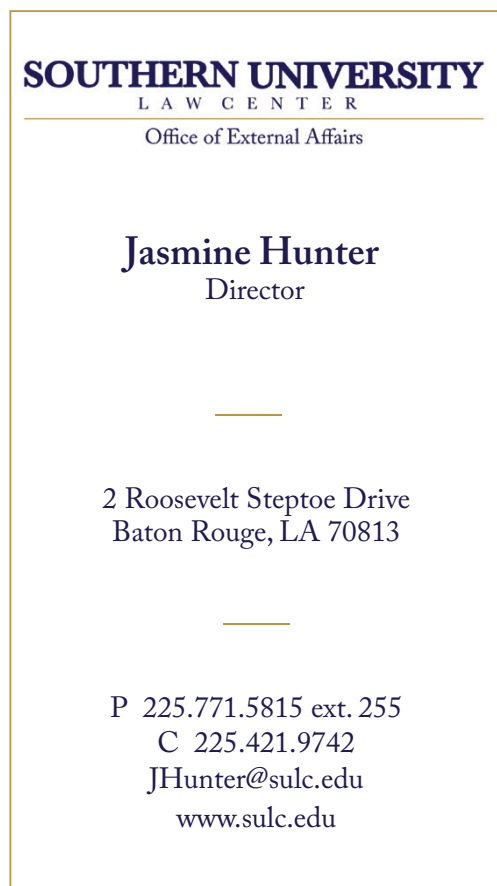
It is essential to place each department, clinic, and institute within the context of the law center. The lock-up above is an example of how the affiliates of the law center are combined with the primary logo. The department, clinic, or institute name must fall under “Southern University Law Center” to place the greatest emphasis on our core identity.

Guidelines

- Do not combine the logotype with any other logos or identities.
- Do not distort or rotate the logotype.
- The department, clinic, or institute name and Southern University Law Center must always be the same color.

STATIONARY

Business card proofs can be requested by completing the [Business Card Request form](#).



EMAIL SIGNATURES

An easy way for our community to show a uniform brand is to have a consistent format for faculty and staff email signatures. To accomplish this, we recommend the following configuration in Microsoft Outlook with name, title, unit/department, university name, phone number, and logo.

Jasmine D. Hunter
Director of External Affairs
Southern University Law Center
2 Roosevelt Steptoe St.
Baton Rouge, LA 70813
Office- 225-771-5815 ext. 255
Email: JHunter@sulc.edu

The following items can be used in your signature:

- Name (**required**)
- Title (**required**)
- Unit/Department (**required**)
- Southern University Law Center (**required**)
- Phone number (**required**)
- Cell phone number
- Fax number
- Website
- Email address
- Mailing address
- Pronouns
- Social media (links only, no icons). Example: "Follow us: [Facebook](#) | [Twitter](#) | [Instagram](#)".
- Confidentiality Statement (In Italics): *The information transmitted by this email is intended only for the person or entity to which it is addressed. If you received this message in error, please contact the sender and delete the material from your records. All messages to and from this email address are subject to public records requests.*

If you have any questions about email signatures, please contact the Office of External Affairs at communications@sulc.edu.

MERCHANDISING

Campus departments and student organizations frequently purchase merchandise that include university logos for promotions or events.

Requests can include lapel pins, cups, mugs, hats, apparel, bags, umbrellas, coasters, photo frames, and many other items. Each of these items is an extension of the university's brand or image. Just as there are branding guidelines for printing purposes, similar guidelines hold true for Law Center merchandise.

Obtaining Art and Approvals

As part of the Southern University System, the Law Center works in conjunction with the Southern University Foundation and Southern University System Office of Communications to manage and monitor the use of the Law Center's valuable intellectual property. Offices and departments must use a licensed vendor when purchasing merchandise that include university logos and name.

There are a variety of licensed manufacturers available to assist your production needs including many in-state and locally licensed companies. Licensee lists can be found [here](#).

