Guidelines for #LaSalleGradLife Instagram Promotion

How to Submit Photos

1. If you would like your photo to be posted on the official La Salle University Instagram account please send your photo in a JPEG format via email to Kelly Peiffer at peifferk1@lasalle.edu. Please include a caption of what is happening in the photo and if possible, who is pictured in the photo.

2. If you have an Instagram account of your own, and would like to post your photo to YOUR OWN PERSONAL Instagram account, you may do so, but we would HIGHLY ENCOURAGE you to use the hashtag #LaSalleGradLife and your personal program hashtag in your post caption.

#LaSalleGradLife Instagram Guidelines

1. Please take photos that are clear, creative and with brightly light (we will not post photos that are unflattering, blurry or dark).

2. Please think about the audience when taking photos – think about your past students, your current students and La Salle alumni – we want our photos to depict what life is REALLY like as a La Salle graduate student, so think about your audience when capturing your photos.

3. If you are taking a photo of a student, or group of students, please ask for their permission before taking them. We will not post pictures of students or others who don’t want to be posted.

4. If you are working in an internship or clinical setting, please be aware of any external social media policies that are in place by your internship or clinical employer. For example, if you are working in a medical setting with patients, please do not post pictures of your patients.

5. If you have certain traditions that happen every year in your program, or memorable activities that take place – capture them, grab a photo, these are Instagram goldmines!