



WiCyS Student Chapter Brand Kit



Welcome!

Thank you for starting a WiCyS Student Chapter to bring more opportunities to women in cybersecurity.

Recently elected as a chapter officer?

Congratulations and THANK YOU for your initiative to advance yourself and others in the cybersecurity community.

This document will help ensure the WiCySorg maintains cohesive branding across platforms as we exponentially grow this organization across the world.

Profile Appearance

To maintain cohesive branding across our WiCyS community and help potential members clearly see which chapter they're interacting with, it's important to display profiles accordingly.

Chapter logo centered



62
Posts

592
Followers

709
Following

WiCyS @ FIU

Community

Women in Cybersecurity Florida International
University Student Chapter

linktr.ee/fiuwicys/

as profile image

Student Chapter clearly labeled in
@ handle and profile title

Description with full chapter
name for clarification

SOCIAL PROFILE TIP:

Use Canva to make a square
image with your logo centered
for a perfect profile image.

Logos

When your chapter creates any promotional graphic, you must use your chapter-specific logo - NOT the WiCySorg logo.



EVENT NAME

DATE/TIME

LOCATION

EVENT NAME

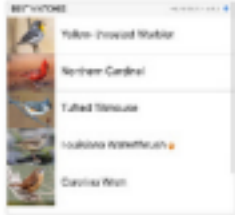
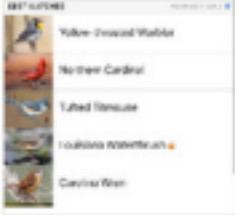
DATE/TIME

LOCATION

Wording

For any promotional items, captions, school announcements, or chapter events, consider the branding of your social media posts.

Be sure to specify your Student Chapter when using the WiCyS name.

Caption	OK	Caption	OK
 WiCyS (Insert Student Chapter) Spring KickOff Event this Friday!		 WiCyS Spring KickOff Event this Friday!	

DO NOT alter
photos created by
WiCySorg

Spelling and Pronunciation



Wicys

WiCyS

WiCys wicys

Suggestions

Here are a few helpful tips for maximizing your Chapter's social profiles.

Use Linktr.ee for your Instagram bio link to maximize your "link in bio" abilities. [Click to learn more.](#)

Hop on trends and create reels to engage with a wider audience and

use stories to stay connected with them. Don't forget to tag @WiCySorg when you post!

Use Canva to create social media graphics (i.e. catchy gifs, videos, and fun images)

[Click to learn more.](#)



Follow WiCySorg on all platforms!

Tag WiCySorg in your posts when possible. Use
[#womenincybersecurity](#) [#WiCyS](#) [#SeeHerAsEqual](#)