



# SOCIAL MEDIA VISUAL IDENTITY GUIDELINES

VERSION 1.2

## INTRODUCTION

### PURPOSE

This document presents the official visual guidelines for the use of social media (SoMe) on all web sites that fall within the OHSU.edu domain. These guidelines:

- address the appearance and location of icons linking to SoMe platforms from OHSU websites; plugins/widgets from Facebook, Twitter, YouTube and AddThis for use on OHSU websites; and feeds from SoMe platforms displayed on OHSU websites.
- are a resource for web managers, vendors and other members of the OHSU community who currently manage a public-facing website.
- are only for public-facing sites ([www.ohsu.edu](http://www.ohsu.edu)), not for the O-Zone.
- will undergo revisions as necessary.

### NOT ADDRESSED BY THESE GUIDELINES

- The following topics are deliberately not addressed by these guidelines:
- Overarching OHSU SoMe strategy
- SoMe policy and safety tips- this information already exist as published documents on the OHSU website: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/policies/content/index.cfm>
- Access limitations to SoMe in various buildings on campus
- Content (writing and visuals) development guidelines for SoMe
- Instructions for setting up profiles in and using the SoMe platforms themselves - at this time, Web Strategies is only able to provide support for OHSU websites within the Tier I and Tier II environments
- Blogs (external or internal)
- RSS feeds

### DISPLAYING THIRD PARTY CONTENT ON OHSU WEBSITES

OHSU strongly discourages consuming and displaying unscreened third party content on OHSU.edu websites.

“Unscreened third party content” refers to content created by an entity or individual outside of OHSU that has not been previewed and approved by an OHSU web manager for inclusion on an OHSU website. A video about cancer produced by the television program NOVA is an example of third party content that was produced by an entity other than OHSU.

Third party content may contradict OHSU brand messaging, may provide misinformation to website visitors, and its use may violate copyright permissions. To mitigate these risks, OHSU web managers should carefully pre-screen third party content and ensure appropriate permissions have been obtained before displaying it on an OHSU website.

### VERSION NOTES

**07/08/2011:** This is the second dot release of the Social Media visual identity guidelines, corresponding with the release for the first four elements (Facebook Like Box, Social Media Links, Social Media Panel, Twitter Profile and Favorites).

If you have questions or concerns about the information in this document or how it relates to your site, please contact the Web Strategies department:

Web Support Form - <https://www.ohsu.edu/webstrategies/support.cfm>  
Help Desk In Box - [webadmin@ohsu.edu](mailto:webadmin@ohsu.edu)  
Help Desk Telephone - 503 494-0612

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## GLOSSARY

### BASIC TERMINOLOGY

**Social media (abbreviated as SoMe):** media for social interaction, using highly accessible and scalable publishing techniques. SoMe uses web-based technologies to turn communication into interactive dialogues. Andreas Kaplan and Michael Haenlein also define SoMe as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content.

**User profile:** a collection of personal data associated to a specific user or entity. A profile refers to the explicit digital representation of a person’s or entity’s identity. Typically online forums have user profiles where the user can write a short resume about him or herself and add a photo and where statistical information about the user is displayed. Frequently a user’s account on a SoMe platform is referred to as their profile. Similarly, an entity such as an organization or department, might have a SoMe profile.

**Website:** a collection of related web pages, images, videos or other digital assets that are addressed relative to a common Uniform Resource Locator (URL), often consisting of only the domain name (or, in rare cases, the IP Address) and the root path (‘/’) in an Internet Protocol-based network. A web site is hosted on at least one web server, accessible via a network such as the Internet or a private local area network.

**Platform:** A dynamic framework where applications are run. Some sort of hardware architecture and software framework (including application frameworks) that allows software to run. A platform is any base of technologies on which other technologies or processes are built.

