Get compliant

1. Fill out a social media agreement form using a full the 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.)

Profile Photo Examples:

Athletic Account