



# BRAND MANUAL



# WE'RE ALL BRAND STEWARDS

Not all that long ago, cattle ranchers predominantly used branding irons to indicate which animals were theirs. As the cattle moved across the plains, it was easy to identify which ranches they belonged to from their signature brands.


Today the term brand means so much more. Advertising guru David Ogilvy describes a brand as, “the intangible sum of a product’s attributes.” Marty Neumeier, president of brand consultancy firm Neutron says, “a brand is a person’s gut feeling about a product, service, or organization.” To put it another way, brands live in people’s minds. They live in the minds of everyone who experiences them. The ways brands are experienced are largely dependent on how well those brands are stewarded.

When it comes to brand stewardship, we’re all stewards of the “intangible” and of those things that generate “a person’s gut feeling” about Northwest Nazarene University. Every touchpoint matters. Each moment counts. Therefore, how an individual perceives our brand (consciously or unconsciously) wholly determines how they’ll engage with our brand. It’s critical that we present a clear and consistent brand message, and this is something for which we are all responsible and of which we all play an essential role.

The following brand guidelines form the basis for communicating a clear and consistent message both visually and verbally – a message that presents NNU to a world that needs to hear and accurately perceive who we are.

These guidelines also include the way we, as individuals, talk about and speak for the University, whether online via social media or in other venues. Within these guidelines are guardrails to help us keep our message clear, consistent and true to the NNU brand.

We’re all stewards of the NNU brand that we love and feel called to enhance. So, it is my request (and hope) that each of us learn and comply with these guidelines and thereby enhance NNU’s brand throughout the world.

A handwritten signature in black ink, appearing to read 'Joel K. Pearsall', written over a horizontal line.

**JOEL K. PEARSALL**

President

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# ATTRIBUTES



Brand attributes are words that represent how we aspire to be perceived by our target audiences. Attributes are characteristics and traits that describe a brand as if describing a human personality. Because a brand is composed of physical and personal, as well as material and inanimate things, attributes are a great way to define a brand personality. NNU's brand attributes include:

## **ENGAGING**

We fulfill our mission by engaging our culture.

## **EXCELLENCE**

We continually pursue excellence in education.

## **OPEN**

We are open to future possibilities and people.

## **PERSONAL**

Each person is uniquely gifted and treated with dignity and respect.

## **QUIRKY**

We make our mark with our own quirky, one-of-a-kind style.

## **RELATIONAL**

Our relationships are marked by humility, grace, and kindness.

## **ROOTED**

Our long history speaks into our future.

## **STUDENT-FOCUSED**

Everything we do is for a new generation of leaders.

# TONE & VOICE



NNU's attributes are a good place to start when considering the general attitude voiced in communications. In addition, please consider the following:

## TONE

Tone should vary slightly by the audience (and certainly medium - e.g., social media). Generally, NNU's tone is friendly and welcoming. Our tone is conversational, but more formal when needed. It should never feel stuffy, overly academic, institutional or pretentious.

## SUB-MESSAGING

For prospective students and families, NNU is the University that will guide students to discover and nurture their God-given callings because NNU is dedicated to helping students achieve their potential and adequately prepare for the future.

**For prospective faculty, administrators and staff**, NNU is the University that mentors and pours into the lives of students because we are dedicated to being champions, collaborators, guides and teachers.

**For alumni**, NNU is the University that feels like home, providing a sense of pride and a network of friendly connections because of shared foundation, focus, and ideals.

**For Boise Valley**, NNU is the University that helps people discern their callings, finish degrees and make a difference because NNU is committed to bettering our students, community, city and world.

**For fans**, NNU is the University that delivers a tradition of winning the "right way" and a family-friendly experience because NNU is an inclusive university with strong student-athlete support and welcoming game-day atmosphere.

**For potential donors**, NNU is the University that will use your gifts to invest in the lives of students because NNU is committed to preparing students of all walks of life for leadership and service wherever they may be.



