

# SOCIAL MEDIA

> Studies show that brands with consolidated social strategies experience **higher follower growth and engagement rates.**

# PURPOSE & GUIDING PRINCIPLES

Lander University is committed to maintaining a strong, cohesive social media presence that effectively communicates with key audiences. This policy ensures that social media efforts are strategic, efficient, and aligned with best practices in digital marketing and communications.

## FEWER, STRONGER ACCOUNTS MATTER

- **Consolidated accounts** create a larger, more engaged audience rather than fragmenting followers across multiple niche accounts.
- **Consistent branding and messaging** build credibility and recognition for the University.
- **More robust content** on fewer accounts increases engagement and visibility through social media algorithms.

## POLICY ON NEW SOCIAL MEDIA ACCOUNTS

- **Before requesting a new account, ask**: Can your content be shared through an existing official Lander account? Do you have the time, staff, and resources to maintain a consistent, high-quality presence (3-5 posts a week, every week).
- **Approval Process:** Requests for new accounts must be reviewed and approved by the Office of University Marketing and Communications. Accounts must have a clear purpose, audience and content strategy before approval.

## BEST PRACTICES

### QUALITY & CONSISTENCY

Accounts that post consistently **(3-5 times per week)** receive higher engagement.

### ALGORITHM PRIORITIZATION

Platforms like Instagram, Facebook and YouTube favor accounts with an existing follower base and more interaction; diluted accounts struggle to gain traction.

### TARGET AUDIENCE

Prospective students, current students, faculty, staff and families prefer one authoritative source rather than tracking multiple accounts for key information.

## OFFICIAL ACCOUNTS & TARGET AUDIENCES

- **Main University Account (@LanderUniversity)**: External audiences, including prospective students, parents, alumni, and the community.
- **Student Life (@LanderStudents)**: Internal audiences, including current students, faculty, and staff; account is managed by Lander University Campus Engagement.
- **Academic Colleges & Departments**: Academic colleges and select departments or programs may maintain accounts if they have a dedicated content strategy and regular posting schedule.
- **Athletics (@LanderBearcats)**: One main account for all athletics, plus one account for each athletic team.

By following this policy, Lander University creates a more powerful and effective social media presence that best serves its audiences, while maintaining strategic and streamlined communication efforts.

## LANDER UNIVERSITY PRIMARY ACCOUNTS

Instagram: @LanderUniversity

X: @LanderUniv

Facebook: facebook.com/landeruniv

YouTube: youtube.com/landeruniversity

LinkedIn: linkedin.com/school/landeruniversity

## PRIMARY LANDER ACCOUNTS



All primary Lander University social media accounts use this official social media icon. Facebook, Instagram, X, LinkedIn and YouTube consistently use the Lander Legacy Blue icon with corresponding tower centered in white. Lander's primary social media accounts are among the most essential tools the University uses to connect with external audiences. All main social media accounts are overseen by the Office of University Marketing and Communications and use this official social media profile icon.

## SECONDARY ACCOUNTS

Official social media accounts managed by approved University entities use a Legacy Blue background with a darker blue tower that appears transparent and offset to the lower right of the circle. The College/Department/Office name lines up with the tip of the tallest tower spire. The Name is set in Proxima Nova Condensed Bold and the text is visually flowed to slant with the tower roof.




Due to space limitations, an abbreviation of the account name may be appropriate for some account icons. The Office of University Marketing and Communications will work with you to determine if an abbreviation is necessary to maintain legibility and brand integrity. Please contact **marcom@lander.edu** for assistance with creating an official social media icon.