



East Central University

Office of Communications & Marketing

Digital Media Guidelines

Overview

These guidelines are designed to help departments and units effectively manage digital media in alignment with East Central University's brand, voice, and strategic goals.

Departments are encouraged to use these guidelines to inform content creation and engagement.

Guidelines

Create with Intent

Avoid posting simply to maintain frequency. Content should support ECU's mission and provide value to your audience through:

- Information
- Education
- Promotion of opportunities
- Community engagement

Brand Voice & Tone

- Use a professional, conversational tone
- Communicate clearly and authentically
- Avoid slang, jargon, or humor that may be misinterpreted
- Maintain professionalism in comments and direct messages
- Usage of relevant emojis is accepted; keep them limited and tasteful

Use of Trends

Staying up to date on trends is effective in creating followers, however, you must make certain that:

- They align with ECU's values
- They are relevant to your audience
- They do not compromise the University's credibility

Community Engagement

- Respond to comments and messages in a timely and respectful manner
- Engage with other ECU accounts when possible and appropriate
- Build a sense of community through positive interaction

Accessibility

Ensure content is accessible to the fullest extent:

- Add alt text to images
- Include captions on videos
- Review auto-generated captions for accuracy

External Links

- Prioritize linking to ECU websites
- Ensure that links included in your content are usable by implementing the following practices:
 - Use a URL shortener like tinyurl.com or bitly.com unless the link is concise (e.g., www.ecok.edu/apply).
 - Instagram, links in captions are not accessible
 - QR codes should only be used for print media or publicly displayed digital media (e.g., television screens, video boards, etc.).
 - Do not use QR codes in any content intended for personal devices like cellphones or computers
 - Use shortened links when appropriate
 - Avoid using QR codes for mobile-first content

Visual Quality

- Use high-quality images and video
- Follow correct platform dimensions and aspect ratios
- Avoid distorted, pixelated, or poorly formatted visuals

Logo & Identity Standards

- Follow ECU Identity Standards when using logos
- Do not alter or modify official logos
- Use logos appropriately and consistently

Content Standards

Do not post:

- Offensive or inappropriate content

- Harassment or personal attacks
- Political endorsements or commercial promotions not aligned with ECU

Moderation

You may remove or hide content that includes:

- Profanity or hate speech
- Personal attacks
- Spam
- Irrelevant solicitations

If a situation escalates, contact the Office of Communications and Marketing.

Student Contributors

If using student workers:

- Provide guidance and oversight
- Review content before posting
- Ensure alignment with these guidelines

AI Generated Content

AI tools may assist in content creation, but:

- All content must be reviewed before posting
- Ensure accuracy and alignment with ECU voice
- Do not rely solely on AI generated content
- AI generated logos or mascots are not allowed

When to Contact the Office of Communications and Marketing

- You are unsure about sensitive content
- You receive media inquiries
- You are managing a high-risk or high-visibility situation
- You need support for major campaigns

Final Note

These guidelines are intended to support effective, consistent, and professional digital media across East Central University.

Departments are encouraged to use sound judgment and align their content with the University's mission and identity standards.