

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.

REGISTER YOUR INSTAGRAM AND FACEBOOK ACCOUNT

- If you have an Instagram account, we ask that you please fill out our Social Media Registration Form at cune.edu/marketing which will go straight into our project management system.

STEPS TO GIVE ACCESS TO YOUR FACEBOOK ACCOUNT

- **WEBPAGE/COMPUTER**
 - These are the steps to take to give [enter Marketing staff member's name], full access to the [enter page name here] Facebook Page via webpage/your computer.
 1. From your page's Feed, click your profile picture in the top right.
 2. Click Settings and Privacy and select Settings.
 3. In the left menu, click Page Setup.
 4. Click on Page access.
 5. Find People with Facebook access, then click Add New.
 6. Click Next.
 7. Search for the person you'd like to give Facebook access by their name or email then click to select them.
 8. Turn on "Allow this person to have full control."
 9. Select Give Access.
 10. Enter your password to confirm that you want to give them Facebook access to your Page.
 11. Select Confirm.
- **MOBILE APP**
 - These are the steps to take to give [enter Marketing staff member's name], full access to the [enter page name here] Facebook Page via the Facebook mobile app.
 1. Make sure you are in your page's account.
 2. From your page's Feed, click your profile picture on the bottom right.
 3. Click Settings.
 4. Scroll to Audience and Visibility.
 5. Under this menu, click Page Setup.
 6. Click on Page Access, then click Add New.
 7. Click Next.

8. Search for the person you'd like to give Facebook access by their name or email then click to select them.
9. Turn on "Allow this person to have full control."
10. Select Give Access.
11. Enter your password to confirm that you want to give them Facebook access to your Page.
12. Select Confirm.

ADDITIONAL RESOURCES

- Marketing: Hope Rickords and Olivia Dunklau are happy to help you and give ideas!
- Canva: 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.