# THE LOGO



**NORTHWEST**  
NAZARENE UNIVERSITY

The NNU logo should instill instant recognition from the viewer. For those familiar with it, it should spark familiarity and loyalty. For those who are seeing it for the first time, it should create a sense of intrigue and trust.

In 2018 the University adopted a new logo. It incorporates the shield that has an NNU on it and the name Northwest Nazarene University. The logomark is comprised of two elements, the logo symbol and wordmark (the rendering of the University's name in its distinctive typeface). There is one primary logo, in three different weights—bold, medium and lite—developed for a wide range of branding needs. The medium weight is the primary weight, the bold is used often for athletics, while the lite is for smaller, simpler, tertiary purposes.



**NORTHWEST**  
NAZARENE UNIVERSITY

## **BOLD**

This logo demands attention, has a strong aggressive presence and is suitable for most applications. It features the “N” letters by reversing them over a strong 90% black.



**NORTHWEST**  
NAZARENE UNIVERSITY

## **MEDIUM**

This logo is also strong but is more relaxed than the bold logo. The “N” letters are 90% black and the outer line is a good distance away from the letters.



**NORTHWEST**  
NAZARENE UNIVERSITY

## **LITE**

This logo is the more basic version, however, perfect for when one color is needed for simplicity.

# LOGO OPTIONS



**NORTHWEST**  
NAZARENE UNIVERSITY



**NORTHWEST**  
NAZARENE UNIVERSITY



**NORTHWEST**  
NAZARENE UNIVERSITY



**NORTHWEST**  
NAZARENE UNIVERSITY

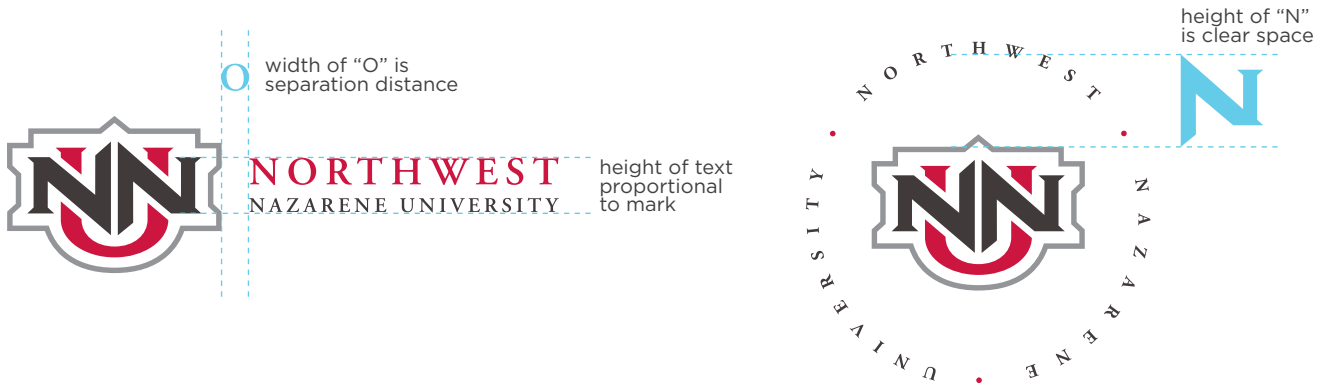
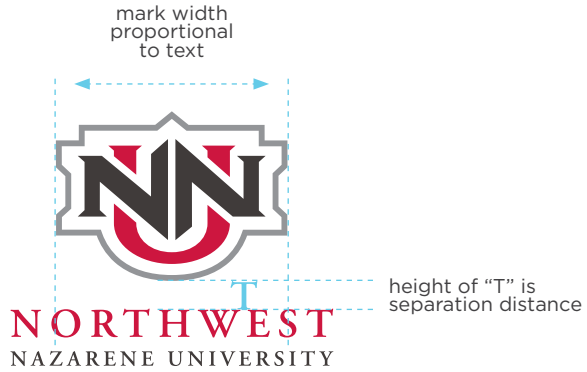


