Peralta Community College District Social Media Guidelines

These standards establish consistent expectations for the design and use of graphics across all official Peralta Community College District (PCCD) and college social media accounts, including Facebook, Instagram, LinkedIn, X and other social media platforms.

All social media graphics should reflect the District's commitment to professional communications, visual consistency, accessibility, and engagement. Graphics should be designed specifically for digital audiences and mobile viewing, not repurposed from traditional print materials.

1. Graphic Dimensions & Design Standards

All social media graphics must meet minimum professional design standards and be optimized for digital viewing, particularly on mobile devices.

Recommended dimensions:

- **Square feed posts:** 1080 x 1080 pixels (1:1 aspect ratio).
- **Portrait feed posts:** 1080 x 1350 pixels (4:5 aspect ratio).
- **Stories and vertical content:** 1080 x 1920 pixels (9:16 aspect ratio).

Use platform-appropriate dimensions and aspect ratios to ensure graphics display properly without cropping or loss of important information.

Design expectations:

- Use high-resolution, authentic images featuring students, faculty, staff, campus activities, programs, and college communities whenever possible.
- Maintain consistent branding using approved college and District logos, colors and fonts.
- Use legible typography, sufficient color contrast, and appropriate spacing.
- Create a clear visual hierarchy so that audiences can quickly identify the most important information.
- Keep layouts clean, balanced, and visually engaging.
- Avoid cluttered designs, excessive text, unnecessary decorative elements, and competing visual treatments.

- Graphics should meet the standard of professionally produced marketing and communications materials.

Each college may maintain its own visual identity while adhering to these districtwide design standards.

2. Social Media Graphics & Event Promotions

Social media graphics should communicate essential information quickly and visually. They should not function as digital versions of printed flyers.

For event promotions, graphics should include only:

- An engaging image or photograph
- Event name or headline
- Date
- Time
- Location

Do not repurpose traditional printed flyers or posters containing extensive text, small fonts or multiple logos as social media graphics.

Event descriptions, registration instructions, additional details and calls to action should be included in the body of the post or caption, not placed on the graphic.

Always include a direct, clickable URL to the event page, registration form or website where audiences can find additional information or register.

3. QR Codes & Clickable Links

QR codes are intended for printed promotional materials, such as flyers, posters, and campus signage.

QR codes must not be included in social media graphics, posts or Stories on any platform.

For digital promotions:

- Include direct, clickable URLs in the post text or caption.
- Link directly to the relevant event page, registration form, or website.

- Verify that all links are accurate and functional before publishing.

QR codes are unnecessary for online promotions and create an additional barrier for audiences accessing content on their mobile devices.

4. Accessibility & Readability

All social media content should be accessible and easy to understand.

- Use readable font sizes and strong color contrast.
- Avoid placing text over busy or visually distracting backgrounds.
- Provide descriptive alt text for images when the platform supports it.
- Include essential information in the post text rather than relying exclusively on graphics.
- Use plain language and clear calls to action.
- Ensure links are descriptive and clearly communicate where they lead.

Accessibility should be considered throughout the design and publishing process, not added as an afterthought.

5. Quality & Consistency

All official social media accounts represent Peralta Community College District and its colleges. Content should reflect a consistent level of professionalism and quality.

The District and colleges should:

- Follow these minimum districtwide standards for all social media graphics.
- Use approved branding and high-quality visual assets.
- Ensure graphics and accompanying post text are accurate, current, and appropriate for the intended audience.
- Review graphics for spelling, readability, accessibility, and visual quality before publishing.

These standards are intended to establish a consistent, professional digital presence across the District while allowing individual colleges flexibility in their creative approach.