

Official Status Requirements for Stetson University Social Media Accounts

For accounts to be considered an *Official Stetson University Social Media Account*, the following requirements must be adopted. Accounts may not use just “Stetson University” or “Stetson” for an account name. Users may assume the site speaks for the entire university or the Stetson hat company. Note: the Office of Admissions is used for each of the examples below.

Each account must:

1. Have a minimum of two social administrators, one must be a staff member
2. Use official Stetson University area name
3. Be public and listed as a business
4. Use official Stetson University contact information (no personal email addresses or phone numbers)
5. Conform to university brand standards

Facebook

Note: only Facebook Pages will be considered official, **not** groups or accounts

- **Name:** Stetson University Admissions
- **Link:** /stetsonuadmissions (you can edit this if you haven't previously)
- **Photo:** Official Department Logo
- **Bio:** The official Stetson University Office of Admissions Facebook page. (insert a few descriptive sentences about your area - department, program, team, club or organization)
- **Phone:** (386) 822-7100 (if applicable)
- **Email:** admissions@stetson.edu
- **Website:** stetson.edu/admissions (if applicable)
- **Address:** 421 N. Woodland Boulevard, DeLand, FL 32723 Unit # 8378
- **Hours:** Weekdays 8:00 a.m. – 4:30 p.m.
Saturdays: 8:00 a.m. – 1:00 p.m.
Sundays: closed (if applicable)

Instagram

- **Name:** Stetson University Admissions
- **Handle:** stetsonu.admissions
- **Photo:** Official Department Logo
- **Bio:** The official @StetsonU (tag) Office of Admissions Instagram account. (area specific hashtags – if applicable)
- **Phone:** (386) 822-7100 (if applicable)
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LinkedIn

Note: LinkedIn accounts can be granted official status but are not being approved for creation

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Pinterest

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Snapchat

- **Handle:** stetsonu.admissions

Twitter

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YouTube

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