



## Social Media Guidelines for SHPE Chapters

**THANK YOU** for being an active advocate for SHPE by running social media platforms 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. It is critical to us that our members are informed and engaged.

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### Staying Connected

Please follow SHPE National and tag us in posts. By tagging 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](#)

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### SHPE Branding

You can find our guidelines, logos, fonts, and other resources here: <https://www.shpe.org/marketing-resources>

#### Hex Colors

Navy Blue #001F5B

Powder Blue #72A9BE

Bright Blue #0070C0

Orange #FD652F

Red #D33A02

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 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](#)

If you have any questions about the branding, contact [marketing@shpe.org](mailto:marketing@shpe.org).

### Popular SHPE Hashtags

#SHPEFamilia

#SHPEtinias

#SHPE[year] (for National Convention)

#NILA[year] (for NILA)

#WeAreFamilia

#STEM

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## SHPE Messaging

We are not here to tell you what to say. You are empowered to run your chapter. As part of a national organization, however, we ask that you work with us to represent SHPE’s values: Familia, Service, Education, and Resilience. 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.
- 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.
- Avoid sharing news that has not been verified or is from an unknown source.
- Do not use inappropriate or incendiary language or visuals.

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## Legal Considerations

Please know that SHPE is a nonprofit with 501(c)(3) status and there are specific rules\* that must be followed to maintain that status. Specifically –

1. **Nonprofits are not allowed to urge their members to support or oppose legislation.** They may participate in a small amount of lobbying, but [lobbying activities](#) may not exceed a certain amount of the organization's total expenses.
2. **Political campaign activity.** A nonprofit organization may not financially support or endorse any political candidates verbally or in writing. They may not oppose candidates either. This rule applies to candidates at every level – local, state, and federal.

\*<https://www.boardeffect.com/blog/common-501c3-rules-regulations/>

As chapter leaders, we are relying on you not to endanger our nonprofit status, so please comply with these rules.

Additionally, for our student chapters, please familiarize yourself with the rules and regulations of your college or university. You must also adhere to their guidelines.