Produced by Tom Fern for the Social Media Leadership Team (SMLT): 31/03/2020, version 1

**Guidance for social media profile photos**

It is important for University channels to follow the profile photo guidance outlined below on each social network. Taking a consistent approach to profile photos increases brand recognition and ensures our channels are accessible to all audience groups.

[**DOWNLOAD: new branded image templates for Twitter, Facebook and Instagram**](https://www.dropbox.com/sh/hqr5glhsxgmc7q3/AAD5yaokvC6it2VD5bwgv3Bra?dl=0)

**Exceptions**

However, exceptions can be made for:

* the central University channels (@OfficialUoM on Twitter and Instagram, and @TheUniversityOfManchester on Facebook)
* [approved sub-brands](https://www.staffnet.manchester.ac.uk/brand/visual-identity/logo/sub-brand-logos/)

The above accounts can use University of Manchester or sub-brand logos for profile photos.

**Use of logos**

The use of logos or text in profile photos is not permitted, apart from for the accounts listed above.

**Profile photo requirements**

Your profile photos must:

* have a uniform identity – use the same or similar imagery across all your social channels;
* use images that best represent your department or institution – for example a University building; teaching, learning and social areas; photos from inside a laboratory or equivalent research space; or photos of people related to your local area;
* include a purple circle around the photo to increase consistency and brand recognition. Download templates for:
  + Twitter
  + Facebook
  + Instagram
  + If you are not able to add the purple circle yourself, [please contact your local SMLT representative](https://www.staffnet.manchester.ac.uk/communications-and-marketing/digital/social-media/).

**Examples of good practice are:**

[The University of Manchester Library on Facebook](https://www.facebook.com/uomlibrary/)

[UoM Alumni on Instagram](https://www.instagram.com/alumniuom/)

[UoM News on Twitter](https://twitter.com/uomnews)