Send your desired artwork to a licensee or ask the licensee to assist in designing a look for you. The licensee will submit your design to the Southern University Systems' Licensing portal for approval and remit royalties to the university's licensing agent should that be necessary. You do not need to worry about these steps.

MERCHANDISE

Merchandise is any item that you produce with the intent of using as a promotional giveaway or for resale. All promotional and marketing designs are required to gain approval from the Office of External Affairs prior to production.



Shirts



Pens



Table Clothes



Cups



Studio Backdrops

LICENSING

Licensing is vital to the appropriate promotion of the university and proper usage of the Law Center's branding tools.

It is suggested that the Law Center's products be made only by companies/licensees who are under contract with the university's licensing agent, CLC (formerly known as Learfield IMG College). A large number of licensees work with the Southern University System to offer a multitude of products for campuses.

Our licensees save campus department's time, effort, and money because of their expertise in dealing with licensing matters, often taking care of approvals and other details for you.

Why Licensing is Required

There are three reasons the Southern University System has a licensing program:

- Protection
- Promotion
- Profit

What Licensees Do

Licensees:

- Pay for the right to produce the university's merchandise
- Carry appropriate liability insurance naming the Law Center an additional insured
- Are familiar with university policies concerning appropriate use of logos
- Can usually create designs upon request
- Contact the Office of External Affairs with questions concerning a product or marks
- Obtain design approval from Office of External Affairs

LICENSING

What has to be licensed?

Any product bearing the Law Center's branding tools must be produced only by licensees. Printed materials such as brochures, pamphlets, stationery, note cards and banners do not require licensing, but do require the approval of the Office of External Affairs. However, if any of these printed materials will be sold, such as a t-shirt or mug, the product must comply with Southern University System licensing policies and the vendor must be licensed through CLC.

Becoming a Southern University System Licensee

Vendors interested in becoming an approved Southern University System licensee must follow the steps indicated on the CLC Licensing website.

EDITORIAL STYLE

This editorial style manual will answer any writing questions that may arise while creating official communications for the Southern University Law Center. The goal is to help everyone use a clear and consistent voice. Unless otherwise specified, the guidelines below apply to digital and print content.

Southern Law communications should be useful, informative, and accessible. Whether it is an announcement, newsletter, course description, or brochure, the writing needs to be clear, concise, and free of jargon.

The Law Center's editorial style rules are based on the Associated Press Stylebook.

TONE

The Law Center's messaging reflects the values that are essential to our identity.

Inclusivity: The Law Center stresses legal education for students from diverse backgrounds.

Innovation: Our faculty is committed to challenging students through research and case studies.

Progress: We have a long history of engagement with social justice for civil rights and the public interest.

Excellence: We seek excellence by fostering an environment stimulating critical analysis and professional development.

CRAFTING CONTENT

Use Active Voice

To engage readers, use an active rather than passive voice. Active voice enlivens writing and creates a straight line from the actor to the action in a sentence.

Avoid jargon. Use Plain English.

It can be hard when you know an institution or subject well to avoid using “inside baseball” language. Readers often respond best to straightforward words that they easily understand.

It is acceptable to use “we”, “us,” and “our” in brochures and communications specifically aimed at students or prospective students and members of the Law Center community, including alumni.

Avoid overly formal words or phrases, such as: forthwith, commence, in the event of, particulars, and per anum.

Avoid Overwriting

The ideal sentence length is considered to be 15 to 20 words, with 85 percent of the words one or two syllables long.

EDITORIAL STYLE DICTIONARY

Abbreviations, Academic Degrees, and Acronyms

As a general rule, all-uppercase abbreviations have no periods. Exceptions (listed below) include U.S., U.N., and most academic degrees. (We put periods in U.S. and U.N. to ensure readability.)

United States, United Nations, United Kingdom

Spell out United States, United Nations, and United Kingdom when they do not modify another noun.