*Sources: Wikipedia, Facebook, Twitter, YouTube, AddThis, whatis.com*

### OHSU.EDU INTERACTION TYPES WITH SOCIAL MEDIA

**Link to:** Navigation on an OHSU website linking to a profile on a SoMe platform. Example: click on an icon to become a fan on Facebook or a follower on Twitter is a link to a profile on a SoMe platform.

**Share to:** A mechanism allowing an OHSU website visitor to share or push content from the OHSU website to their own profile on a SoMe platform. Example: the AddThis share option allows you to share (an excerpt from) website page content by pushing it to the selected SoMe platform.

**Consume from:** Consuming content from a SoMe platform and displaying it on an OHSU website. Example: a Twitter feed on a webpage.

### SOCIAL MEDIA PLATFORMS, SERVICES AND SITES

**Facebook:** a social networking platform where users create a personal profile, add other users as friends and exchange messages. Public figures, businesses or bands can create Pages, which are a public profile where fans can participate in an interactive forum. A different type of page is a Group, which focus less on an entity and more on a shared interest, with membership limited to 5,000.

**Twitter:** a microblogging platform enabling visitors to send and read text-based posts of up to 140 characters called Tweets. By registering, users establish a profile from which they tweet and can subscribe to (follow) other Twitter profiles.

**YouTube:** a video sharing platform where visitors can upload, share and view videos. Unregistered users may watch and share videos, while registered users can upload videos to their profile.

**AddThis:** a web content sharing service enabling visitors to share a webpage to the SoMe platform of their choice as well as email and printing.

## SOCIAL MEDIA PANEL & LINKS

### PURPOSE

The Social Media Panel element and Social Media Links element are navigation devices that link to a group's profiles on SoMe platforms.

### VISITOR EXPERIENCE

The Panel element and Links element display SoMe icons corresponding to profiles available for that website's group. Clicking an icon opens the group's profile on that SoMe platform in a new browser window. The OHSU Social Media Directory link displays a webpage listing all OHSU group profiles on each SoMe platform.

### CONSTRAINTS

- Use the Links element to display up to three links.
- Use the Panel element to display three or more links.
- A SoMe platform cannot be repeated in the Panel element. For multiple profiles on the same platform, use the Links element instead.
- The Panel or Links element should only be used once per page.
- If your group's Panel or Links is displayed persistently in the left channel, and you want additional links on key interior site pages, please include these in the right channel of the select interior pages.
- If you use the Links element, make sure the label text to the right of the icon clearly and concisely describes your profile.
- On pages with an expanded share presence in the right channel (icons displayed in list format), do not include either element in right channel.
- Both the Panel and Links elements allow customization of the heading. Default is "Connect With Us" for both elements. If your customization exceeds the character limit, use the default heading.

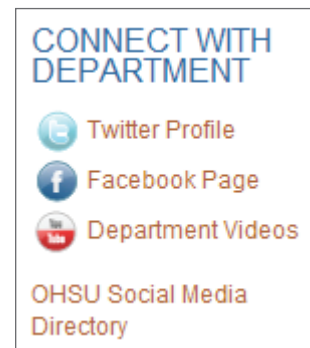
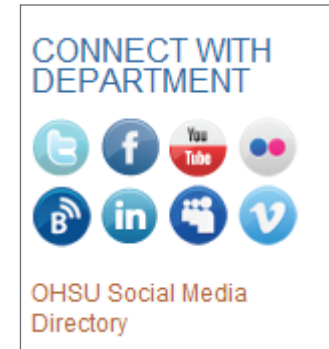
### COMMONSPOT IMPLEMENTATION INSTRUCTIONS

Instructions are available on the OHSU Web Strategies website:

<http://www.ohsu.edu/xd/about/services/technology/webstrategies/webtools/content-management/element-library/social-media-link-elements.cfm>

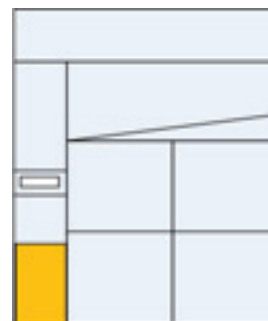
### VISUAL TREATMENT

Panel element for interior page, right channel. Persistent left channel treatment is similar, with mission-specific background color. Default heading is "Connect With Us" and in this example, heading has been customized to replace "Us" with the group name. See Constraints section for usage details.

