

# K-State College of Human Ecology

## Social Network Naming

### Notes

- We would like usernames to match across all social networks (look at the College usernames below as an example); names do not have to match due to Twitter's name limitations
- Twitter limits names to 20 characters and usernames to 15 characters; Twitter names and usernames **can** be changed
- Facebook page names and usernames **cannot** be changed
- You have to reach 100 fans in order to set a username for a Facebook page; setting a username on a Facebook page will give the page a shorter, more user-friendly URL
- Facebook *groups* (as opposed to *pages*) cannot have a custom Facebook username and cannot be linked from the College Facebook page
- Departments should use the following format for Facebook page names: "K-State Department Name"
  - For example, ATID's page name would be "K-State Apparel, Textiles, and Interior Design"
- Departments should use the following format for Twitter account names: "K-State Dept."
  - For example, ATID's account name would be "K-State ATID"
- Departments should use the following format for usernames: "kstatedept"
  - For example, ATID's username would be "kstateatid"

### Examples

#### College of Human Ecology

##### Facebook

**Name:** K-State College of Human Ecology  
**Username:** kstatehe  
**URL:** <http://facebook.com/kstatehe>

##### Twitter

**Name:** Human Ecology  
**Username:** KStateHE  
**URL:** <http://twitter.com/kstatehe>

##### YouTube

**Name:** K-State College of Human Ecology  
**Username:** kstatehe  
**URL:** <http://youtube.com/kstatehe>

##### Flickr

**Name:** K-State College of Human Ecology  
**Username:** kstatehe  
**URL:** <http://flickr.com/kstatehe>

#### Department of Apparel, Textiles, and Interior Design

##### Facebook

**Name:** K-State Apparel, Textiles, and Interior Design  
**Username:** kstateatid  
**URL:** <http://facebook.com/kstateatid>

**Name:** K-State Apparel, Textiles, and Interior Design Graduates  
**Username:** kstateatidgrads (not set yet; waiting for 100 fans)  
**URL:** <http://www.facebook.com/pages/Manhattan-KS/K-State-Apparel-Textiles-and-Interior-Design-Graduates/81100379976>

# **Appropriate Social Network Names for Academic Units**

## **Department of Apparel, Textiles, and Interior Design**

**Facebook Name:** K-State Apparel, Textiles, and Interior Design

**Twitter Name:** K-State ATID

**Username:** kstateatid

**Facebook Name (Alumni):** K-State Apparel, Textiles, and Interior Design Graduates

**Twitter Name (Alumni):** K-State ATID Grads

**Username (Alumni):** kstateatidgrads

## **Department of Human Nutrition**

**Facebook Name:** K-State Human Nutrition

**Twitter Name:** K-State HN

**Username:** kstatehn

## **Department of Hospitality Management and Dietetics**

**Facebook Name:** K-State Hospitality Management and Dietetics

**Twitter Name:** K-State HMD

**Username:** kstatehmd

## **School of Family Studies and Human Services**

**Facebook Name:** K-State Family Studies and Human Services

**Twitter Name:** K-State FSHS

**Username:** kstatefshs