give yourself a consistent, recognisable look and feel. The guidelines can be found <u>here</u>. These are your social media accounts, so please consider the social you want your aesthetic to convey.

9. Graphic representation

When adding graphics in the form of <u>avalues</u> or background images to social media sites you should aim for a striking and identifiable photograph or **70** hage as your graphical representation. Consider using a portrait or a photo of your location.

10. Twitter Guidelines

Avatar: Use an image cropped to 70

## 11. Facebook Guidelines

Profile Picture: Use an image cropped to 200 pixels wide (no height constraint). Avoid using words or solid colours as they degrade when rendered by Facebook. Vanity URL: This can never be changed, so choose carefully. Consider establishing a consistent naming convention, for example: facebook.com/BangorUniversity or facebook.com/Bangor-University-Alumni-Prifysgol-Bangor Page name: No character limit. Page Type: Under Official Page, select Local Business and then Education.

## 12. Security and legal considerations

To avoid issues relating to security of social media sites and the potential for