Naming Convention for Official Medical Center Social Accounts

STANDARD CONSTRUCTION FOR OFFICIAL TWITTER ACCOUNTS

VUMC + departmet name

EXAMPLE: @VUMCvaccines

Due to character limits for social handles, shortened program names are also permissible.

EXAMPLES:

Vanderbilt Kennedy Center’s Treatment and Research Institute for Autism Spectrum Disorders: @VKCTriad

Vanderbilt Hematology/ Oncology: @VUMCHemOnc

Do not use Vanderbilt, Vandy or VU in the social handle.

All social handles that include a Vanderbilt trademark must be approved by the VU Trademark Licensing Office and Vanderbilt University Medical Center Strategic Marketing. Pages on social platforms that correspond to an approved social handle must be claimed on behalf of VU.

How to Request an Official Medical Center Social Account

Begin by reading the Social Media Policy and Toolkit:

mc.vanderbilt.edu/socialmediatools

After reading through the Social Media Policy and Toolkit, request a consultation on the site.

The Social Media team will respond to completed forms with a scheduled phone consultation to review goals, objectives and strategy. The Social Media Committee will then review and approve or decline the account.

Personal Social Accounts

If you are an employee of Vanderbilt University Medical Center and make reference to it on your personal social network accounts—in the bio for example—be sure to read the Social Media Policy. You may need to include a disclaimer that you are not speaking on behalf of Vanderbilt University Medical Center.
Graphic Elements for Official Medical Center Social Accounts

COVER IMAGES

Each department’s cover images and header images should be consistent across all social platforms to promote a unified brand and voice.

Use a single photograph that fills the frame. Original photography featuring appropriately consented staff or patients may be used. Relevant stock imagery may also be used. The social media team can supply the cover and header images if needed.

Avoid collages of photographs or text in your cover and header images.

Do not use any logos (Vanderbilt or third-party) in cover and header images. The Vanderbilt name and branding will be highly visible on each platform.

For special cases, contact Vanderbilt University Medical Center Strategic Marketing for assistance with imagery and design.

AVATARS

Each department’s avatar should be consistent across all social platforms.

Contact Vanderbilt University Medical Center Strategic Marketing for avatar guidelines and samples.