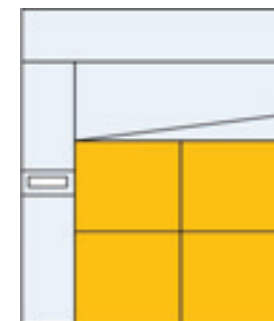


Links element for interior page, right channel. Persistent left channel treatment is similar, with mission-specific background color. Default heading is "Connect With Us" and in this example, has been customized. See Constraints section for usage details.

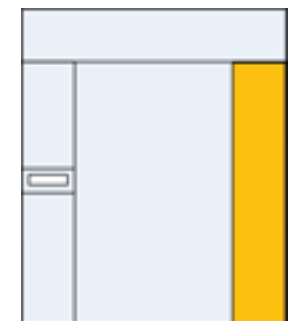
### LOCATION



Persistent throughout website (contact Web Strategies for setup)



Home page only



Select interior page only

## FACEBOOK LIKE BOX

### PURPOSE

The Facebook Like Box enables website visitors to “like” an OHSU Facebook page by clicking a link within the OHSU website. This element shows how many others already like the Facebook page. If “faces” and “stream” are enabled, this information is consumed from Facebook and displayed on the OHSU website.

### VISITOR EXPERIENCE

Website visitors click the “like” button, which spawns a pop-up window from which they log in to Facebook to complete liking the group’s page. Visitors can like the page with one click, without needing to visit the page. To use this functionality, visitor must have a Facebook account.

### CONSTRAINTS

- Simple (no faces or stream) version may be used once per page in the right channel (interior pages) or in content area of home or interior page.
- Expanded versions (display faces and/or stream) may be used once per site, in either content area of home page, or on an interior page that specifically pertains to the group’s SoMe presence.
- Showing faces does not violate HIPAA since “likers” agree to Facebook terms and conditions, and users are self-disclosing their preferences; however, site owners have no way of pre-screening which profile photos are displayed. Before electing to include faces, consider the risks:
  - Will visitors be discouraged from liking an OHSU Facebook page if they know their profile photo could appear on the OHSU website?
  - What if a profile photo could be construed as offensive?
  - What if a profile photo that violates copywritten content?

### COMMONSPOT IMPLEMENTATION INSTRUCTIONS

Instructions are available on the OHSU Web Strategies website:

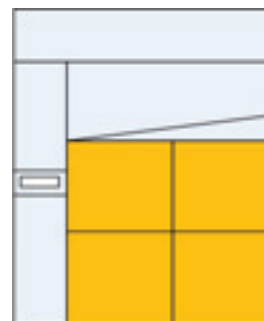
<http://www.ohsu.edu/xd/about/services/technology/webstrategies/webtools/content-management/element-library/facebook-like-box-element.cfm>

### VISUAL TREATMENT

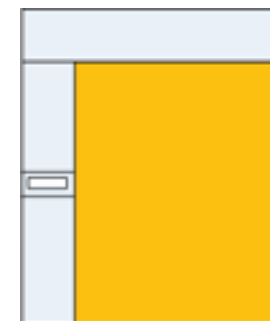


Pictured is the simple version of the Facebook Like Box in the interior page content area. This is the recommended version for most situations, unless there is a solid reason to include the Facebook stream, or faces of individuals who have liked the page. Please see the Constraints section of this page for details.

