

SIAM Activity Group and Section Brand Guidelines

In this document, the terms “affiliate” and “affiliation” refer exclusively to SIAM’s activity groups and sections — not independent entities — and carry no implication of separate authority or autonomy. The following guidelines outline how these groups – which are part of SIAM and represent the organization as such – should represent themselves on social media and websites. These standards apply to both existing and future online presences and all officers are expected to follow these guidelines.

Social Media Guidelines

When creating social media accounts and incorporating SIAM’s logo, all SIAM groups are expected to follow the principles of the [SIAM Logo Guide](#).

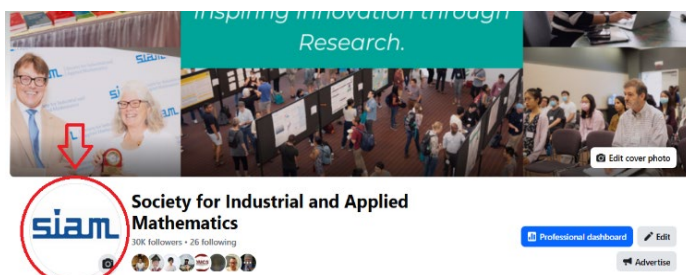
Bios/About Us Section

- On all social platforms, include the following description about who you are:
 - “This is the social media platform of the <SIAM activity group or section name> and is managed by its officers. Follow us for updates! Learn more: <siam.org URL>.”
 - End with a link back to your respective affiliate page on siam.org.
- Full activity group or section name should be spelled out – no acronyms in description text.
- Do not link to personal social media accounts from the SIAG/section website or social media accounts.

Account Names/Handles

- The official name of the account should be the full activity group or section name, but handles can be shorthand.
 - I.E., SIAM Activity Group on Computational Science and Engineering - @siagcse
 - I.E., Argentina Section of SIAM - @ARSIAM

Profile Photos/Logo icon



- Always have a profile photo on all social channels, as applicable.
 - Graphics or images used should be related to the work of the activity group or section.
 - Activity groups and sections should provide graphics/photos and SIAM will approve use.
 - Profile photos should be modern, clean, and use a uniform color palette.
- All groups need to use a SIAM-provided or SIAM-approved logo. If desired, officers can create a custom logo to be reviewed and potentially approved by SIAM HQ (marketing@siam.org) that identifies the activity group or section. Logos should not simply be graphics.
 - Either the **cover photo** or **profile photo** should have the section or activity group's logo on it.

Cover photos/Header photos



- Always have a cover photo on all social channels, as applicable.
 - Graphics or images used should be related to the work of the activity group or section.
 - Cover photos should be modern, clean, and use a uniform color palette.
 - Activity groups and sections should provide graphics/photos and SIAM will approve use.
 - Either the **cover photo** or **profile photo** should have the section or activity group's logo on it.

Posting on Social Media

When posting on social media or contributing content online, all SIAM groups are expected to follow the principles of the [SIAM Code of Conduct](#) and the [Social Media Policy and Guidelines](#). This includes acting with integrity, professionalism, and respect; fostering an inclusive and safe environment; avoiding harassment or discriminatory behavior; and exercising sound judgment in all communications.

The following posting guidelines provide additional directions for affiliates to represent themselves and SIAM consistently and responsibly online. They are designed to support a professional and welcoming presence across social media and web platforms.

Account management

- The activity group or section secretary should be the owner of each channel and point of contact for social media-related communications.

Page Activity and Other Responsibilities

- To be considered an active page, you should be posting and/or engaging with content **at least once weekly** on X (formerly Twitter) or Bluesky and **monthly** on Facebook, LinkedIn, and YouTube.
- You must follow the main SIAM social media accounts.
 - [Facebook](#), [LinkedIn](#), [X](#), and [YouTube](#).
- **You must share all social media account URLs and login credentials with SIAM HQ (membership@siam.org).**
- Content shared on platforms visible to non-members needs to be relevant to people outside the activity group or section. This could include posting research, news, and events, not **exclusively** information meant only for the specific activity group or section members.

