IG Collaboration Guidelines with MSU

Who can Collaborate?

Divisions, departments, athletics, student organizations, influencers, and individuals who support MSU's mission and values are welcome to collaborate with us on Instagram. Our partners must commit to accessibility, follow MSU branding, and maintain high-quality content standards.

Accessibility and ADA Compliance:

- **Use Alt-Text**: Describe images and key visual elements so all users can engage. Stay clear of too much text information within the image itself.

- **Text in Images**: Avoid excessive text within the image itself to keep it accessible.

- **Colors**: Choose high-contrast colors for readability and avoid combinations that can be challenging for colorblind users.

- **Emojis:** Use emojis sparingly to keep content accessible. Place them at the end of captions rather than within text.

MSU Branding

- **Colors and Fonts:** Use MSU's official colors and fonts to maintain brand consistency.

- **Names and Hashtags:** Refer to the institution as "Minnesota State University, Mankato," "Minnesota State Mankato," "MSU," or "The University" and use approved hashtags.

- **Language:** Content should be professional and engaging, inclusive, and reflect MSU's voice and values.

Content Quality

- **High-Quality Visuals:** Use well-composed, clear images that reflect MSU's standards.

- **Intro and Outro Slides on reels**: Include polished intro and outro slides for cohesive, branded posts. The intro should include a high-quality image and the outro should include either the MSU logo, or our institution name.

- *Note*: Your high-quality reel should be scheduled to appear exclusively in the **Reels feed** and not display on our Instagram grid. This aligns with our content strategy and audience engagement practices.