

SOCIAL MEDIA GUIDELINES

for External Partners



BENTLEY
UNIVERSITY

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INTRODUCTION

As social media continues to grow and evolve, it only makes sense that new accounts will emerge to support specific university themes and missions. Bentley-affiliated social media accounts are valuable for many reasons, most notably for showcasing the full breadth of what we have to offer.

The main social media accounts for the university (@BentleyU) can only post so much. Smaller social media accounts representing a campus organization/group can help boost overall brand awareness and highlight specific topics and causes. The limited “real estate” for the main Bentley channels can make it challenging to find space for every single story we want to tell.

That’s why we’ve developed this guide. We want partners around campus to be empowered to create and manage their own social media accounts, and to do so armed with best practices. Individual or group-specific accounts can be thought of as part of the greater university social media ecosystem, which incorporates:

- **Mission and Brand:** A social media presence helps share Bentley’s story with the outside world, including prospective students, their families and beyond.
- **Unified Messaging:** While individual accounts may have their own niche priorities, it’s important for overall voice, tone, style and messaging to reflect those of Bentley’s overarching brand. This helps our brand identity resonate consistently across audiences while maintaining the university’s core values and eliminating confusing or contradictory messaging.

THIS GUIDE IS FOR:

- Campus centers, offices and departments
- Campus groups, including student, staff and faculty groups
- Campus causes, initiatives and niche focus areas

GETTING STARTED

New Account Checklist:

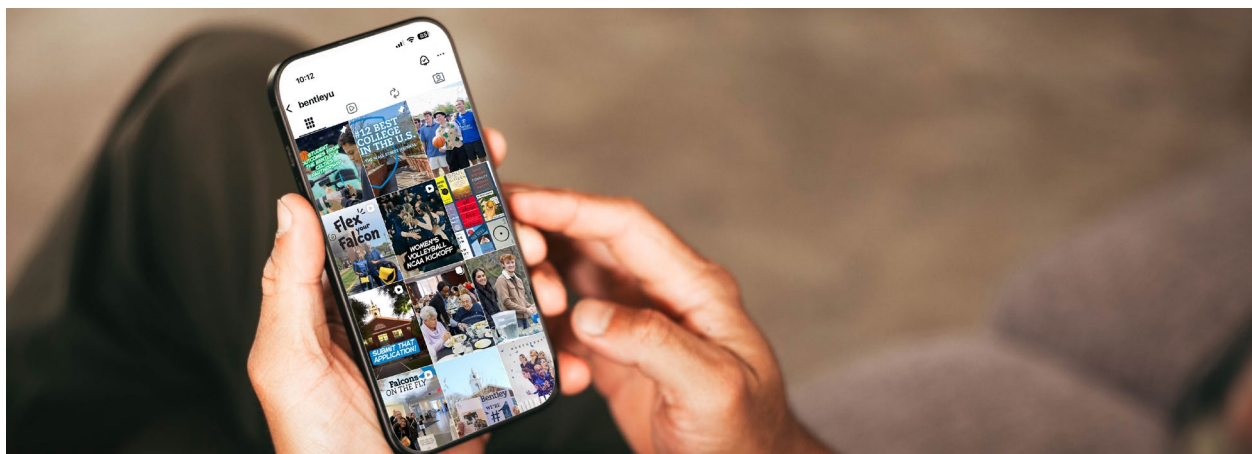
Thinking of launching a new Bentley-affiliated social media account? That's great! Use this simple three-question checklist to get started:

1. Have you defined your goal?

A “North Star” is the guiding light of every good strategy. With our main BentleyU account, our North Star goal is to share the story of Bentley University with the world. This is a broad, all-encompassing goal because our audience is inclusive of all segments of our community, from prospective students to alumni. When you define your goals, consider how you will track or measure your success in the future.

Here are a few examples of good social media goals:

- To increase awareness of well-being resources on our campus
- To generate excitement about Bentley campus events in 2025
- To champion a cause that Bentley stands for; e.g., sustainability



2. Have you identified your core audience?

The more specific you can get with your audience, the better. How you define your core audience will help you choose the right social media platform(s) and your voice, tone and style.

