

SOCIAL MEDIA GUIDELINES

Welcome to Concordia University, Nebraska's social media guidelines! Our goal is to create a cohesive, clean and easy-to-navigate look across all of Concordia's social media accounts.

SOCIAL ACCESS

- As part of our marketing efforts, we are ensuring that all social platforms align with our current campaigns, strategies and branding, and we are implementing this standard across campus.
- This includes granting marketing access to all Concordia-related Facebook accounts and sharing passwords to any Instagram accounts associated with the university.
- If necessary, we will update your profile picture, cover photo and/or the account name to align with our university brand standards.
- **SOCIAL MEDIA POINT OF CONTACT:** Olivia Dunklau (olivia.dunklau@cune.edu)
 - Please contact me for any social media questions, registering a new account, correct naming and branding, new student club accounts, etc.
- **CANVA POINT OF CONTACT:** Hope Rickords (hope.rickords@cune.edu.)
 - We can create Canva templates for you, so please ask! If there is something you post about frequently, let's make your job easier by creating a template. If you need access to our Canva teams account, please email hope.rickords@cune.edu.

CANVA APPROVAL PROCESS

- All designs must follow Concordia University, Nebraska brand standards, including the approved colors and fonts available in the university's Canva Brand Kit.
- Once your design is complete, submit it for review through Canva's approval process. Concordia Marketing will review the design, provide feedback as needed and either approve or request revisions. This process helps ensure that all university communications remain on-brand and visually consistent.
 - **Design approvals are reviewed during normal business hours from 8:00 a.m. to 4:00 p.m., Monday through Friday during the academic year and Monday through Thursday during the summer.**
 - Please allow adequate time for review, as the Marketing team is balancing design approvals alongside other projects and responsibilities. Whenever possible, submit designs well in advance of your intended posting date.
 - If your request is time-sensitive, please include a comment in your submission indicating the deadline or urgency. We recognize that every department on campus is balancing multiple priorities and we appreciate your partnership as we work together to create the best possible outcomes for the university.

SOCIAL MEDIA ACCOUNT BRANDING GUIDELINES

USERNAME GUIDELINES

- The username for your Concordia University, Nebraska account(s) should follow the guidelines below:
 - The abbreviation "**cune**" may be used in the username.
Examples: @cuneslo, @cunescience
 - A period (.) or underscore (_) may be used to separate words in the username.
Examples: @cune.education, @cune_music

DISPLAY NAME GUIDELINES

- The display name for your Concordia University, Nebraska account(s) should follow this format:
Concordia University, Nebraska – [Department Name]

PROFILE PICTURE REQUIREMENTS

- Official university accounts must use a properly branded profile picture featuring the university's navy background, white cross logo and department name. **Please contact Marketing or Olivia Dunklau to obtain an approved profile image.**

FACEBOOK COVER PHOTO REQUIREMENTS

- Official university Facebook accounts must use either:
 - An approved branded cover photo, or
 - A high-quality photo that appropriately represents the department.

REGISTER YOUR INSTAGRAM AND FACEBOOK ACCOUNT

- If you have an Instagram account, we ask that you please fill out our Social Media Registration Form. Please email Olivia to receive the form. This form will go straight into our project management system and help us keep track of accounts and who manages them.

GETTING ACCESS/GIVING OTHERS ACCESS TO YOUR FACEBOOK PAGE

- Please reach out to Olivia Dunklau to receive access to or add a user to your Facebook page.

ADDITIONAL RESOURCES

- Marketing: Hope Rickords and Olivia Dunklau are happy to help you and give ideas for social media!