Abbreviate to U.S., U.N., and U.K. when modifying a noun, such as: U.S. environmental policy, U.S. ambassador to Turkey, U.S. Tax Court, U.S. Supreme Court, U.N. diplomacy, U.K. legal system.

Organizations and Institutions

Use abbreviations sparingly. Well-known abbreviations like EPA (Environmental Protection Agency), ACLU (American Civil Liberties Union, or SEC (Securities Exchange Commission) may be used if they will be repeated at least two times in a single article or web page. Enclose the abbreviation in parentheses after spelling it out the first time. The next sentence should be in the same graph: If you will not use an abbreviation or initialism after spelling out the full name on first reference, do not provide it in parentheses at all.

Do not use initialisms—CAA for Clean Air Act or FCPA for Foreign Corrupt Practices Act—that are not widely known, unless there is a strong contextual reason for their use.

The “Law Center” is the preferred shortened version of Southern University Law Center. SULC is acceptable in informal, brief communications such as social media posts and emails, where the tone is deliberately warm and casual.

Academic Degrees
(see also: Alumni Designations)

EDITORIAL STYLE DICTIONARY

Law Center Degrees

J.D. = Juris Doctor, three-year program

J.D./M.P.A. = Dual degree Juris Doctor/Masters in Public Administration, 4-year program

J.D./MBA = Dual degree Juris Doctor/Masters in Business Administration, 4-year program

Other Degrees:

Per AP Style: B.A., B.S., M.A., M.S., M.D., and Ph.D., but leave periods out of MBA. AP doesn't specify how to treat M.P.A. nor other degrees not listed, so treat it as all other degrees.

In our publications, we do not use "Dr." for someone who has a Ph.D. Include apostrophes and do not capitalize bachelor's degree, master's degree.

Associates in Law degree does not have an apostrophe.

Professional Titles

Per AP Style, the following titles are always abbreviated when they appear before a name, both inside and outside of quotes: Dr., Gov., Lt. Gov., Rep., Sen., Pvt., and certain other military ranks.

The abbreviation Prof. for a faculty member is used only in headlines or social media posts where space is at a premium.

Professor is used for full-time faculty at the Law Center. For part-time faculty who wish to identify as being from the Law Center, adjunct professor, lecturer, or researcher may be used, depending on the individual's status.

EDITORIAL STYLE DICTIONARY

Alumni Designations

For Law Center alumni, place a “backward” apostrophe and two-digit graduation year one space after name on first usage. (To signify a graduation year more than 99 years past, use four-digit number.) Specify the degree only if the graduate received a degree other than a J.D.

- Michael Porter '68 will present the award.
- Gerald Rogers 1906 was honored at the ceremony.

If the Law Center graduate has additional Southern degrees, each degree should be listed as follows: Philip McKinney CC '72, LAW '86, BUS '95.

Be sure to use curly (') rather than straight vertical quotes (').

To make the backward apostrophe (') on a PC, in some versions of Word, you can hold down the Ctrl and Function keys and then type the apostrophe twice. Alternatively, simply type the apostrophe key twice (''); then delete the first apostrophe. On a Mac, type: Option + Shift +]

Refer to classes with the full year: The Class of 1958 celebrated its 50th reunion in May.

EDITORIAL STYLE DICTIONARY

Capitalization

See also Titles, for Law Center faculty, programs, classes, etc.

On second reference to Southern University Law Center, the standalone words Law Center should be capitalized. This is an exception to AP Style.

Do not capitalize informal usage:
She taught in the economics department.

Per AP Style, in headlines, as well as in event, lecture, and speech titles, capitalize all principal words (including It and Is, and all prepositions of four letters or more (With, Over, Through, Above).

In headlines as well as in event, lecture, and speech titles, lowercase common prepositions and articles (the, an, to, of, etc.).

Per AP Style, professional or job titles given after a person's name are in lower case.