A few examples of good, specific social-media core audiences:

- Current undergraduate Bentley students, ages 17–22
- Prospective Bentley undergraduate students, ages 14–17
- Parents of current Bentley undergraduate students, ages 40+

Each social media platform has its own target audience. There is overlap — but the core audience for each major platform is unique:



Facebook: Parents, alumni, and external communities, ages 35+



TikTok: Current students, young alumni and prospective students, ages 18–25



Instagram: Current students, young alumni and prospective students, ages 18–34



X: External audiences, ages 25–34 (skews male)



LinkedIn: Parents, alumni, current students, faculty, staff and external audiences, ages 25–44

3. Does creating a new social media account help you accomplish your goal?

Now that you’ve defined the key information above, you should be able to answer the fundamental question of whether opening a new social media account will help you reach your goal. Still unsure? No problem. Reach out to schedule a conversation. We can help you clarify and build your strategy: social@bentley.edu

STEPS TO SET UP YOUR NEW ACCOUNT(S)

You've done the foundational work of establishing your audience and goals! There are still a few more steps we suggest taking before publishing your first post.

These next steps are based on industry-standard best practices, which have been honed over more than two decades:

1. Include “Bentley” in your username and our official shield/logo

It's important to include “Bentley” in your username because this will help audiences find you.

Align your new account under Bentley's overarching brand; see more on this in the Brand Alignment section of this guide (pg. 9)



bentleyadmission
Bentley Undergrad Admission

Need help with a logo for your profile picture? You can use an approved Bentley shield, which is available through our brand toolkit (pg. 9), or you can reach out to us and we'll connect you with Bentley's creative team for assistance in making a new logo for your profile.

2. Craft a content calendar for the first two or three months

The roadblock we often see with new social media accounts is consistency. That's why a content calendar is a vital instrument for your continued success. Planning out your first few months of content ensures you have a path to follow beyond those initial days/weeks. A content calendar can also help you track projects, stay consistent and assess engagement at different times of the year. Stuck? Use this [handy template](#) to get started.

3. Establish roles: who does what?

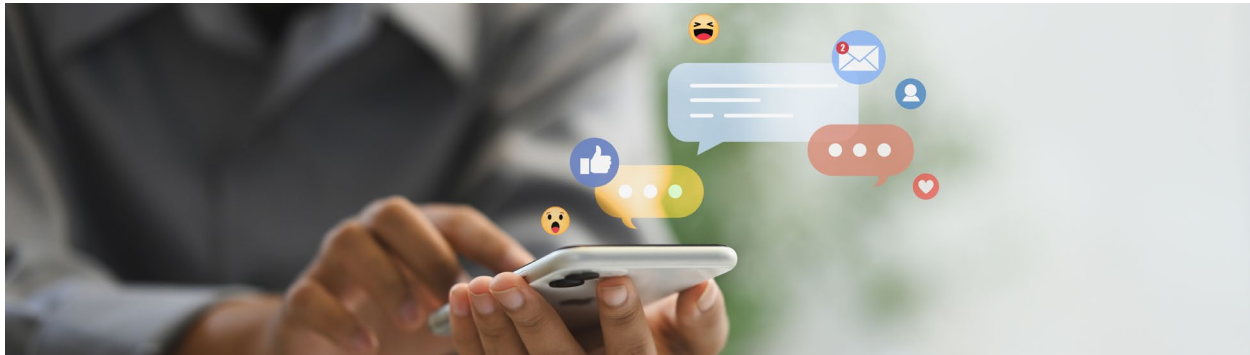
Some social media accounts really are one-person shows — one person does the scheduling, planning, content creation, posting, monitoring, tracking, management and fielding of DMs and inquiries. As you can see, this is a full-time job! We recommend identifying who in your group is responsible for what. We also recommend identifying another trusted person in your group who has your login information and can access your account(s) in case of emergency. If your group has multiple individuals, we suggest identifying the following roles: Content Calendar Manager, Content Poster and Monitor, Content Creator(s).