**NORTHWEST**  
NAZARENE UNIVERSITY



**NORTHWEST**  
NAZARENE UNIVERSITY

# LOGO CONSTRUCT & SPACING



# LOGO OPTIONS



NORTHWEST  
NAZARENE UNIVERSITY



NORTHWEST  
NAZARENE UNIVERSITY



NORTHWEST  
NAZARENE UNIVERSITY



NORTHWEST  
NAZARENE UNIVERSITY



## **BRAND POSITIONING**

A visual brand becomes recognizable as it is repeatedly and consistently positioned in the marketplace. In the past, we have consistently paired the three-letter logomark (NNU) with the wordmark, “Northwest Nazarene University” as part of our external marketing strategy. Because people have begun recognizing us by our logomark alone this has become the primary way to position NNU in the eyes of the public.

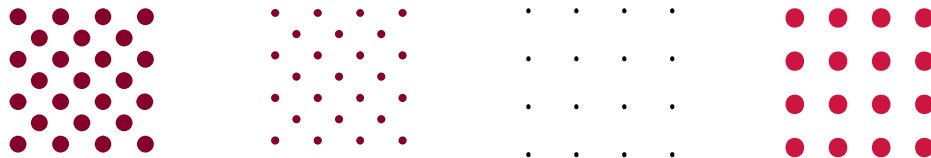
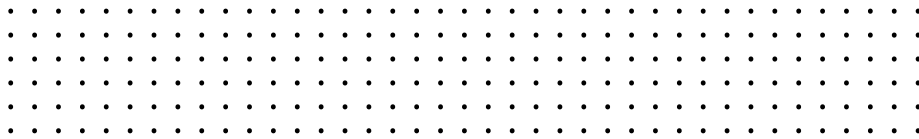
Having the flexibility to use the logomark with or without the wordmark is a huge asset in design, advertisements, merchandise, etc. However, we as marketers may identify future instances where the audience is not as familiar with NNU, therefore it will be strategically important to use both marks. There may also be instances where there is an external requirement for including the wordmark.

We rely heavily on all our brand stewards, internally and externally, to help build and maintain the NNU brand. We must all be consistent visually, verbally, in written form and in our interactions with people because a brand is only as strong as its perception in the marketplace. Through the support of our brand stewards we will continue to clearly communicate the value of NNU to our students, supporters, the Boise Valley and the world.

# GRAPHIC ELEMENTS



These graphic elements are used to support the overall branding eort. The devices serve to support an aesthetic branding language and new elements are encouraged within the vernacular. The key is to use good judgement, be intentional and don't over do it.



# THE COLORS



Many might remember when our school colors were orange and black, rather than the standard crimson and black we sport today. However, a switch was made to make red and black NNU's primary colors with a darker red, two shades of gray and white rounding out the look.

