matrix
INTERNET

SETU Social Media Rebranding

Introduction

As we begin our journey as South East Technological University (SETU) some necessary changes are required to social media channels and accounts including the rebranding of accounts in a coherent and comprehensive manner.


With the recent establishment of SETU, consideration must be given to any active social media accounts run by students, alumni, staff and all other stakeholders associated with SETU. Informing existing followers will minimise confusion. Choosing an appropriate name and updating profiles and bios in a timely manner, will ensure a seamless transition for all.

Facebook

To enact the necessary changes to your Facebook page, you must be an admin for the page.

Choosing a new Facebook Page Name and Facebook Username

Your page name is what appears under your profile picture as the title of your page. (WIT Vikings GAA) It is also what appears when people tag your page in a post or photo. See these images for example. Your username (aka page URL) is the link or address for your Facebook page. (@witvikings.gaa)
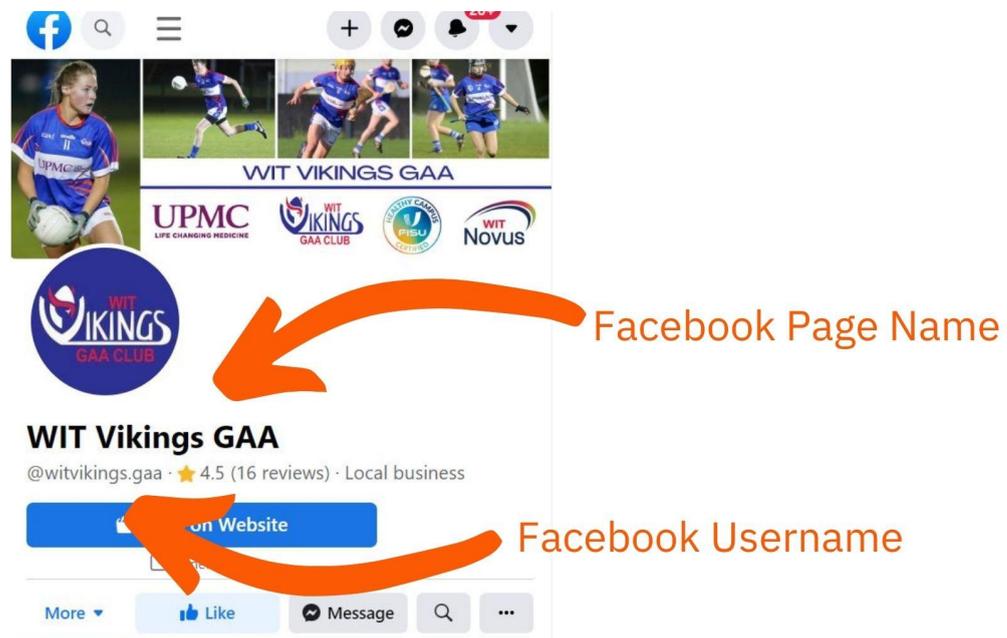
Rules for Facebook Page Names

Page names must accurately reflect the Page. Bear in mind that only authorised representatives can manage a Page for a brand, place, organisation or public figure.
Page names can't include:

- Terms or phrases that may be abusive or violate someone's rights.
- The word "official" if the Page isn't the official Page of a brand, place, organisation or public figure. (Note: If Facebook assigns a verified badge to a Page, the Page should no longer use the word official in the Page name. Learn more about verified badges.)
- Improper capitalisation (e.g. tHe best ClUb). Page names must use grammatically correct capitalisation and may not include all capital letters, except for acronyms. Remember to use correct capitalisation of SETU
- Symbols (e.g. ®) or unnecessary punctuation.

- Descriptions or slogans (e.g. The Best Club on Campus - Where all the craic happens). People who manage Pages can add this information to a Page's About section.
- Any variation of the word "Facebook".

Page names can't consist of only:
- Generic words (e.g. hurling). Pages must be managed by official representatives of the topics they're about.
- Generic geographic locations (e.g. Carlow). However, you can create a Page name for an organisation that represents a geographic location. For example, "New York City – Mayor's Office" and "Queen Elizabeth II of Great Britain" are acceptable Page names.