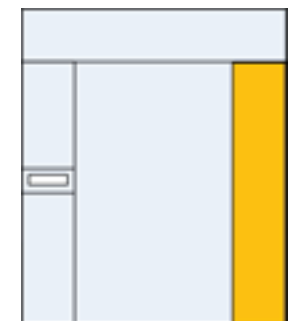
### LOCATION



Home page content area



Interior page content area



Interior page right channel

## TWITTER PROFILE & FAVORITES

### PURPOSE

This is a Twitter feed element with two possible uses:

**PROFILE** displays a feed of Twitter updates written by the profile owner only. This should only be used if the content displayed is updated regularly and the tweets support the content of your website and the OHSU brand.

**FAVORITES** displays a feed of tweets starred as favorites. The tweets displayed are curated by one Twitter profile and may be from any Twitter profile. In order to continually display new information, new tweets need to be regularly starred as favorites. This is a useful mechanism for highlighting other people's tweets that reinforce the OHSU brand. For example, an OHSU department has a Twitter profile. The staff member who manages the Twitter profile can set up and monitor a search in Twitter for "OHSU web." When the search catches a tweet that says "OHSU has a great website!" the person who manages the Twitter profile may star the tweet as a favorite, and it will be displayed in the feed on their webpage.

### VISITOR EXPERIENCE

Website visitors can read Twitter updates displayed in the element. Clicking "Join the conversation" at the bottom of the element opens the Twitter profile in a new browser window from which the visitor can read tweets, sign up to join Twitter, sign in to Twitter with an existing account, and, if desired, choose to follow the Twitter profile.

### CONSTRAINTS

Only include one Twitter feed on a single webpage. The Twitter feed included should support the purpose of and other content on the page.

### COMMONSPOT IMPLEMENTATION INSTRUCTIONS

Instructions are available on the OHSU Web Strategies website:

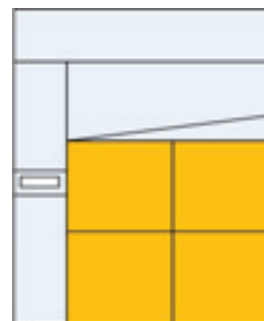
<http://www.ohsu.edu/xd/about/services/technology/webstrategies/webtools/content-management/element-library/social-media-twitter-element.cfm>

### VISUAL TREATMENT



Pictured is the element configured to display a feed of tweets starred as favorites by the Twitter profile "OHSU News."

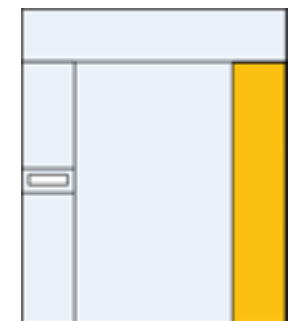
### LOCATION



Home page content area



Interior page content area



Interior page right channel

## ADDTTHIS SHARE WIDGET

### PURPOSE

The AddThis Share widget provides visitors a built-in tool for sharing web pages via the SoMe services of their choosing. Sharing is automatically included in the right channel of CommonSpot press releases (using the press release template with right column), profile pages (clinics and people) and health topic pages.

### VISITOR EXPERIENCE

- **Single Button Treatment:** When the AddThis Share widget is present on a page that uses the single button treatment at the end of the page heading, the visitor can mouse over the Share button and click to select the SoMe service they wish to use to share the webpage.
- **Multi-button Treatment:** Several page types (press releases (using the press release template with right column), profile pages (clinics and people) and health topic pages) automatically include the multi-button treatment in the right channel. The visitor can click on the listed buttons to share the webpage to Twitter, Facebook, Digg, or email or print the page, or they can click the More Options button to choose from the full list of SoMe services offered through AddThis.

### CONSTRAINTS

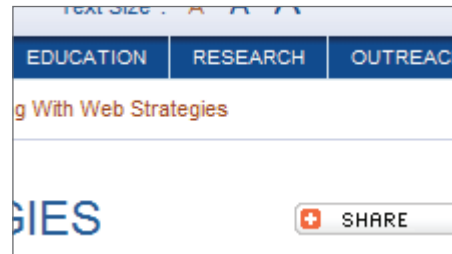
The AddThis Share widget is available in lieu of other SoMe specific buttons such as Facebook Like and Twitter Tweet This. There is not a strong precedent for these on individual university web pages, and adding more icons that provide redundant ways to share may confuse the visitor and use valuable content real estate.