Posting Do's and Don'ts

- DO:
 - Share content from main SIAM accounts (news and otherwise).
 - Follow relevant hashtags, like those for your related conference.
 - Follow other activity group accounts and engage with their content, as applicable.
 - Find a list of pages to follow on X [here](#). (Login required to view).
 - Post original content as applicable: Promote related conferences, events, webinars, publications, etc., including those products and services by SIAM that are relevant to your group.

- o When posting images, keep image resolution within each platform's recommended dimensions. Find the most up-to-date image size specifications on websites such as [Hootsuite](#) or [Sprout Social](#).
- DON'T:
 - o Do not treat the account as a personal account. Posts should represent SIAM and the activity group or section, not personal views.
 - o Do not post anonymously, impersonate someone else, obscure your identity, or use pseudonyms or false screen names. Do not post material that is protected by copyright, such as images or complete articles copied from another source, unless you are the copyright holder or have the author's permission.
 - o Refrain from publishing confidential or proprietary information.
 - o Do not post information or conduct any online activity that may violate applicable local, state, or federal laws and regulations. Remember that everything online is discoverable.
 - o SIAM will not tolerate discrimination, including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status. See [SIAM Code of Conduct](#).
 - o Advocacy for issues relevant to the profession is welcome. Groups should not post content that could be perceived as inflammatory or divisive, such as commentary on politics or religious debates.
 - o Do not post **exclusively** about your section or group conference – the page content should be a variety of relevant information.

SIAM will be monitoring activity group and section social accounts. If account activity that does not adhere to the above guidelines is identified, secretaries will be notified and asked to resolve it.

Website Guidelines

The guidelines below apply to the main SIAM section websites, section meeting websites, and SIAM Activity Group websites.

General website information

- Include a description of your group in a few sentences including when it was formed, what (geographic or research) areas it includes, information about its activities, and the sentence below about SIAM.

[Society for Industrial and Applied Mathematics \(SIAM\)](#) is an international organization that fosters the development of applied mathematics and computational methodologies needed in various application areas through publications, conferences, and communities like student chapters, geographic sections, and activity groups.

- Include links to active social media accounts.
- Include a link to the group's page on the siam.org website.
- Include group contact information on your website.
- Officer information:
 - If listing current section officers, they **must be kept up to date**. If that information cannot be kept up to date, link to the siam.org section page that lists current officers using the following text, "See the list of our current officers."
- Events/Conferences:
 - If you are listing upcoming events, please ensure they are **accurate and up to date**. If not, link back to the siam.org conference calendar webpage.
- When referring to leadership, ensure the official officer titles are used:
 - [Section officer titles](#) and [SIAG officer titles](#)

Referring to SIAM sections and meetings

- The section name should be formatted as "The **[Location] Section of SIAM**" across all **website pages**.
- Acronym use:
 - On first reference of the section, within the description and/or at the top of the website, spell out the full section name with the acronym in parentheses. After that, the section acronym may be used throughout the rest of the website.
- "Section" should be capitalized when in a title or button, and in the name of a specific section. Do not capitalize when referencing sections in general
 - For example, "SIAM section" and "The Bulgaria Section of SIAM."
- Section Meetings/Conferences:

- The full formal name of the section should be spelled out in the meeting name.
- Include year at the end and only include “annual” in title if the meeting occurs every year.
 - I.E., Great Lakes Section of SIAM Meeting 2024. East Asia Section of SIAM 10th Annual Meeting 2024.
- If you are linking to your section meeting website, ensure conferences that are upcoming are linked and past event links are archived.

Logos

Reference SIAM’s logo usage guide for information on SIAM’s logo, brand colors, and font rules and regulations: <https://www.siam.org/newsroom/logo-guide/>.

- Section logos should be formatted with the **SIAM non-cobranded logo at the top, “[Section location] SIAM” below** (see example below), and incorporate SIAM’s teal color (HEX #00A499).
 - The SIAM logo can **only** appear in black, white, or teal.
 - **Do not use the section acronyms in logos.**
 - Exceptions are made for the Northern and Central California Section of SIAM, New York-New Jersey-Pennsylvania Section of SIAM, and United Kingdom and Republic of Ireland Section of SIAM due to section name length.



- Include your SIAM section logo in the header or top section of all pages, as applicable. If your website has a footer that appears on all pages, include a logo there too.