



Social Media & Branding Guide

BPP University Clubs & Societies — 2025/26

Introduction

Your society's public presence matters – both for recruiting members and representing BPP University. This guide sets out the rules and best practices for social media, society branding, and communications.

All committee members who manage social media accounts must read and follow this guide.

Section 1: Using BPP Branding

1.1 What You May Use

As a registered BPP society, you may use the following BPP brand assets in your society communications:

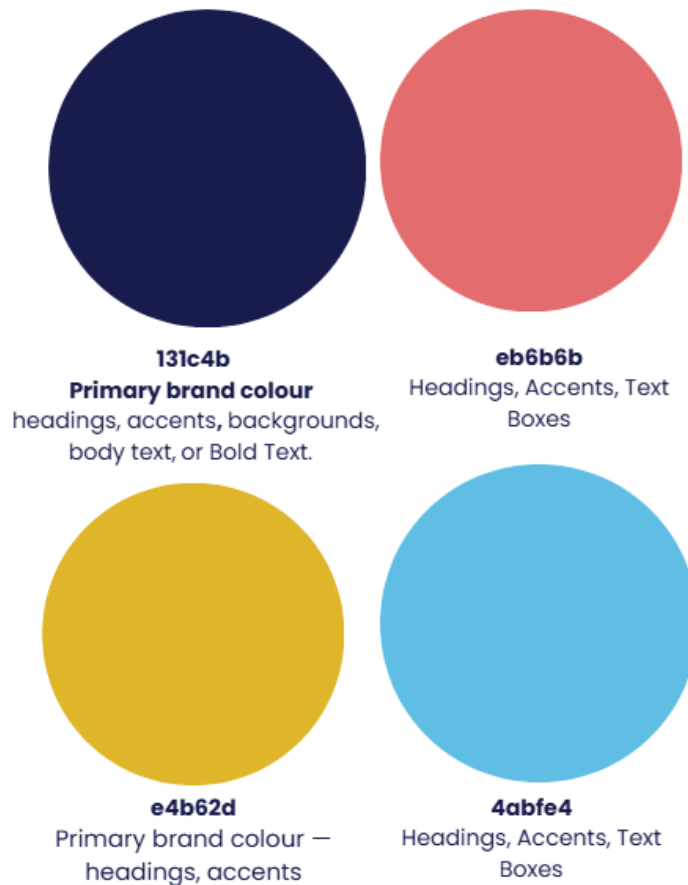
- The BPP SA Logo (available from engage@bpp.com)
- The phrase 'BPP University Students' Association — [Your Society Name]'
- BPP brand colours in your society materials (see Section 1.3)
- The BPP name in a social media handle or account name (e.g. @BPPLawSociety, @BPPNepaliSociety)

1.2 What You Must Not Use

- You must not misuse the BPP University logo or BPP corporate brand, such as but not limited to:
 - Changing the colour of the BPP Logo
 - Altering the Size of the logo & BPP Lion
 - Any BPP imagery, photography, or marketing materials without prior approval

1.3 BPP Brand Colours

You can use any colours you want, however, if you do wish to use colours that link to the BPP Students' Association, below are the HEX Codes:



Section 2: Society Social Media Accounts

2.1 Setting Up Accounts

If you create social media accounts for your society, you must:

- Notify engage@bpp.com or your Clubs and Societies Officer of the account handles.
- Include your full society name in the account bio (e.g. 'BPP Law Society – Students' Association')
- Make clear the account represents a student society, not BPP University itself
- Store account login credentials securely and share them with your Secretary or your Clubs and Societies Officer

2.2 Permitted Content

- Event announcements and recaps
- Society achievements and member highlights (with consent)
- Relevant sector news, events, and opportunities
- General interest content relevant to your society's purpose

2.3 Prohibited Content

- Content that is unlawful or could reasonably be considered discriminatory, harassing, threatening, or hateful
- Content about external speakers before they have been approved via the Freedom of Speech process
- **Do not share personal data on social media.** Personal data includes names, email addresses, BPP student numbers and pictures of IDs

Think before you post

Once posted, content can be screenshot and shared beyond your control. If in doubt, check with your Clubs and Societies Officer before publishing.

2.4 Getting BPP SA to Share Your Content

The Students' Association manages official channels across Instagram, LinkedIn, and email. To have your content shared:

1. Email engage@bpp.com or your Clubs and Societies Officer with your content draft and any images
2. Give at least five working days' notice
3. Confirm the event or activity has already been approved

We reserve the right to edit content for style, tone, and compliance within guidelines before sharing.

Section 3: Creating Society Materials

3.1 Designing Flyers and Posters

- Below are some examples of Event Posters.



Must include: event name, date/time, location, BPP SA logo, Society Logo

Up to you: colours, fonts, layout, images, tone

3.2 Email and Written Communications

- Use a professional, respectful tone in all society communications
- Do not use your personal email domain — use BPP Email or society-specific email addresses
- Always sign off with your name, role, and society name