## PRIMARY COLORS

**RED, PMS 200 C**  
RGB: (205, 22, 63)  
CMYK: (3, 100, 63, 12)  
Hex Code: #CD163F

**WHITE**  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)  
Hex Code: #FFFFFF

**RICH BLACK**  
RGB: (0, 0, 0)  
CMYK: (75, 68, 67, 90)  
Hex Code: #000000

## SECONDARY COLORS

**90% BLACK**  
RGB: (65, 64, 66)  
CMYK: (0, 0, 0, 90)  
Hex Code: #414042

**10% BLACK**  
RGB: (230, 231, 232)  
CMYK: (0, 0, 0, 10)  
Hex Code: #E6E7E8

**MAROON, PMS 202 C**  
RGB: (132, 0, 41)  
CMYK: (9, 100, 64, 48)  
Hex Code: #840029

## TERTIARY COLORS

**50% GRAY**  
RGB: (147, 149, 152)  
CMYK: (0, 0, 0, 50)  
Hex Code: #939598

**30% GRAY**  
RGB: (188, 190, 192)  
CMYK: (0, 0, 0, 30)  
Hex Code: #BCBEC0

**PMS 305 CP**  
RGB: (100, 203, 232)  
CMYK: (54, 0, 6, 0)  
Hex Code: #64CBE8

**PMS 309 CP**  
RGB: (0, 45, 63)  
CMYK: (99, 27, 22, 80)  
Hex Code: #002D3F

# PHOTOGRAPHY



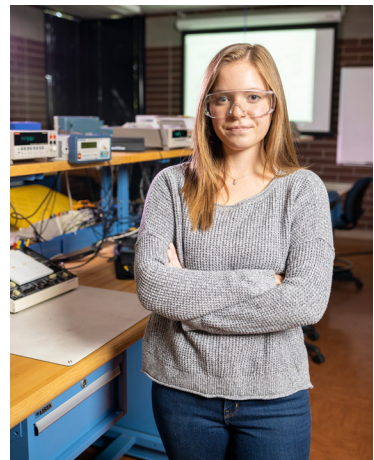
## IMAGES

The images we use to represent NNU should express who we are as an institution. When using illustration and photography to enhance the user experience, choose images that express our brand.

## OUR STYLE

Choose photos that convey a message in-line with NNU's ideals and mission. While action shots are great, you can also tell a story through facial expression. Portraits are best suited for news articles and specific testimonials. Set up shots using natural light and a background that complements the story.

The NNU Office of Marketing and Communications may provide a photographer for any external facing promotional items. Examples include employee headshots, promotional images for Chapel, Commencement and Homecoming.



# TYPOGRAPHY



Typography plays a vital role in communicating the overall tone and quality. NNU uses Adobe Garamond Pro and Gotham.

When Gotham is unavailable, please use Arial (Windows) or Helvetica (Mac). When Adobe Garamond Pro is unavailable, please use Times New Roman (Windows or Mac).

## ADOBE GARAMON PRO

REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

SEMIBOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*SEMIBOLD ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*BOLD ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## GOTHAM

THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BOOK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

BLACK  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# THE NIGHTHAWKS



The purpose of our mascot is to promote school spirit and serve as a mark for students to identify with and to take pride in. The mascot is supplemental to the NNU logo and should be used to promote student life and athletics. For purposes outside of student life and athletics, such as academic, business or formal branding, use the official NNU logo, referenced earlier.

The NNU mascot is the Nighthawks, and can be referred to as a mark, mascot, logo, mascot logo, or sports logo. The Nighthawk is indigenous to the Boise Valley and is identified by a prominent white patch on the wings. The Nighthawk is determined, swift, fierce, and has direction and purpose. The mascot leverages our brand equity by using the same colors as the NNU logo. The primary logo is the right-facing bird, while the secondary logo is the front-facing bird. In order to build brand recognition, the primary logo should be used more frequently than the secondary, the ratio we recommend is 75% primary, 25% secondary. So every four items produced, three should have our primary mark and one can have our secondary mark. Once enough brand recognition has been built up, this rule-of-thumb ratio may shift.

If there is a need to put both the Nighthawks mascot and the NNU logo on the same produced piece, the use of the combo, mascot and official logo, mark is recommended.

Officially, we are the Nighthawks. Our mascot is intentionally Nighthawks, and not a Nighthawk or the Nighthawk. We want to represent our campus for what it is, a community, not simply individuals, but a family. Hence the plural form of the mascot was chosen to represent NNU. Colloquially, people have shortened Nighthawks to 'Hawks'. On any produced material, the full form, Nighthawks, should be used unless a design or printed piece hinges upon the shortened form, for example, we have sent out Hawk Boxes to



accepted students and used the word “Hawks” in an advertisement to reference both the Boise Hawks and NNU Nighthawks. The only scenario to use Nighthawks in its singular form is to refer to an individual person, for example: “I am a Nighthawk.”

