



Virtua Health College  
of Medicine & Life Sciences  
of Rowan University

## **Social Media Guidelines & Best Practices**

**December 2024**

# **Virtua Health College Social Media Guidelines & Best Practices**

Social media is an integral part of how we communicate, share information, and engage with our community. As part of the Virtua Health College of Medicine & Life Sciences of Rowan University (VHC) community, we must use social media responsibly, ethically, and in alignment with our values and goals.

## **Official Accounts / Account Creation**

A map of our accounts and platforms can be [found here](#). The creation of individual and department accounts is strongly discouraged. New account requests that wish to be affiliated with VHC or any schools within VHC must be presented to the VHC Marketing and Communication Department for approval prior to creation. If approved, the VHC Marketing and Communications Department will collaborate on profile creation, strategy, and content plans.

## **Content Submissions**

We would love to feature your ideas on our official accounts! Collaborations allow us to work with the VHC community as a team to showcase your campus involvement and accomplishments with our wide audience. We encourage you to send us any awards, program achievements, events, and more! Our team will review that all content submissions meet our brand standards and messaging. Please submit any content requests using the form linked here.

Please note all content must be related to Virtua Health College or Rowan University internal resources and/or events. If you have questions regarding any content, please contact us.

## **Logos, Fonts, and Colors**

Please refer to our [branding guidelines](#) for official colors, logos, and fonts. Departments and organizations (including student clubs) are not permitted to create/use any of VHC logos or fonts with their organization name. Before making any club logos official, we recommend that you send them to the VHC Marketing and Communications team to prevent future changes.

## Photos

All photos should help tell a story and convey VHC's messages. Images should be organic and contain little to no text. Any important information will be listed within the caption of the social media post. Please see the examples below.



## Videos

Videos are another great storytelling method! It is crucial that we create high-quality and concise videos throughout our platforms to maintain a professional standard. Some videos that can be used on platforms include Instagram Reels, LinkedIn Feed Videos, Facebook Feed, and YouTube.

## Engagement, Tagging, and Reposting

Engagement is critical for growing one's social media presence. We encourage all members of the VHC community to tag us using proper handles in their photos/social content. It is at the discretion of the Marketing and Communication team if we will reshare posts to our pages.

## **Takeovers**

Instagram takeovers are a great way for prospective students to get a closer glimpse at the amazing work our current students are doing on campus. Prior to participating in takeovers, students must review and sign the takeover agreement. Students who are interested in participating in “Student Takeovers”, “Q and As”, and “Day in The Life” videos can email [fischerjr@rowan.edu](mailto:fischerjr@rowan.edu) for more information.

## **Contact Us!**

Looking for more information or have questions about our social media team? Please email [VHC-social@rowan.edu](mailto:VHC-social@rowan.edu).