

# RESIDENCE HALL SOCIAL MEDIA GUIDELINES

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*Office of Student Life*

Residence halls may create social media accounts for the purpose of sharing events for their residents, as well as sharing updates from Student Life and its departments.

## **Before opening an account**

- Review Student Life social media guidelines and resources at [go.osu.edu/si-social](https://go.osu.edu/si-social)
- Make sure an account does not already exist for your residence hall
- Inform Paul Bellini.5 and Thea Dellas.1 that you want to open an account
- Submit a request for a profile picture at [studentlife.osu.edu/secure/marketing](https://studentlife.osu.edu/secure/marketing)

## **Account naming conventions**

In order to establish consistency, residence halls wishing to open social media accounts should create account handles that follow these conventions:

- Facebook: @[HallName]OSU
- Instagram: @[hallname]osu
- Twitter: @[HallNameOSU]

Profile titles should follow these conventions:

- Facebook: [Hall Name] at Ohio State
- Instagram: [Hall Name] at Ohio State
- Twitter: [Hall Name] at Ohio State

Bios should include the following copy:

Official [Platform] account of [Hall Name] at The Ohio State University

## **Keep in mind that**

- Residence halls may **not** open Snapchat accounts or create their own Snapchat geofilters
- Residence hall social media accounts must comply with Student Life and university social media guidelines and requirements
- Names and contact information of individuals who will be managers must be provided to Paul Bellini.5 and Thea Dellas.1