WELCOME GUIDE

BEALL CENTER SOCIAL MEDIA

JAN. 10 2023



TABLE OF CONTENTS

01 / Note

02 / Branding

03 / Posting Guidelines

04 / Resources



NOTE

Kaylee Sun

PREVIOUS GALLERY DOCENT

Hi, welcome to your position! I'm Kaylee and I previously helped with managing the Beall Center's Instagram. I created this welcome guide to relay know-how and information to make your transition process easier.

In my experience, I noticed there is flexibility in how the Instagram account is managed. So, I encourage you to experiment with creating new campaigns. Since, the current campaigns have been focused on educating on each artwork, I suggest incorporating more personable content, like visitors looking around the exhibition. I also noticed Reels do not do as well compared to Posts. I tried to incorporate Reels since Instagram is prioritizing them, but its engagement was low. But, I do encourage you to try Reels again in a way that can increase engagement.

If you have any questions or need advice, feel free to reach out to me at _____. I'm open to help!

~ Kaylee

BRANDING **Beall Center** Basic Identity Elements

Beall Center
1 Primary Beall Block



This version can be used if the full "Beall Center for Art + Technology" name appears within the layout. This can be in text or image.

2 Full Beall Signature with complete Beall and university names



3 Full Beall Signature with full Beall name



4 Full Beall Signature



5 Full Beall Signature for sizes **.5" and smaller**



Beall Center
10 Year Anniversary Logo





If the Beall Center's Block appears elsewhere on the page, the above version can be used, without the Beall Block.

Beall Center Typography

Whitney

AbGyX9j

Sentinel (text)

AbGyX9j

Color, Primary

R 181 G 18 B 27 | C 0 M 100 Y 100 K 30
PMS 201 C
HEX#B5121B

R 35 31 32 | C 0 M 0 Y 0 K 100
HEX#231F20

Color, Secondary

R 255 G 212 B 0 | C 0 M 15 Y 100 K 0
PMS 124 C
HEX#FFD400

R 255C 0 G 242M 0 B 0Y 100 K 0
PMS YELLOW C
HEX#FFF200

R 109C 0 G 110M 0 B 113Y 0 K 70
PMS COOL GRAY 11 C
HEX#6D6E71

Address treatment (uses traditional telephone format, with parentheses)

712 Arts Plaza
Claire Trevor School of the Arts
University of California, Irvine
Irvine, California 92697-2775

(949) 824-6206
beallcenter.uci.edu
Relaunching website Fall 2010

POSTING GUIDELINES



1. EDITING

Photo Editing Style:

- Bright
- Clear
- Neutral White Balance (leaning more towards cool tone)

2. LAYOUT

UNUM website is helpful in pre-planning an Instagram layout. More info in the "Resources" section.

3. POSTING

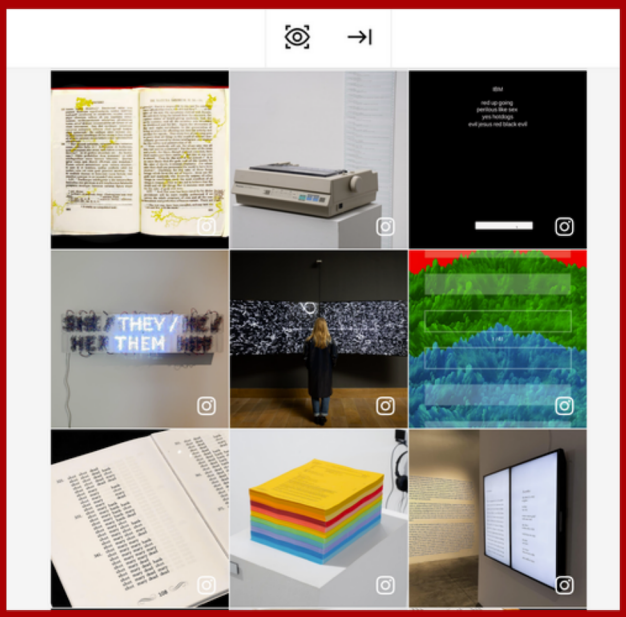
Captions:

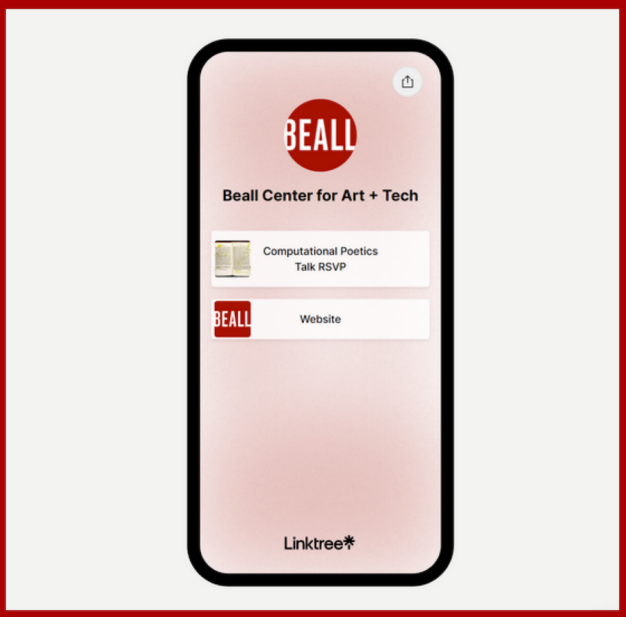
- Tone: educational, yet concise
- Use the wall text, but revise to be more concise and simple
- Cite the artwork with the "image" section (examples seen on IG)
- Include at least nine hashtags (e.g. artist name, artwork title)

4. AFTER PROCESS

After posting, also repost it as a Story.

RESOURCES





UNUM

Great tool to brainstorm how you want to organize your posts beforehand. Can create a personal account to use.

LINKTREE

Linktree used to display multiple links. For instance, in the case of promoting a talk.