

RIT/NTID Social Media Resources

RIT/NTID Main Channels

RIT/NTID has a strong presence on Facebook, Instagram, Twitter, YouTube and LinkedIn (totaling more than 35,000 followers) and continues to share relevant information from all departments within our college. If you have content that you feel would be good to share on our main channels, reach out to [Blake Nitko](#) and [Suzi Murad](#).

We strongly encourage you to take advantage of RIT/NTID's main channels to share your information. Creating a social media presence for your department or group may appear to be easy enough, but maintaining, engaging and replying to messages and comments, and creating enough content to keep your presence active can be difficult and time consuming. Please consult with Blake Nitko and Suzi Murad before creating a social media presence for your department or group. Individual department or group social media channels are subject to an audit/review in the first 3-6 months, and annually thereafter to assess posting frequency, audience growth, and engagement.

How to comply with RIT's branding guidelines

If you plan to establish a social media presence, you must adhere to RIT's branding guidelines for images, graphics, and videos that you create to be shared. RIT's branding guidelines are spelled out in the Brand Portal and include:

-Graphic Elements:

<https://www.rit.edu/marketing/brandportal/brand-elements/graphic-elements>

-Typography: <https://www.rit.edu/marketing/brandportal/brand-elements/typography>

-Colors: <https://www.rit.edu/marketing/brandportal/brand-elements/colors>

-Social Media Graphics: <https://www.rit.edu/marketing/brandportal/toolkits/social-media>

Review the Branding Guidelines here: <https://www.rit.edu/marketing/brandportal/>.

Accessibility

RIT/NTID complies with the Americans with Disabilities Act to ensure that all content is accessible. You can see the section of the ADA that explains accessibility on websites here: <https://www.ada.gov/pcatoolkit/chap5toolkit.htm>.

You must ensure that your content is accessible by practicing the following:

-Adding Image Descriptions to all of your graphic and image posts. Find examples and guidelines here:

<https://www.americananthro.org/ImageDescriptions?navItemNumber=25126>.

Video Guidelines

- Add voice-over and captioning
- Include a transcript and description of the video
- Find guidance on creating effective videos here:

<https://www.rit.edu/ntid/sites/rit.edu.ntid/files/cmms/Guidelines%20for%20video%20production%20from%20home.pdf>