Lindenwood University Social Networking Guidelines

Before you create a social media account:

Ask yourself what you expect the social media account to do for your organization or department, and how you'll measure your success. Do the research to choose the right social media platform for the job.

Some questions to ask yourself before getting starting:

• Who are you trying to reach?

• What kind of social interaction do you plan to have with this account?

Use these answers to help decide the best social platform for your goals. The most popular social media platforms used by organizations today include Instagram, TikTok, and Facebook.

Getting Started

Ask yourself the following questions to help you gain a clearer understanding of how your page will be used and what content will be communicated before it is created.

- What will be the name of the page?
    - Come up with a few possible names in case the name of choice is already taken.

Make sure your profile identifier thumbnail image meets Lindenwood University style and brand requirements.

Lindenwood University Brand Guidelines

The Lindenwood University brand guidelines (colors, font, logo) must be adhered to when creating profile identifiers and cover art for Lindenwood social media accounts.

REVIEW Lindenwood's Social Media Guidelines and Brand Identity documents, located at: www.lindenwood.edu/brand

>Brand Guidelines, Social Media, and Logos

Consistent branding brings together the efforts of everyone at the university. When you represent Lindenwood University on a social media platform, strive to include the following:

• Correct contact information

• Correct copyright information (when available): See the University Copyright Policy

• An approved Lindenwood logo

• Do you plan to be responsible for taking and posting photos on the page?

    o Keep in mind that any photography, illustrations, and artwork are considered intellectual property.

Any image used on the web must have the approval of the creator or be appropriately licensed.

Questionable photography & artwork must be removed if so requested by the University Relations Department or Social Media Team.

• What is the minimum amount you plan to post on your page in order to keep content fresh, interesting and engaging?

   o It is recommended that you make updates several times weekly.

Content Considerations

- Choose an e-mail address that's safe for social networking.
  - Don't use a personal or a student e-mail address. Use an organizational/employee e-mail address.

We require Lindenwood University be added as an admin of your Facebook page. This is merely an avenue for us to have easier access when assisting you in troubleshooting or more advanced personalization of your page. To make Lindenwood University an Admin of your Facebook page, follow these instructions:

• E-mail socialmedia@lindenwoodu.edu and Lindenwood social media administrators will "Like" your page.

• Once the page has been "liked" by administrators, you may log into your Facebook page and select Settings in the upper right-hand corner.

• Select Page Roles from the Settings menu, and enter the facebook@lindenwood.edu e-mail address as an added editor.

Promoting Lindenwood's Social Media Presence

Campus News Stories

Specify that you would like to add a reference to your social media when submitting information for campus news story/press release.

Hard Copy Publications (mailings, cafeteria cards, etc.)

Specify that you would like to add a reference to your social media when submitting information for Lindenwood mailings, flyers, and other hard copy publications.

Mass Email Message

If you would like to send a mass email to faculty/staff or students promoting your social media and/or other events and announcements, please use the contacts below:

• Faculty/Staff (Daily Digest emails): LUDigest@lindenwood.edu

• Student (Student Life emails): StudentLife@lindenwood.edu

Consulting with Social Media Specialist/Integrated Marketing Director

It is essential that the social media coordinators are aware of your social media efforts. By doing so, you'll help enhance the University's official profile, promote a consistent LU image, and support the University's investment in technology.

We can also answer questions, offer advice, and more.

Please contact Aj Surrell (asurrell@lindenwood.edu) or Alley Bardon (abardon@lindenwood.edu)

Profile Identifiers

Instagram - https://www.instagram.com/lindenwooduniversity/

Facebook – http://www.facebook.com/LindenwoodUniversity

TikTok - https://www.tiktok.com/@lindenwooduniversity

Twitter (X) – www.twitter.com/LindenwoodU

YouTube – www.youtube.com/c/LindenwoodU

By completing the Social Media Registration Form, you agree to follow the university procedures as outlined in this document.