give yourself a consistent, recognisable look and feel. The                    guidelines can be found [here](#). These are your social media accounts, so please consider the social            you want your aesthetic to convey.

## 9.  Graphic representation

When adding graphics in the form of avatars or background images to social media sites you should aim for a striking and identifiable photograph or image as your graphical representation. Consider using a portrait or a photo of your location.

## 10.  Twitter Guidelines

Avatar: Use an image cropped to 70

11. Facebook Guidelines

Profile Picture: **Use an image cropped to 200 pixels wide (no height constraint). Avoid using words or solid colours as they degrade when rendered by Facebook.**
Vanity URL: **This can never be changed, so choose carefully. Consider establishing a consistent naming convention, for example: facebook.com/BangorUniversity or facebook.com/Bangor-University-Alumni-Prifysgol-Bangor**
Page name: **No character limit.**
Page Type: **Under Official Page , select Local Business and then Education .**

12. <u>Security and legal considerations</u>
To avoid issues relating to security of social media sites and the potential for