

APPLICATIONS

6.6 | Social Media - Profiles

All social media pages and social profile images need to be approved in order to be considered an official UMKC page. The application for approval is online: go.umkc.edu/social.

Student groups registered with the Office of Student Involvement don't need to go through this approval step.

GUIDELINES

ALL social media pages need to follow the following guidelines.

When possible, every social media account (i.e. Twitter, Facebook, etc) for your school/department/organization should have the same profile image and profile name to strengthen your brand.

Page Title

The letters "UMKC" should be in your page/profile title. For example: UMKC School of Law, UMKC Department of Political Science, UMKC Study Abroad.

Profile Image

You may use a photo, illustration or approved, downloadable UMKC profile graphic available at go.umkc.edu/social.

Do not use UMKC official logos, recreated UMKC logos, UMKC Roo, your organization's name or any other UMKC brand elements in your profile image. Many social platforms are limiting the use of text with images because of accessibility issues, so any text on a profile image (besides the "UMKC" text in the provided image) is discouraged.

Cover Photo

You may use a photo or illustration.

Do not use any UMKC official logos or recreated UMKC logo, and limit the amount of text in the image for page accessibility.

For more information about general social media standards go.umkc.edu/social.

Examples of social media profile picture options

Photo example



Illustration example



Graphic provided by UMKC



Approved profile images available for download

