**Use Your Page.**

*Tell the story of Chapman University.* Share events, save-the-dates, news, faculty spotlights, program highlights, and student accomplishments. Use content to build an overarching story for your department. (E.g. excellence in student achievement, outstanding faculty, hands-on learning opportunities.)

*Use photos and visual to assist your 'story.'* Use your profile picture and cover photo wisely and effectively.

Cover photos: 851 pixels wide x 315 pixels tall. Smaller images will be stretched.

Profile images: at least 180x180 pixels. It will be displayed at 160x160 pixels.

**Types of Posts.**

**Types of Posts by You:**

1. ‘Update Status’: What’s on your mind? To include a link to a web page, you can copy the URL and paste it into this field.

2. ‘Add Photo/Video’: Upload Photo/Video; Use Webcam; Create Photo Album. To embed a YouTube video link, copy the URL from YouTube into the ‘Update Status’ field. To upload a video permanently to your Facebook page, proceed as normal.

3. ‘Ask Question’: Ask something ...

4. ‘Event, Milestone +’: Create an event as your Facebook page, add a milestone to your timeline, or ask a Question.

**Types of Posts by Others:**

1. Like: Facebook users can ‘Like’ the Page.
2. Like: Users can ‘Like’ individual status updates, photos, and videos.
3. Comment: Users can ‘write a comment’ on status updates, photos, and videos.
4. Share: Users can ‘share’ your status update, photo, or video on their own Facebook timeline or a friend’s timeline.

**Naming and Disclaimers.**

Your Facebook Fan Page is an external-facing representation of Chapman University. Your page’s name should include Chapman University for branding and identification purposes. Examples: “Chapman University Athletics” or “Leatherby Libraries at Chapman University.” Names cannot be changed after 200 people have Liked your page.

Include our social media disclaimer in your page’s About section.