### COMMONSPOT IMPLEMENTATION INSTRUCTIONS

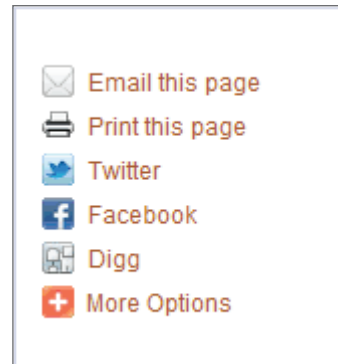
CommonSpot implementation instructions are available on the OHSU Web Strategies “Share Button on CommonSpot” Knowledgebase page:

<http://www.ohsu.edu/xd/about/services/technology/webstrategies/knowledgebase/commonspot/share-option-commonspot-page.cfm>

### VISUAL TREATMENT

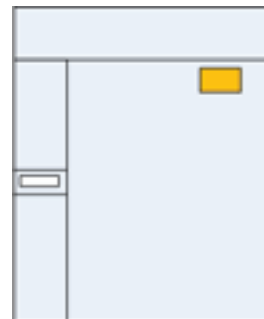


In most cases, OHSU uses a single button at the end of the page heading that may be turned on at the web manager’s discretion. This button contains a white plus sign inside of an orange square with rounded corners just to the right of the word “SHARE.”

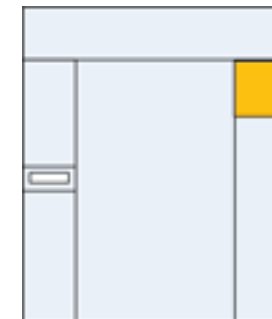


The multi-button treatment is a vertical list automatically included on press releases with a right channel, profile pages (clinics and care providers) and health topic pages.

### LOCATION



Optional single button is justified right on last line of interior page heading.



Automatically included multi-button treatment at top right channel of certain page types.

## SINGLE EMBEDDED VIDEO

### PURPOSE

Videos are web content, as are copy and images. This element embeds a link to a single video from a third party video hosting platform such as YouTube or Vimeo on a CommonSpot webpage, which consumes the video from the hosting platform. Alternately, web managers may elect to embed videos hosted by OHSU's Educational Communications department.

### VISITOR EXPERIENCE

When website visitors encounter an embedded video, they will have access to standard controls including audio levels, play, pause or drag to a location in the video using controls ordinarily available at the bottom of the video.

### CONSTRAINTS

- Since this information references third party video hosting platforms, the functionality, visitor experience and visual treatment may differ slightly, but purpose and location remain consistent regardless of platform.
- Embedded videos will no longer be viewable if they are removed from third party video hosting platforms. To avoid loss of a third party video from a source controlled by another person or entity, consider only embedding video from sources they administrate, such as web manager controlled YouTube channels or video hosted by OHSU EdComm.

### COMMONSPOT IMPLEMENTATION INSTRUCTIONS

CommonSpot implementation instructions for embedding third party hosted video are in the OHSU Web Strategies Knowledgebase: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/knowledgebase/commonsport/videos.cfm>

To have OHSU's Education Communications Department host and stream your video, see <http://www.ohsu.edu/edcomm/videohosting/> to engage their services, and then follow the implementation instructions on the Web Strategies site.

### VISUAL TREATMENT

Depending upon where the video is hosted, it will usually contain standard internet video controls at the bottom of the video.



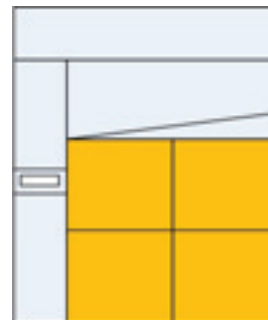
OHSU Educational Communications hosted video embedded on CommonSpot page.



