

Before you submit your application:

1. Ensure that your profile picture/icon, cover photo, and biographical information adhere to the visual identity of East Stroudsburg University.
 - a. For the profile/icon, review page 34 of our [visual identity guide](#).
 - b. For cover photos (Facebook, Twitter), review our [photography and copyright policies](#).
2. The account email (Twitter, Instagram) is associated with a faculty or staff email address (@esu.edu).
 - a. Facebook Page Admins must be faculty or staff ([Review the different roles](#)).

Example of an application that would be approved:

University Department/Student Organization: Occupational Therapy Department

Department Chair or Organization Chair: Samuel Serif

Primary Moderator that is responsible for the platforms:

Name: Brandon Guidelines **Title:** Associate Professor

Email: bguidelines@esu.edu Phone: 570-422-0000

Secondary Moderator that is responsible for the platforms:

Name: Miles Tone **Title:** Administrative Assistant

Email: mtone@esu.edu **Phone:** 570-422-1234

Registration of Social Media Platforms

- Facebook
 - <https://www.facebook.com/esuot>
- Instagram
 - @esuoccupationaltherapy
 - Email: bguidelines@esu.edu

Who is your primary social media audience?

- Students

Please briefly describe the purpose of your account.

The social media accounts for East Stroudsburg University's Department of Occupational Therapy will provide content for students with valuable resources, updates, and opportunities. They foster community, share relevant information, facilitate engagement, and support student success in their occupational therapy journey.

Why this application would be approved:

1. The department's social media visual presence follows the institutional identity of ESU.
2. Both moderators are faculty or staff with @esu.edu email addresses.
3. The purpose of the account is clearly defined by providing what content will be posted and the intention behind the content.

Example of an application that would not be approved:

University Department/Student Organization: Diagnostic Medical Sonography Department
Department Chair or Organization Chair: John Doe

Primary Moderator that is responsible for the platforms:

Name: Jane Appleseed **Title:** President of the Student Sonography Club
Email: jappleseed@live.esu.edu **Phone:** 570-417-0157

Secondary Moderator that is responsible for the platforms:

Name: N/A **Title:** N/A
Email: N/A **Phone:** N/A

Registration of Social Media Platforms

- Instagram
 - @esudms
 - Email: esudms@gmail.com

Who is your primary social media audience?

- Athletic Fans

Please briefly describe the purpose of your account.

We are planning to showcase spirit by gathering our medical sonography students in announcing when game times are for athletic events and coming up with clothing themes like a “white out” or “crazy hats.”

Why this application would not be approved:

1. The department’s social media visual presence does not follow the institutional identity of ESU (When submitted, the profile picture included on this submission had the institutional logo in unapproved colors green and blue).
2. The submission did not include two moderators that were faculty and staff. The moderator listed was a student and used a student email address.
3. The Instagram account listed for submission is utilizing a non-esu email address.
4. The purpose of the account is misused in that an academic department is utilizing its presence to promote content other than their department. The primary audience also disagrees with the department’s existing goals and objectives.