**Examples of how to refer to the Nighthawks mascot:**

- NNU’s mascot is the Nighthawks.
- The Nighthawks are going to nationals.
- The Women’s Basketball team reps the Nighthawks well.
- I throw for Nighthawks track & field.
- We are Nighthawks.

To access the Nighthawks sports logo, you can find several variations available on the portal. If you have any questions or want recommendations about which version to use, please contact your marketing account manager. We are here to help!

# STATIONARY



NNU has a new look and we need your help to share it with the world.

To create a uniform look across all departments and email platforms, we have provided new branding forms for business cards, door tag nameplates, name badges, envelope order forms, letterhead order forms, and email signatures. You can find these forms and downloadable examples in the **employee portal**.

# NNU STANDARD LANGUAGE



## **FULL BOILERPLATE**

Northwest Nazarene University, a private, Christian university located in Idaho's Boise Valley, is committed to a holistic education that develops students intellectually, socially, physically, and spiritually.

Founded in 1913, NNU offers courses at its 88-acre residential campus, as well as online and at extension campuses in Idaho Falls, and in 35 countries around the world. With more than 80 undergraduate programs, plus 16 master's degrees in six different disciplines, four Education Specialists degrees and two doctoral degrees, NNU prepares students for servant leadership in diverse professions and disciplines. NNU is nationally recognized by both U.S. News & World Report and The Princeton Review. NNU is an NCAA Division II school and its Nighthawks boast 13 men's and women's athletic teams.

NNU currently serves more than 2,000 undergraduate and graduate students from 41 states and 27 countries. NNU also has over 6,000 continuing education students from a variety of professions, and through the University's concurrent credit program, more than 2,300 high school students. NNU is accredited by the Northwest Commission on Colleges and Universities (NWCCU), a regional accrediting body recognized by the Council for Higher Education Accreditation (CHEA).

## **ABBREVIATED BOILERPLATE**

Northwest Nazarene University, a private, Christian university located in Idaho's Boise Valley, is committed to a holistic education that develops students intellectually, socially, physically, and spiritually.

Founded in 1913, NNU offers courses at its 88-acre residential campus, as well as online and at extension campuses in Idaho Falls, and in 35 countries around the world. With more than 80 undergraduate programs, plus 16 master's degrees in six different disciplines, four Education Specialists degrees and two doctoral degrees, NNU prepares students for servant leadership in diverse professions and disciplines. NNU is an NCAA Division II school and its Nighthawks boast 13 men's and women's athletic teams.

NNU is accredited by the Northwest Commission on Colleges and Universities (NWCCU), a regional accrediting body recognized by the Council for Higher Education Accreditation (CHEA).



## INFORMAL OPTIONS (ELEVATOR SPEECH)

### *Option One*

NNU's holistic approach to education draws from every academic discipline, focusing on the whole student: spiritually, socially, physically, and mentally. Our nationally recognized programs of study enable students to go out into the world not only prepared for their careers but ready to transform the world for good.

### *Option Two*

Northwest Nazarene University is an intentionally Christian university located in Idaho's Boise Valley. Our beliefs are infused into everything we do, both in and out of the classroom, and our Wesleyan tradition means we care deeply about seeking justice in the world, especially for those who are oppressed and marginalized. We strive to live out our calling to love God and love our neighbors well.

### *Option Three*

During a student's NNU experience, we expect students will:

**Be transformed for good.** Mentally, spiritually, physically, socially, and intellectually. Our desire is that they leave better than when they arrived.

**Find truth.** Education pursues truth. At NNU, students will explore knowledge, the wonder of God's creative activity, and the stories of human beings. We pursue Jesus Christ because we believe He is truth incarnate.

**Live in community.** We provide a learning and faith community that teaches, challenges, and encourages each other in every aspect of life.