EXAMPLES: Jessica Bulman-Pozen is a professor of law. Larry Smith is the executive director of the human rights organization. Kirsten Gillibrand is a senator from New York.

Endowed titles remain capitalized after the individual's name:

Jane Ginsburg, the Morton L. Janklow Professor of Literary and Artistic Property Law, spoke on the panel.

The seasons winter, spring, summer, and fall are lowercase.

Names of semesters (spring semester, fall semester, spring 2018) are lowercase.

Lower case: internet, web, website

USING OUR NAME

Southern University Law Center has a diverse audience. While it is most effective to communicate in slightly different ways depending on the audience segment, the way we talk about ourselves as a university should be consistent.

Approved designations for the campus are:

1. Southern University Law Center
2. Law Center
3. SULC

In written communication, the full name, Southern University Law Center, should be spelled out when the university is first mentioned or cited. On second references, the institution can be referred to as the “Law Center.” Only on social media posts and emails can the Law Center be referred to as “SULC.”

MEDIA RELATIONS

Reporters rely on the Law Center's expert faculty and staff sources for their stories. To that end, we help pair them with the appropriate contacts to provide background or on-the-record opinion.

Working with the media can bring recognition for you and the Law Center. This recognition for our faculty and academic programs can help in recruiting students and raising funds for research.

Guidelines

- Reporters are on tight deadlines. It's important to be responsive, even if you have to decline an interview.
- There's no such thing as "off the record." Think about what you want to say first. If you need time to prepare, offer to call the reporter back.
- If you would like help preparing for an interview, you're always welcome to contact a member of our team at (225) 771-5815.
- If a reporter is seeking official university statements, immediately refer him or her Jasmine Hunter at (225) 771-5815 or (225) 421-9742.
- In the event of an emergency on campus, press releases and statements to the news media will be routed through, approved by, and disseminated by the Office of External Affairs.
- The Law Center complies with all applicable federal and state laws regarding the retention and release of personal and/or educational records of all current faculty, staff, administrators, and students.
- Under no circumstances should information pertaining to a case that is in litigation be discussed publicly without the prior approval of the Office of General Counsel.

PITCHING STORIES

Whether event publicity, faculty research, student profiles or broader trend stories, our office is always seeking interesting and relevant story ideas to pitch to the news media. If you have a story to share, please contact a member of our team at communications@sulc.edu.

Remember, though: Not all stories are appropriate for the media. Before you present an idea to us, consider the guidelines.

Guidelines

- Does the story or event have broad appeal beyond the Marquette community? Unless an event is open to the public or the story has relevance outside campus, the media will not be interested.
- Is the story truly unique? There are many interesting things and people at Marquette, but the media are looking for the extraordinary.
- Is it news? If the event already happened, it's not news.
- Similarly, it's important to let us know well in advance about published works, speaking opportunities, etc. We cannot publicize research that was published six months ago.
- When submitting ideas, please include detailed information. As a guide, remember the five W's: Who, What, When, Where, Why. For events, always include registration, reply information and pricing information.

MEDIA INTERVIEWS

The best way to ensure a successful media interview is to prepare. Our team is available to help you develop messages, anticipate reporters' questions and even practice an interview.

But before you call or meet with a reporter or go on camera, consider these helpful tips:

What you say and how you say it

- Before the interview, think about the most important points you want to get across for each question. These are your key messages. If it helps, think about what you'd like the headline of the story to be.
- If asked a direct question, avoid "yes" or "no" responses. Give a more detailed explanation when possible.
- Show your expertise and be authoritative, but remain conversational. Speak in lay terms, and don't use technical language or industry jargon.
- If the interview is for a print publication or being recorded for TV or radio, you can always stop and start over if you don't particularly like what you're saying. A simple, "Actually, let me rephrase that ... " is a sufficient transition. Of course, this does not work for a live interview.
- Avoid drinking caffeine or milk before an interview — both will dry out your mouth

Going on camera?