Rules for Facebook Page Usernames

When you create a custom username for your Page or profile, bear in mind that:
- You can only have one username for your Page or profile, and you can't have a username that is already being used.
- Usernames can only contain alphanumeric characters (A-Z, 0-9) and full stops ("."). They can't contain generic terms or extensions (.com, .net).
- Usernames must be at least five characters long.
- Full stops (".") and capitalisation can't be used to differentiate usernames. For example, SETUDartsClub, SETU.Darts.Club and SETUDARTSCLUB are all considered the same username.
- Usernames shouldn't impersonate someone else.
- Your username must adhere to the Facebook Terms.

Changing Page Name

- From your News Feed, click **Pages** in the left menu.
- Go to your Page and click **Page settings** in the bottom left.
- Click Page Info in the left-hand column.
- Click your Page's name.
- Enter a new Page name and click outside the Page name box.
- Review your request and click **Request Change**.

If you can't see the option to edit your Page's name:
- You don't have a Page role that allows you to change your Page's name.
- You or another admin has recently changed your Page's name.
- There may be limits on your Page.

As it says in the Confirm Name Change Request box, Facebook takes up to three days to approve the name change.

There is no limit to how many times you can change your page's name, just so long as those changes are spaced about seven days apart. Facebook may let people who like your Page know the name has been updated.

Changing Page Username

To change your Page's username, you'll need to be a Page admin:
- Click **About** on the left-hand side of your Page.
- Under General and Username, click **Create Page @username** or **Edit.**
- Enter a new username and click **Create username**.

Choosing a new Page Name and Username

Page Name character limit - up to 75 characters
Username character limit – at least 5 characters and up to 50 characters
Keep it simple, keep it short and keep it specific
Use grammatically correct capitalisation SETU
If organisation is campus specific, consider including location in name and username

Merging two or more Facebook Accounts

If you're an admin of two Facebook Pages, you may be able to merge them. To establish if this is possible and discover how to achieve this see here.

Other considerations

✔   Update the about section

✔   Update Profile picture and cover photo

✔   Check links on all relevant websites and change to new url

✔   Advise your followers of the name change in advance. Consider pinning a post to the top of the news feed explaining the reasons for the name change.

✔   The Page Transparency section on your Facebook Page will show the previous names on the account and the date they were changed. Should someone search the page using the old name, it will still be found.

Instagram

Your Instagram username — or your Instagram handle — is displayed on your profile at the top-centre of the screen (@itcarlowgaa). It's also found above every post and next to every comment and like you leave. It's how people tag you in content as well.
Your Instagram name can be found below your profile picture (IT Carlow GAA)