4. Collaborate with us — the Central Team!

- If you are at this step, that's fantastic — it probably means you have a viable idea! We want to support your social media success. For this reason, let us know about your new account at social@bentley.edu. We'll add yours to our master list of Bentley-affiliated accounts.
- Collaboration can mean more exposure and engagement. Once you've got your account up and running, don't be a stranger. Reach out to us! We are happy to collaborate on posts or find a way to elevate your content another way through our channels.
- Tag @bentleyu whenever possible. Please bear in mind that we have an existing social media calendar and we encourage reaching out as early as you can.

5. Be mindful of crises and sensitive topics

- If there is a major tragedy unfolding — either here on campus, locally or in the wider world — we intentionally may not post that day. Our rationale is two-fold: (1) we don't want to clutter up people's social feeds if we can help it. (2) The seriousness of a given tragic event may not align with the tone of our planned post, which may, as a result, come across as insensitive. Examples include:
 - ❑ Active PR crises
 - ❑ National or international tragedies
 - ❑ Severe natural disasters
 - ❑ Sensitive political events
- Similarly, we highly recommend refraining from using your Bentley-affiliated account to comment on posts or chime in on conversations related to any sensitive current/unfolding events. In these circumstances, it's best practice to let the main university channels represent the voice of the institution.



6. Monitor your comments

- There are trolls, bots and individuals who engage in hateful speech and inappropriate behavior online. As an educational institution, it is vital that we provide a safe space for discourse and respect differences of opinion. Unless a comment explicitly violates our community guidelines, we recommend leaving it. If you're uncertain, reach out to us and we'll try our best to help you.
- Our [community guidelines](#) offer additional clarity. We do not tolerate comments that fall under the following categories, and will remove and report them to the social media platform:
 - ❑ Spam, which includes repetitive comments that dominate discussion on a post or prevent civil discourse
 - ❑ Encouragement or suggestion of illegal activities
 - ❑ NSFW (Not Suitable for Work) material
 - ❑ Hate speech of any kind
 - ❑ Doxing or the violation/spread of other users' private information
 - ❑ Promotion or encouragement of violence or self-harm

7. Measure your success

- When you establish your overarching goals, it is helpful to consider success metrics to track performance and progress, like:
 - ❑ Boosting event attendance — track changes in event attendance over time
 - ❑ Getting more applications — link clicks
 - ❑ Increasing awareness — views/impressions

GETTING ALIGNED WITH THE BENTLEY BRAND

We want your new social media account to grow and thrive! For that reason, we want to encourage you to follow our well-established [brand guidelines](#).

Voice and Tone

When writing or speaking on behalf of Bentley, it's important to do so with a unified, consistent voice. While we tailor our content and tone to each audience, we reference a singular set of values, positioning statements and pillars - the things that make Bentley special and distinct in the marketplace.

Here is some general copywriting advice that will help you engage your audience and compel them to take action.

- | | |
|---------------------------|---|
| ✓ Be clear. | ✗ Don't use superfluous language. |
| ✓ Be concise. | ✗ Don't use pretentious words like "superfluous." |
| ✓ Be anything but boring. | ✗ Don't talk like an institution. |

Visual Identity Basics

Click the links below to access our visual identity assets.

- | | |
|---|---|
| ■ Brand Messaging One Pager | ■ Colors |
| ■ Canva Templates | ■ Logo lockup generator |
| ■ Logos | |

Reach out to IT Helpdesk for more information about our Institutional Canva Account.