**Serve.** We believe an NNU education cultivates a life of servanthood as modeled by Jesus Christ. We learn to lead by giving ourselves to God and serving others.

# PUBLIC WEBSITE

NNU's website should work on all devices, display accurately on all standards-compliant browsers and provide access to all users. NNU places high importance on consistency within design frameworks and navigation, as well as imagery and tone.

Edits to NNU's website must be done by authorized employees, interns, or contractors who have taken part in website and brand training to ensure continuity and brand messaging.

The NNU website is for marketing purposes only. This site is used to inform future students, donors, the community, future employees and other external-facing audiences of who NNU is. NNU's website should not be used for internal communication or purposes. Information for current students, faculty or staff should be housed on the portal or in Canvas. The external website is a platform for external use to help the public understand NNU's traditional undergraduate programming, online and continued studies programming, graduate and doctoral programming as well as other areas of NNU, including, but not limited to, community, admissions, alumni and contact information.

For questions regarding website branding, communications or marketing requests, please contact NNU's Office of Marketing and Communications.

# SOCIAL MEDIA

Social Media is a place where it is essential that we are aware of and especially careful with the brand that is being portrayed. Please remember that regardless of whether it is intentional or not, desired or not, and included on a university-sponsored or personal account, you are a representative of NNU's brand by simply being a part of our NNU community.

**Goal:** To communicate a clear, consistent brand message that resonates with prospective, current and past students, in addition to NNU's community and staff.

**Secondary goal:** To interact with our online audiences in a friendly, casual manner.

## NNU'S VOICE

### *Tone*

The tone should vary slightly by audience and medium. Generally, NNU's tone is friendly and welcoming. Our tone is conversational, but more formal when needed. It should never feel stuffy, overly academic, institutional or pretentious. See pg. 5 Tone & Voice for submessaging guidelines.

## **SOCIAL MEDIA POLICIES**

### *Unified Presence*

It is important that the University has a unified presence on Facebook and all other social networks. To maintain a consistent tone of voice and brand identity, avoid splitting our community and avoid duplicate content. Our strategy aims to keep the number of University-official social media accounts to a minimum.

### *Creating new accounts*

On occasion, it may be appropriate to create a new Facebook page or group if there is a specific, well-defined audience and aim. Before creating a new social media presence, you'll need to consider and ensure you have sufficient time and resources to support a new page. Before proceeding, please contact the Office of Marketing and Communications to explore the best path forward and for setup assistance if a new presence is agreed upon.

### *Maintaining accounts and standards*

Poorly maintained social media accounts can be damaging to the NNU brand.

#### **University-official accounts must meet the following performance standards:**

A minimum of one post a week or four posts a month.

If direct/private messages are activated, response time must be no longer than eight hours (excluding weekends and holidays).

#### **Additionally, they must also meet the following brand standards:**

Using the NNU voice and maintaining brand consistency in all posts and responses (as determined by the Office of Marketing).

Posting content relevant to the page's area of interest.

Posting content appropriate for the specified target audience.

Posting content that complies with NNU's mission and values.

If an account fails to meet these standards, the account will be put on "improvement probation" for one month. If no improvement is seen, the account will be shut down.

## **REMOVING ACCOUNTS**

To align our objective of a unified presence on social media, official university accounts will be monitored regularly, and if found in conflict with brand guidelines, they may be removed.

If an account is created without complying with the account creation policy, in most cases, it will be removed.

## **MARKETING ACCESS TO ALL UNIVERSITY PLATFORMS**

It's imperative that NNU's Office of Marketing and Communications has shared access/logins to all NNU's social media profiles, to ensure assistance can be readily given in crisis

situations and avoid situations where an official account is not able to be accessed after a staff member leaves the university.

## **FACEBOOK GROUPS**

Facebook groups are an excellent way to create community among a small group of people. They serve as an excellent alternative to Facebook pages and often accomplish the goals that users are seeking even better than a page can. Facebook groups are an excellent solution for disseminating information, creating a space for discussion, planning and promoting events, connecting people who don't know each other and so on. While pages can be limited by algorithms that inhibit content visibility and engagement, groups create a level playing field for people looking for tailored information.

