

Amended guidance for social media account naming conventions

It is often not appropriate or even possible to refer to 'The University of Manchester' in social media pages or profile names due to the character limits or the way profile names are displayed on desktop and mobile .

As a result, it *is* important for University channels to follow the naming conventions outlined below on each social network.

Please note that this guidance does not define naming conventions for @usernames, which can be found in our [social media governance document](#).

Taking a consistent approach to naming conventions increases brand recognition and the University's search visibility on social media.

However, exceptions can be made for:

- the central University channels, which should use 'The University of Manchester';
- Alliance Manchester Business School, University cultural institutions and institutes

Other exceptions may be approved by request to Alistair Beech or Tom Fern.

Twitter

Profile names must begin with 'UoM' and be followed by the name that identifies the account (eg the Faculty, School, subject, Directorate or area). This name should use initial capitals. 'University of Manchester' and '@OfficialUoM' must be included in the account bio to increase search visibility.

Examples of good practice are:

- [UoM Alumni](#)
- [UoM Library](#)
- [UoM Sport](#)

Facebook

Page names must begin with either 'The University of Manchester' or 'University of Manchester' followed by the name that identifies the account (eg the Faculty, School, subject, Directorate or area). This name should use initial capitals.

However, where this is not possible within the 50 character limit then 'UoM' should be used in place of 'The/University of Manchester'.

Examples of good practice are:

- [University of Manchester Alumni](#)
- [The University of Manchester Library](#)
- [The University of Manchester Faculty of Science and Engineering](#)

Instagram

Profile names must begin with 'UoM' and be followed by the name that identifies the account (eg the Faculty, School, subject, Directorate or area). This name should use initial capitals. 'The University of Manchester' must be included in the account bio.

Examples of best practice are:

- [UoM Alumni](#)
- [UoM Biology, Medicine and Health](#)
- [UoM Science and Engineering](#)