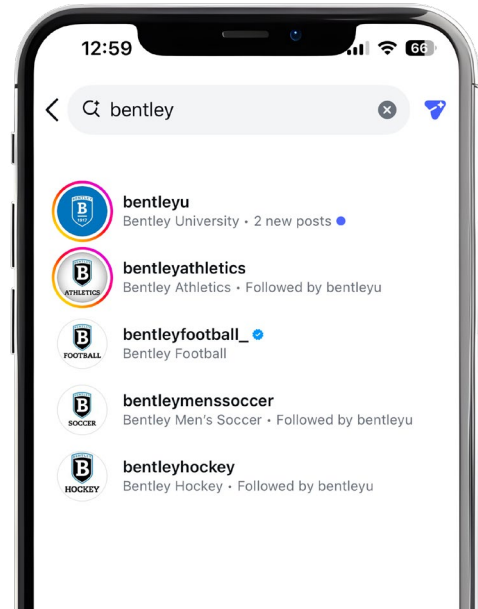
SOCIAL MEDIA PROFILE ICONS

Keep important information in the center circle

Social media profile icons use a mix of circle and square formats. When you are creating your profile icon, it is critical to keep the key content to a minimum and put it in the center circle because that is what most users will see. And with mobile, what they see is very small, so simple is best.

The icon's job is to provide context

Given the extreme economy of space, the icon's job is to show that you are connected to Bentley. The name of your center / dept / org is communicated via your account name, which is next to your icon. Using too many words, levels of hierarchy or the Bentley wordmark will be too small for anyone to read.



Recommendations



Bentley Shield

Simple is best! You can use the Bentley shield with any brand color backgrounds. These can be downloaded from the [brand site](#).



Bentley Shield and Short Name

Here is an example for our Athletic department.



Branded Icon

You can use this option if you have an icon for your center, department or organization.

FAQ AND ADDITIONAL RESOURCES

My student worker is graduating, and they run our account. What should I do about managing the account moving forward and/or transitioning to a new student hire?

We recommend asking your current student(s) for recommendations (they probably have friends or are involved in other campus activities from which they may know interested students) or reaching out to other colleagues across campus who might have students either interested in work or particularly interested in social media. You can also create a flier to post around campus that can be included in Falcon Fliers (a weekly Instagram Story on BentleyU promoting upcoming deadlines and events).

It's hard to get followers right after opening a new account. Do you recommend any strategies for getting started successfully?

We recommend partnering with existing accounts if possible, whether it be reposting to your own page, working together on a collaborative post or tagging others (so they can repost or engage with your content).

Do we need to run our posts by the Central Team every time we want to post something new?

No, you do not. These guidelines are meant to support you in managing your account independently of the Central Team. However, if you are unsure about a certain post, we are more than happy to be your thought partners. Reach out to us at social@bentley.edu.

I need help with illustrations and/or design. Any suggestions?

Yes — if you're a student, we recommend accessing Canva by logging in with your Bentley email credentials. If you are faculty or staff, you can reach out to the IT Helpdesk to see if you're able to get a Canva license through the university's enterprise account.

Can we collaborate with the Central Team on more than one post or is there a limit?

You can collaborate with us on more than one post — but please bear in mind our Central Team has its own content calendar to manage as well as other campus partners to support. For this reason, we always recommend getting in touch with us as early as possible to schedule a collaborative post!

If we have an event to promote, can the Central Team re-share for us?

Yes, we can support the promotion of your event! Every Monday, our Instagram story includes “Falcon Fliers,” a 24-hour post that highlights events going on around campus and remains on our profile in a story highlight during the week. Either send us a direct message on the platform or email us at social@bentley.edu by noon on Friday the week before to share your event flier with us.

Can the Central Team post on our behalf?

At this time, we currently only oversee posting on the main institutional channels, but we’re happy to offer guidance when we can! If you are hoping to collaborate in some way, though, please reach out to us as early as possible so we can try to workshop and coordinate options.

How can we work with students to craft content for our channels?

We recommend finding out if you have a budget to hire student worker(s) first. If not, identify any students who are currently involved in your department, program, etc. Do you have a standout student doing interesting research, who just won an award or got an internship? Offer to celebrate them via your channels. You can ask them if they have a reflection to share, photos, or even videos from their experience. If it works out, see if they’d like to help with additional content or use it as a jumping-off point to recruit other interested students and build from there. When you can’t hire students, it takes a lot of time and relationship building to get student-created content, but it is possible and we have a lot of enthusiastic, willing folks across campus!



For further Questions, Please contact social@bentley.edu