YouTube hosted video embedded on CommonSpot page.

### LOCATION

As you would a still image, place single videos where it makes sense relative to the other content on the page. Videos in the right channel may be too small for reasonable viewing due to width constraints.



Content area of home page



Content area of interior webpage

## YOUTUBE VIDEO BAR

### PURPOSE

The YouTube Video Bar adds a strip of playable videos in either a vertical or horizontal format.

### VISITOR EXPERIENCE

Visitors to webpages containing the video bar may click to view any of the videos in the bar. The selected video opens within the same browser window as the webpage, and “floats” above the page content. When visitors are done viewing the video, they can close the video and resume reviewing the page.

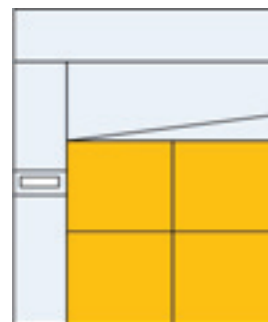
### CONSTRAINTS

- In order for a video bar to have maximum impact and be as usable as possible for the visitor, Web Strategies recommends incorporating only one video bar per page, and ensuring that the content of the consumed videos is relevant to the other content on the page.
- Embedded videos will no longer be viewable on webpages if they are removed from YouTube. To avoid loss of a third party video from a source controlled by a person or entity other than the web manager, consider only embedding video from YouTube channels you administrate.
- Videos displayed within a single strip can be consumed from a single YouTube channel.

### VISUAL TREATMENT

Widget under development. Once available, examples will be included in this document.

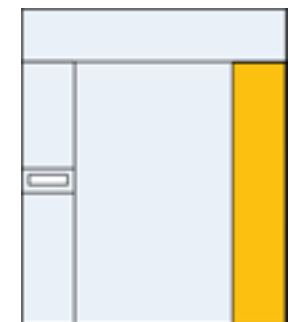
### LOCATION



Home page content area for horizontal video bar



Interior page content area for horizontal video bar



Interior page right channel for vertical video bar

## APPENDIX

### RESOURCES

- Facebook Help Center: <http://www.facebook.com/help/>
- Twitter Help Center: <http://support.twitter.com/>
- YouTube Help Center: [http://www.google.com/support/youtube/bin/static.py?p=homepage&page=start.cs&hl=en\\_US](http://www.google.com/support/youtube/bin/static.py?p=homepage&page=start.cs&hl=en_US)
- Web Strategies Knowledgebase Page outlining how to put videos in CommonSpot pages: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/knowledgebase/commonspot/videos.cfm>
- OHSU Web Strategies guidelines to using the share button: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/knowledgebase/commonspot/share-option-commonspot-page.cfm>
- OHSU Education Communications Department page about hosting video files: <http://www.ohsu.edu/edcomm/videohosting/>
- OHSU Education Communications Department page about their podcasting abilities via iTunes U: <http://www.ohsu.edu/edcomm/podcasting/>

### RELATED OHSU POLICIES AND GUIDELINES

- Content Policies: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/policies/content/index.cfm>
- SoMe guidelines for OHSU Faculty, Staff, Students, Department and Registered Organizations
  - Social and Business Networking on the Internet: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/policies/content/upload/Social-Networking-on-the-InternetSeptember09.pdf>
  - Safety Tips for Using Social Networking Sites: <http://www.ohsu.edu/xd/about/services/technology/webstrategies/policies/content/upload/Social-Networking-Safety-TipsAugust09.pdf>
- Use of Copyrighted Materials (if, upon reviewing the policy, you have additional questions about copyright, please contact the OHSU library staff for assistance): [http://ozone.ohsu.edu/policy/pac/chapt\\_12/12-70-005.htm](http://ozone.ohsu.edu/policy/pac/chapt_12/12-70-005.htm)