Username/@handle
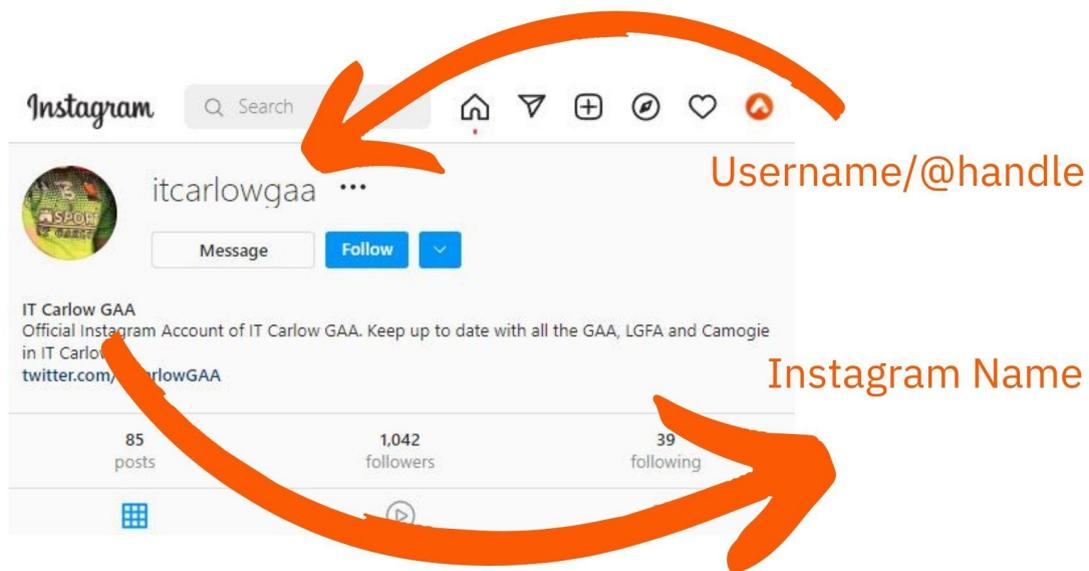
Instagram Name

Changing Instagram Name and Username

- Open the Instagram app.
- Go to your profile.
- Tap **Edit Profile**
- Tap on the Username area. It should show up in an editable text box.
- Clear your current username and then change it to your new username.
- Tap on the Username area. Clear your current name and then change it to your new name.
- Tap on the Bio area. Clear your current bio and then change it to your new bio.
- Click **Done**

Choosing a New Username and Name

Instagram has a 30 character limit for handles, but you shouldn't need anywhere near that many letters. The longer your handle is, the easier it is to misspell or forget.

- Keep it short- don't add numbers and extra characters unless you have to.
- Avoid complex spelling.
- Stay away from underscores.
- Try using keywords.
- Be constient - keep the username and name similar on all platforms
- Don't restrict yourself - eg @SETUAlumni22, @SETUPresMary

Other Considerations

✔ You can only change your name twice within 14 days

✔ If your account reaches a lot of people, your username change may need to be reviewed. If not, your username will change immediately if available

✔ Your followers may be notified of your username change

✔ The Instagram bio character limit is 150 characters

✔ Announce your new Instagram username on your Stories or in a post before you switch. That way, your followers will know what to expect. Save relevant stories as a highlight.

✔ Make sure to update your hashtags as well #SETU

✔ Ensure that any links to your Instagram page on other websites and social media platforms are updated

✔ It is not possible to merge two Instagram accounts at the moment

Twitter

There are two ways people can identify you on Twitter — using your handle (or user name), which starts with the iconic "@" symbol (@DeptArtsWIT) , and your display name. (Department of Arts, Waterford IT).
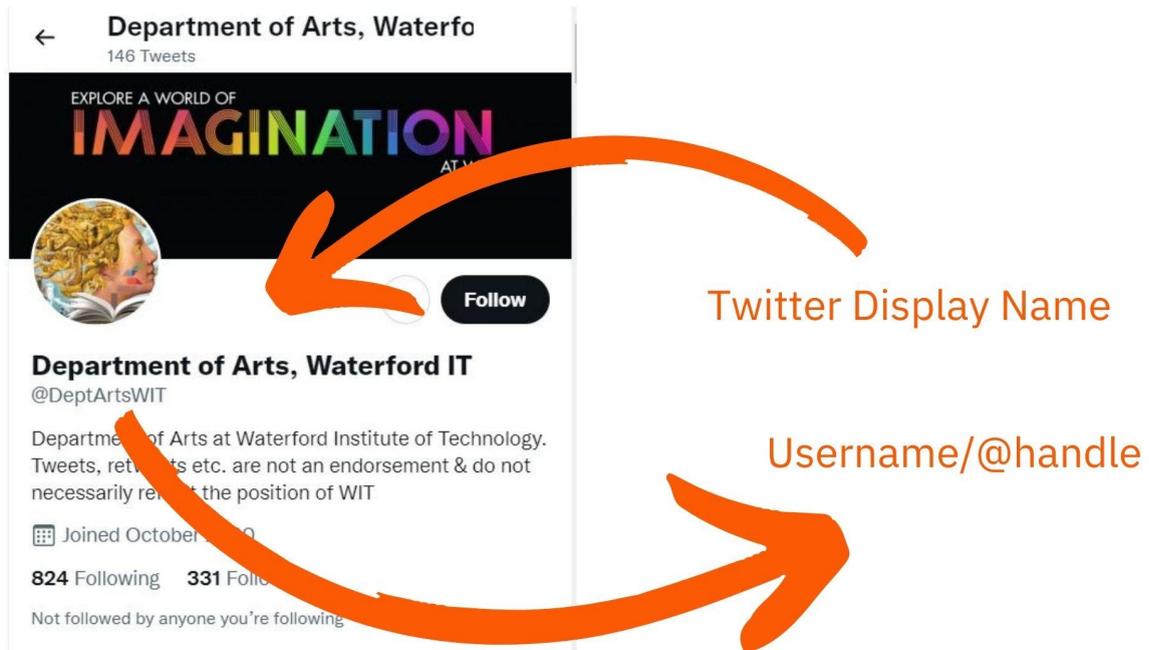
To find the main navigation on a mobile device tap your profile picture in the top left hand corner. On a desktop the main navigation is on the left hand side of the screen. To find 'Settings and Privacy' tap on **More**.