At NNU, Facebook groups can be used for:

- Colleges/departments
- Residence Halls
- Incoming freshmen classes
- Clubs and organizations

The university's policy for university-official accounts also applies to Facebook groups. Please inform your marketing team of your intent to create an NNU-related group so we can go through the proper procedures and guidelines with you.

## **HASHTAGS**

To represent the different and unique aspects of NNU, the below hashtags have been created for use and promotion to users on University-official accounts. NNU-related hashtags that are not included on this list should not be used on University-official accounts. If you see a need to create a new hashtag, please contact the Office of Marketing and Communications. To validate a new hashtag, a plan for consistent content is required. The University also has hashtags that are event-specific and should only be used during said event. For example, during Homecoming 2018, #myNNUhomecoming was used. The Office of Marketing & Communication will keep the campus updated if there are event specific hashtags to be used.

### **Hashtags that are currently being used:**

**#NNUFanFriday** for athletics

**#myNNUhome** for ongoing for New Student Orientation or community-related events

**#HereForGood** for the majority of social media content posted

## **NO-DELETE COMMENT POLICY**

Online etiquette and the NNU social media policy dictate that we allow both negative and positive comments about NNU on social. In general, criticism should not be deleted. Often, negative comments that are emotional and unconstructive in nature should be left alone. Complaints that are specific regarding an issue you can help with should be responded to promptly with a kind, customer-first attitude. In all cases, avoid being defensive. If the

comment is defamatory of the university or individuals within the university or you are not sure how to respond, contact the Office of Marketing and Communications. Only profane, explicit or potentially defamatory comments should be deleted. Contact the Office of Marketing and Communications for advisement if these comments arise.

## **NEGATIVE AND CONTROVERSIAL CONTENT**

You must report any and all potential crisis situations. If you are made aware of content online that could result in trouble for the University, act quickly and notify Marketing and Communications with concerns: [marketing@nnu.edu](mailto:marketing@nnu.edu). Also, if you become aware of a situation that has not been referenced by anyone online, but likely will, follow the same protocol.

Do not respond or engage yourself unless you have been approved by the Office of Marketing and Communications to do so.

### **Requirements for employees outside of the Office of Marketing with permission to manage University-official pages**

1. **Voice.** Assume the tone and voice of the NNU brand.
2. **Content.** Post good news and positive content. Avoid posting about and getting involved in sensitive and/or controversial topics (ex- ministry to sensitive people groups, criticism of NNU, theological debates, anything to do with a legal issue or other sensitive internal matter, anything that could be perceived as discriminatory). For any questions about whether or not particular content is appropriate for your page, please contact the Office of Marketing and Communications.
3. **Engagement.** As a representation of Northwest Nazarene University, page managers are expected to respond promptly and in NNU's voice to all direct or private messages and to any comments or replies that ask questions or warrant a response. However, page managers should also recognize when not to respond. If a comment is an obvious, malicious attack having nothing to do with the conversation, it may not warrant a response.

## **EMPLOYEES OF NNU: PERSONAL SOCIAL MEDIA**

### *Policy for posting on your own personal accounts/profiles*

This section is intended to give NNU employees encouragement to use social media professionally and personally and to provide policies for eliminating any confusion concerning its personal use. In general, what you do on your own time is a personal decision. However, activities in or outside of work that affect your job performance, the performance of others or NNU's business interests are a proper focus for NNU policy.

1. As an NNU employee, positions and statements you make on social media can sometimes be construed as reflecting or advocating for the University's official position. Your conduct and speech online should reflect University values, but should your position or statement oppose that of the University, consider using a disclaimer

statement that makes clear the views are your own, not NNU's.

