

Get compliant

1. **Fill out a social media agreement form using a full-time faculty or staff email address**
(Lionmail addresses may be listed in the contributor section of the form, but Lindenwood social accounts must be created using a lindenwood.edu email address. This ensures account recovery access abilities through IT and minimizes account lockout risk)
2. **Use a properly branded profile image:**
 - a. Logos other than the Lindenwood Like No Other logo that have received approval from the Office of Marketing and Communications may be used by student organizations and Lindenwood academic schools.
 - b. Individual athletic team logos may be used if previously approved by the Office of Marketing and Communications.
 - c. 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. *(See example)*
 - d. 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.
3. **Use a properly branded image for the banner or cover photo.**
 - a. Academic pages should use visual elements that incorporate the Lindenwood brand – the gold slant and the Lindenwood Like No Other logo. Use only high resolution imagery that Lindenwood has property rights to use.
 - b. 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 Like No Other academic logo.
4. **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)*

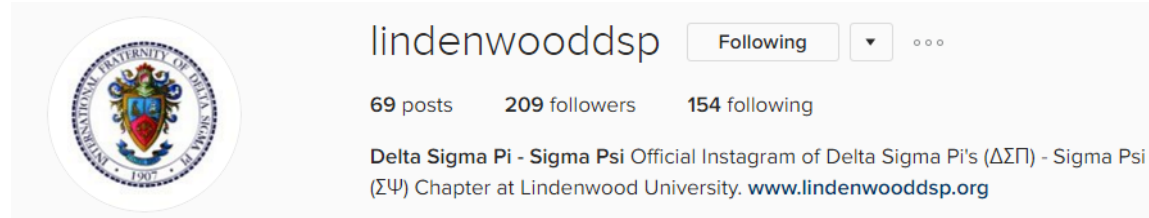
Post smart

5. **DON'T** 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.
6. Your posts reflect the university's image. Make sure your posts are respectful and represent Lindenwood in a positive way.
7. Post great content often. You want to be a resource to your audience so become reliable for posting really cool stuff.

Profile Photo Examples:

Athletic Account -

Student Organization using national crest, but includes Lindenwood in Instagram handle –



The image shows an Instagram profile for the account 'lindenwooddsp'. The profile picture is the official crest of the International Fraternity of Delta Sigma Pi, which features a shield with a red and blue design, topped with a crown and surrounded by a circular border with the text 'INTERNATIONAL FRATERNITY OF DELTA SIGMA PI' and the year '1907'. The name 'lindenwooddsp' is displayed in a large, dark font. To the right of the name is a 'Following' button, a dropdown arrow, and a three-dot menu icon. Below the name, the statistics are listed: '69 posts', '209 followers', and '154 following'. The bio text reads: 'Delta Sigma Pi - Sigma Psi Official Instagram of Delta Sigma Pi's (ΔΣΠ) - Sigma Psi (ΣΨ) Chapter at Lindenwood University. www.lindenwooddsp.org'.