- Wear dark colors like navy blue, gray and earth tones.
- Avoid stripes or busy patterns. Similarly, don't wear flashy or jangly jewelry.
- If you're seated, sit and lean slightly forward. You will appear taller, leaner and more attentive. If you're wearing a blazer, sit on your coattails to avoid bunching.
- Do NOT look into the camera. Always look at the reporter or individual who is asking the questions.
- Do move your head and use normal hand gestures so as not to appear stiff and nervous.
- Keep your face relaxed, and smile when appropriate.

FILMING AND PHOTOGRAPHY

The Law Center reserves the right to film and photograph members of the campus community including, but not limited to, its students, faculty, and staff, in situations appropriate to the image of an academic institution and to publish likenesses in University publications, video, websites, the news media, social media, or other recruitment or promotional materials.

SOCIAL MEDIA

The Law Center has a story rooted in excellence and progress. Social media can help bring this story to the masses. Through social media, we can keep the alumni, the community, and stakeholders engaged with the school and its progress.

The Law Center uses four social media platforms:

- Facebook
- LinkedIn
- Instagram
- Twitter

If your department organization is branching out onto social media for the first time, or if you are new to the Law Center's communications environment and are looking to enhance your unit's social media presence, we're here to help.

New social media accounts should take into consideration the following seven (7) guidelines before creation, operation and dissemination:

1. Purpose

What is the objective for creating the account?

2. Content

Will there be enough content to consistently populate the platform?

3. Audience

Is there an identifiable audience?

4. Need

Is there a need for social/digital communication in this particular space, immediate or otherwise?

5. Collaboration

Is there an existing University account that makes collaboration possible?

6. Maintenance

Is there a University staff member or University social ambassador to operate the account?

7. Evaluation

How will this account be measured for success?

* The answers should determine if an account should be created and if an account is needed.

SOCIAL MEDIA BEST PRACTICES

The Southern University System social media policy can be found here ([SUS Social Media Policy](#)). The following is a set of guidelines to execute the best social media practices.

Recognizable Identity

- Usernames are a vital part of creating a new account. The Law Center's preference is to use the acronym "SULC" at the start of your username to affiliate your account with the institution, and "Southern University Law Center" in any account description. Examples of usernames include @SULCMootCourt, @SULCTrialAdvocacyBoard, and @SULCLibrary. If "Southern University Law Center" does not fit within the character limits on your account description, use "SULC" or, when appropriate, "#SULC."

Quality over Quantity

- While consistency is important, nothing will disengage your audience more than filler posts. Scaling back your number of posts in order to increase the quality of the content may grow your affinity and engagement with your audience.
- Each social media platform uses an algorithm to deliver posts to followers. Within minutes of a post going live, the channel measures how the audience is reacting. If the post is highly engaged, it will be shown with more frequency. For a post that is not as highly engaged, it will be buried lower or not shown at all.

Delivery Value

- Social media followers are increasingly savvy and have endless options for high-quality accounts with content tailored to their interest.
- Audience members unfollow accounts that don't deliver value in their posts. Help prospective students see themselves at the Law Center by focusing on environmental and current student.
- Think when you're posting, What is this offering my followers?
 - For the Law Center brand accounts, we strive to inspire, evoke pride, educate, and, at times, entertain.
 - Show, don't just tell. Focus on storytelling over selling.
 - Give your audience more of what they like and respond well to.
- Give, give, take.
 - The majority of the time, you should be offering your followers something they value. This is the key to being successful.
 - Your call to action (registrations, applications, contests, etc.) will be more successful when you've built brand affinity through valuable content.

SOCIAL MEDIA BEST PRACTICES

Fit into your audience's feed

- Authenticity is key. Use these rules of thumb:
 - Will this post fit into my target audience's feed, or will it stick out because it's "selling"?
 - Does this have a human touch?
- Be in the moment. Balance scheduled monthly posts with in-the-moment (responsive) content.
- Use emojis sparingly and thoughtfully (especially law-themed).
- Have fun!