Changing Twitter Display Name

You can change your display name at any time, and your followers will automatically see the new name.

- Go to your **Profile** page
- On your profile page, click **Edit profile**
- In the Edit profile window, type a new name in the Name field. This can be up to 50 characters long, and there's no requirement for it to be unique.
- When you're done, click **Save**.

Changing Twitter Handle or Username

- Go to **Settings and Privacy**
- Tap **Account**, and then **Username**.

- Enter your new name. You might also be given some suggestions — tap any of these to set it as your username immediately.
- Tap **Done** to save your new handle.

Other Considerations

✔ Avoid numbers and underscores: Twitter handles should be as simple and memorable as possible.

✔ Be consistent: Use the titles you embrace on other social channels. This will help with cross-promotion and make it easier for followers to track you.

✔ Keep it short and sweet: Twitter is all about short, instant-impact content. Keep your name small to avoid taking up too much of the character limit when people respond to you or retweet your content.

✔ At the moment it is not possible to merge multiple accounts into one or migrate data (Tweets, following, or followers) from one account to another.

✔ Don't forget to update the Bio (maximum 160 characters), profile and banner photos, website and location if applicable

✔ Give followers advance notification of the name with a tweet a few days in advance

✔ A tweet explaining the name change can be pinned to the top of the feed in the short term.

✔ Don't forget to update all relevant hashtags #SETU

✔ Update any links to your twitter page on all relevant websites and social media profiles

LinkedIn

If you're an Admin of a LinkedIn Page, you have permission to make minimal changes to the name of your Page and Showcase Page to clarify your business structure and entity information, or change your name or part of your name. You may need to rebrand your LinkedIn Page or Showcase Page by creating a new Page and requesting follower migration from your old Page.

Minimal name change requirements

A minimal name change for a LinkedIn Page or Showcase Page with a:
- Small number of associated employees can be done by Page Admins through the edit modal and by notifying employees of the change.
- Large number of associated employees must be made by contacting LinkedIn.

If the LinkedIn Page and Showcase Page(s) require(s) a completely different name, contact LinkedIn with a publicly shared press release indicating the name change as well as the reason for the rebrand. They'll review the press release to determine if the rebrand meets the criteria for a name change or a follower migration. LinkedIn will provide next steps after reviewing the provided materials.

Additional Social Media Platforms

Tiktok	Support.tiktok.com
Pinterest	Help.pinterest.com
Snapchat	Support.snapchat.com
Youtube	Support.google.com

What if my username is taken?

Ideally, your new username will incorporate 'SETU' (ensure all capitals and no punctuation) To reiterate the messaging above - **Keep it simple, keep it short and keep it specific.**

Don't use numbers or underscores in your username.

If your chosen username is taken on either Facebook, twitter, Instagram, Tiktok or Pinterest here are some ideas for an alternative.

- Add 'The' in front of the name eg @TheSETUGolfSoc
- Make it official eg @SETUGolfSocOfficial
- Add "We are" or 'I am' eg @WeAreSETUSU
- Use Location eg @SETUCampusCarriganore
- Make if 'Official' eg @SETUGAAOfficial
- Add 'Real' to your username eg @RealSETUSports
- Add 'Talks' or 'Says' to your name eg @GolfSocSETUSays
- Add terms like 'Team' or 'Community', eg @SETUJudoTeam
- Add words like 'Try,' 'Use,' 'Join eg @JoinSETUSailing

Top tip: If you're trying to decide between a few choices, it's best to have your name in the front of the username instead of the end for coming up in search results. Meaning @SETUOfficial is better than @OfficialSETU. Why? Think about what someone would type into search to find you....your name! So your name being first is always best.