2. Be mindful of how NNU's other policies apply online. Ensure that your social networking conduct is consistent with all other policies contained in NNU's Policies and Procedures Manual, Faculty and Human Resources Handbook (including the Confidentiality and Disclosure policy and Sexual Harassment policy), and Information Technology Acceptable Use Policies. You must also ensure your social networking conduct complies with FERPA policies. Failure to comply with any of the aforementioned policies could result in consequences including termination of employment.
3. Do not misuse the University's brand. Do not use NNU's logo, unless specifically authorized to do so by the Office of Marketing and Communications.
4. Discern whether the information is public or private. Be mindful of the information that is "for internal use only." University intelligence that has been deemed for internal use only is absolutely not meant to be forwarded to anyone who is not employed by NNU. No exceptions. Messages from our president, deans, directors, managers or other University-authority to other employees are not meant for the media or any public organization or individual.
5. You must defer to public relations officials for handling official University information and commentary. Do not comment on NNU-related legal matters unless you are an official spokesperson and have been approved by the Office of Marketing and Communications to do so. In addition, talking online about non-public student enrollment data, future University changes, unannounced financial results or similar matters are not allowed. NNU's marketing team oversees the release of all official University news and information to public audiences. Be sure any content you share online is okay to share with the public. Breaking news must always be shared first by NNU's marketing staff on official University accounts; do not release NNU-related news or information before the University has officially done so.
6. You must respect your audience. Do not use ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable on NNU's campus. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory.
7. You must follow the proper procedure for press inquiries. Any press inquiries received via professional or personal social media sites regarding the University must be immediately referred to Robert O'Donahue, Director for Media Relations (rjodonahue@nnu.edu/ 208-467-8412).
8. You must always report a potential crisis situation. If you are made aware of content online that could result in trouble for the University, act quickly and notify the Director for Media Relations, Robert O'Donahue, in the Office of Marketing and Communications with concerns: 208-467-8412 or rjodonahue@nnu.edu. Also, if you become aware of a situation that has not been referenced by anyone online, but likely will follow the same protocol.

9. Share content with integrity. NNU expects you to write knowledgeably, accurately and professionally. Respect differences and appreciate the diversity of opinions.

## **UTILIZING YOUR PERSONAL SOCIAL MEDIA TO PROMOTE THE UNIVERSITY**

University employees sharing NNU related content on social media is one of the most effective ways of growing the online reach of NNU and its brand. Employees are encouraged to share, retweet and repost official NNU content on their personal social media accounts—news stories, videos, tweets and photos alike. Linking to a relevant nnu.edu webpage further increases the online presence of NNU. Be sure to tag or mention NNU, too.

## **RECOMMENDED PRACTICES FOR INTERACTING WITH STUDENTS ON SOCIAL MEDIA**

The following recommendations apply specifically to employee-to-student and faculty-to-student interactions in a social media environment.

1. Avoid initiating “friend” or “follow” requests with NNU students on social media. However, NNU employees and faculty may wish to accept “friend” or “follow” requests initiated by students. Note: Employees and faculty are not obligated to accept “friend” or “follow” requests and are encouraged to determine a personal policy to either accept all requests from students or none. Avoid being selective and portraying favoritism by accepting requests from certain students but denying requests from others.
2. Employees should interact with students online with the same professionalism and appropriateness they would adhere to on campus.
3. Avoid using social media platforms to communicate with students about courses or assignments. If a student initiates these types of conversations online, let them know you’ll email them using your University email account or set up a time to talk during office hours.
4. If you’re uncomfortable with a student’s behavior, interaction or content on social media, discuss it with your immediate supervisor. If a student expresses on social media the desire or intent to harm his/her self or others, document and report what you’ve seen to your supervisor immediately.

# THANK YOU!



If you have any questions concerning the Brand Manual, please reach out to your marketing account manager or email the Office of Marketing and Communications at [marketing@nnu.edu](mailto:marketing@nnu.edu)