Follow the pack

- Follow the accounts of those you're trying to reach (students, etc.) and those you can imitate (similar departments at other universities, etc.).
- Crowdsource content—borrow and repost. Always ask permission and give credit.
- Cross-promote other on-campus channels' campaigns and initiatives. When we amplify each other, everyone grows!

Respond to questions and engage feedback

- Implement a departmental process for quickly answering social media questions. Like and comment on responses and stay positive.
- If things get contentious, take the conversation to private message or offline. Be mindful that DMs are often screen shot and reposted.

Keep your profile page fresh

- Routinely sweep for outdated "about" information and links.
- Approved profile avatars can be found in the guide.

Use the best photos available

- Contact the Office of External Affairs for campus approved pictures.
- Here are the channel-optimized aspect ratios you should use to crop your images for each platform. You can use a photo editor such as Photoshop or Sprout Social's easy editing tool:
 - **Facebook:** 1200x630
 - **Twitter:** 1024x512
 - **Instagram:** 1080x1080
 - **LinkedIn:** 1350x705 (or 2400x1256)

SOCIAL MEDIA BEST PRACTICES

Post Checklist

- Hashtags #SULC, #WeAreSouthern included
 - Other hashtag(s) included where relevant: #LawyerLeaders, #AnalysisMatters
- @Mention or tag relevant parties
- Photo cropped for platform
- Grammarly checked
- Location selected
- Tagged appropriate accounts
- URL optimized as custom bit.ly or sulc.edu address, where appropriate

Register your social media account

Please be sure to register the name of the organization and your social media accounts by completing the social media directory form. This is to allow our audience and campus community to stay in touch with organizational activities on and off the web to be sure the Law Center is being represented to the highest standard.

If you'd like to discuss your unit's or organization's social media strategy or have any questions when creating your account, email communications@sulc.edu.

Social Media Resources

Not only does the Law Center has a visual identity resources to ensure a consistent brand, each social media network has its own set of unique brand guidelines. View these assets to ensure that you are following the rules and regulations each platform has set.

- [Facebook Brand Resources](#)
- [Twitter Brand Resources](#)
- [Instagram Brand Resources](#)
- [YouTube Brand Assets](#)
- [Snapchat Brand Guidelines](#)
- [LinkedIn Brand Resources](#)
- [Pinterest Brand Guidelines](#)

SOCIAL MEDIA DOS & DON'TS

Navigating a brand like the Law Center requires clear and concise guidelines. Here are some helpful “Dos and Don’ts.”

Pay attention to how your posts are performing.

