



Social Media Guidelines for SHPE Chapters

THANK YOU for being an active advocate for SHPE by running social media for your chapter! We know it takes time to create and execute a social media plan and time is a precious resource. We're glad you understand that it's worth it because these platforms are excellent ways to communicate with and engage our members in support of SHPE's mission. It is critical to us that our members are informed and engaged.

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Resources

Please consult your Chapter Advisor or Regional Leader if you are unsure about the appropriateness of a social media post. Other resources -

Branding & Social Media: marketing@shpe.org
IDEA (Inclusion, Diversity, Equity and Advocacy) Ideas: familia@shpe.org
All Other Matters: shpenational@shpe.org

Staying Connected

Please follow SHPE National and tag us in posts. By tagging us and other accounts, you increase visibility of your own post. You also give us the opportunity to share what you've posted.

Instagram: [@SHPENational](#)
Facebook: [@SHPENational](#)
Twitter: [@SHPE](#)
LinkedIn: [@Society of Hispanic Professional Engineers](#)
YouTube: [@SHPENational](#)

SHPE Branding

Please ensure your chapter is using its new logo for your social media icons. You can find our guidelines, logos, fonts, and other resources here: <https://www.shpe.org/marketing-resources>

Hex Colors

Navy Blue #001F5B	Orange #FD652F
Powder Blue #72A9BE	Red #D33A02
Bright Blue #0070C0	Grey #626366

Fonts

Univers LT Std (primary)

Franklin Gothic (MS font)

(If these aren't available then use Helvetica, then Arial.)

If you use [Canva](#) (which is great!), you should be able to upload the Univers LT Std font into it, as well as, setting up your brand with our color palette and logos.

Chapter Logos

Chapter logos have been created for all of the chapters who requested them. These logos are available in the following formats:

- Horizontal and vertical
- 4-color, white, navy, and “knock-out” (4-color version for dark backgrounds)
- .EPS, .PNG, .JPG files

Pro Tip! The .png versions have a transparent background. If you want to put your logo on a dark background, use the “knock-out” version .png to avoid having a white box around it.

Access your chapter logos here:

[Region 1](#)

[Region 2](#)

[Region 3](#)

[Region 4](#)

[Region 5](#)

[Region 6](#)

[Region 7](#)

Popular SHPE Hashtags

#SHPEFamilia

#SHPEtinias

#SHPE[year] (for National Convention)

#NILA[year] (for NILA)

#WeAreFamilia

#STEM

If you have any questions about the branding, contact marketing@shpe.org.

SHPE Messaging

As part of a national organization, we ask that you work with us to represent SHPE’s values: Familia, Service, Education, and Resilience. There is so much power in united, integrated, collaborative communications. In that spirit, we offer these guidelines around messaging.

- Be respectful, constructive, and forward thinking.
- Be supportive of causes, organizations, companies, and people who align with SHPE’s values.
- Celebrate Hispanics in STEM.
- Engage your members and followers; encourage active participation.
- Be consistent in branding, messaging, and tone.
- Allow for disparate voices and opinions. Engage in a constructive, respectful manner and avoid personal attacks.
- SHPE predominantly uses Hispanic rather than Latino/Latina/Latinx.
- SHPE uses STEM rather than STEAM or STEM+CS.
- Avoid endorsing or promoting any organization, cause, or company that has not been thoroughly vetted.

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- Avoid sharing news that has not been verified or is from an unknown source.
- Refrain from using inappropriate or incendiary language or visuals.
- Be accurate. Your audience should be able to rely on what you say, not to mention that there can be potential legal consequences for disseminating false information, particularly about individuals.
- Comply with SHPE's [By-Laws](#) and [Code of Conduct and Ethics](#)
- Comply with the bylaws, code of conduct, and social media policy of your college or university.

Legal Considerations

Social media activity under the SHPE name should comply with all applicable laws. As a non-profit organization exempt from tax under section 501(c) (3) of the tax code, SHPE cannot “participate in, or intervene in (including the publishing or distributing of statements) any political campaign on behalf of (or in opposition to) any candidate for public office.”

Because violating this ban could result in revocation of SHPE’s tax-exempt status, it is critical that chapters do not cross the line. SHPE and its chapters may not endorse or oppose a candidate. Mentioning candidates’ names on social media should be done with extreme caution, as should “liking” candidate statements or reposting or retweeting candidate information. As elections draw near, even mentioning incumbent public officials by name can be highly risky if they are running for re-election.

While mentioning an official in the context of supporting legislation or other advocacy efforts may be permissible in limited circumstances, you should seek legal counsel prior to engaging in any communications or activity on behalf of SHPE or its chapters that may be prohibited. Please contact marketing@shpe.org in such circumstances.

This document is subject to change and will be updated as needed.
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