

Social Networking Quick Sheet

Lindenwood University | Last updated: July 2025



Social Networking Guidelines

Review and familiarize yourself with the Social Networking Guidelines:

<https://www.lindenwood.edu/files/resources/social-networking-guidelines.pdf>

Get Compliant

Fill out a Social Media Registration Form using a full-time faculty or staff email address:

🌐 Social Media | Marketing and Communications

- Lionmail addresses may be listed in the contributor section of the form, but Lindenwood University social accounts must be created using a lindenwood.edu email address. This ensures account recovery access abilities through IT and minimizes account lockout risk.

Use a properly branded profile image.

- Special logos that have received approval from the Office of Marketing and Communications may be used by student organizations and Lindenwood academic schools.
- Individual athletic team logos may be used if previously approved by the Office of Marketing and Communications.
- Lindenwood chapters of national organizations that operate Instagram accounts may use their organization's national logo or organizational crest as a thumbnail image, as long as Lindenwood is included in their chapter's Instagram account handle
- Branding elements can be found in the Faculty Folder (J Drive) > Brand Guidelines, Social Media, and Logos. Students can access these materials through any Lindenwood faculty or staff member.

Use a properly branded image for the banner or cover photo.

- Academic pages should use visual elements that incorporate the Lindenwood brand. Only use high resolution imagery that Lindenwood has property rights to use.
- Acceptable cover photo imagery for athletic pages includes player photos, game photos, or team photos. The Lindenwood athletic logo may be incorporated into thumbnail and cover photos, rather than the Lindenwood academic logo.

Make the Office of Marketing and Communications admins on your account or provide login information for accounts that cannot have admins.

- Again, this ensures account recovery access abilities and minimizes account lockout risk.

Post Smart

DO NOT use images, video, or music you don't have the rights to use.

- There are many open source and subscription-based services through which you can obtain images for your posts. (Bensound, Creative Commons, etc.) Using materials that are copyrighted could result in a lawsuit.

Your posts reflect the university's image; make sure your posts are respectful and represent Lindenwood in a positive way. You want to be a resource to your audience, so become reliable by posting accurate and engaging content frequently.

Lindenwood University Social Media

For all social media-related inquiries, please direct initial communication to our Social Media Specialist. Contact details for the Social Media Specialist, as well as other members of the social media team, are listed below for reference.

Name, Title	Contact
Bella Castro , <i>Social Media Specialist</i>	icastro@lindenwood.edu
Alley Bardon , <i>Assistant Vice President, Marketing Enrollment and Marketing Administration</i>	abardon@lindenwood.edu

Lindenwood University Social Media Handles

Platform	Account Handle
Instagram	https://www.instagram.com/lindenwooduniversity/
Facebook	http://www.facebook.com/LindenwoodUniversity
TikTok	https://www.tiktok.com/@lindenwooduniversity
LinkedIn	https://www.linkedin.com/lindenwooduniversity
X (formerly known as Twitter)	https://x.com/LindenwoodU
Youtube	https://www.youtube.com/LindenwoodU