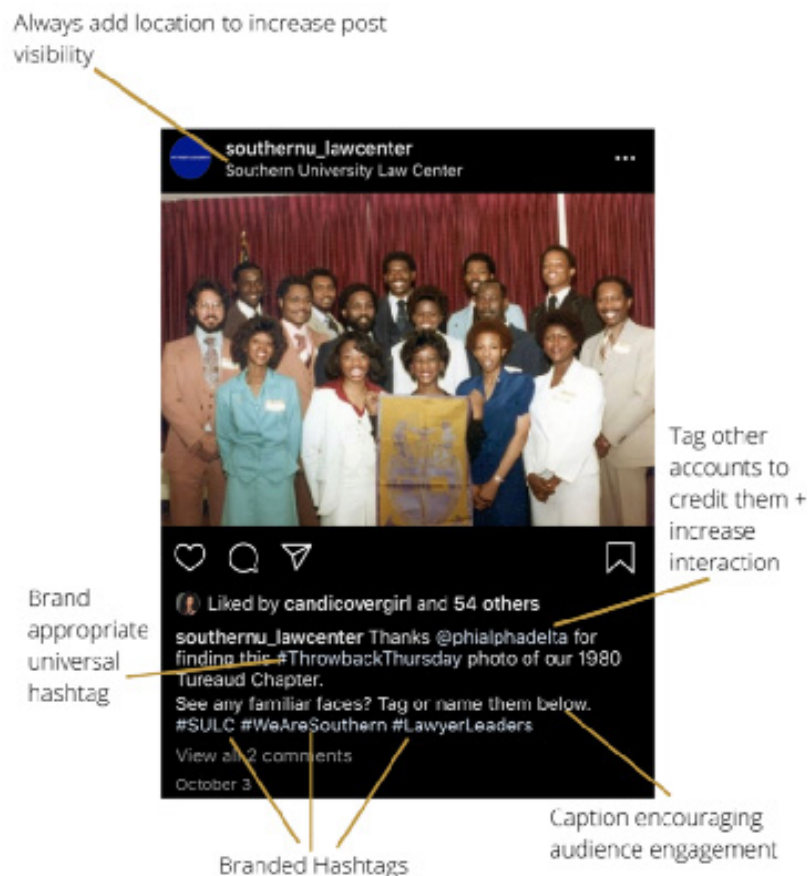
Which posts receive a big response? Take note so you can post more of the same content. Social media posts typically do around 9 am, 12 pm and 4 pm.

Don’t: Post the same version of a post on every platform. Switch up the captions.

Create posts that encourage audience participation.

Your audience likes you. Give them a chance to interact with the brand online by asking them to leave a comment or to share the post. See the example on Instagram below.

Don’t: Use rhetorical questions. It can confuse the audience when you want real engagement. Also, try not to overuse audience participation to avoid fatigue.



SOCIAL MEDIA DOS & DON'TS

Have a strategy for consistent posting on IG stories (if you're going to use them at all)

The Instagram stories option allows for the temporary sharing of content for 24 hours. Use this to show brand-appropriate activities and share flyers that you don't want to live on your feed.

Don't: Post IG stories only during events. If you don't post to IG stories consistently, you won't gain much engagement when you post only for events.

****General tip:** Avoid using more than one exclamation point per post.

Contact the Office of External Affairs for event or campaigns graphics for social media.

PHOTO DOS AND DON'TS

Use professional photos.

The Law Center contracts with professional photographers for events. Fill out our Photo Request Form to ensure proper coverage of your event.

Don't: Use pixelated or blurry photos or IG's pre-set filters. Don't put text over photos (exception for IG stories).

Repost and give credit to the original poster.

Refer back to the example post in the Social Media Dos and Don'ts. Crediting and tagging the original poster can help boost engagement.

Don't: Use a repost app or use copyrighted images or photos from Google Images without permission. Advanced tools make it easy for copyright laws to be enforced.

Post galleries (IG) and albums (FB).

These features on Instagram and Facebook allow for multiple photos to be published at one time. This makes it easier to share event recaps.

Don't: Use collages.

Choose event photos that are dynamic and show action or an inspiring environment.

You want to share and express the excitement of the event in your photos. Reflect that feeling in the photos you post.

Don't: Choose event photos that are mostly empty rooms, or staged group shots. Staged shots often feel inauthentic.

SOCIAL MEDIA DOS & DON'TS

HASHTAG DOS AND DON'TS

Use hashtags selectively.

Using hashtags on a post makes it easier to be seen by a wider audience.

Don't: Use more than 3-4 hashtags per post.

Use the Law Center's official hashtags, #SULC and #AnalysisMatters and the SUS hashtag #WeAreSouthern on posts.

Don't: Use universal hashtags like #Classof2019. We are a graduate school, and it does not resonate with our audience.

Don't: Use an event or campaign hashtag if there is not audience participation included. The power of hashtags is audience buy-in and ownership. Also, don't create hashtags for one-time event use.

If you have any questions or concerns, please contact the Office of External Affairs.

WWW.SULC.EDU
