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 arange or background images to social media sites you should aim for a striking and identifiable photograph or 700 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