



LinkedIn best practices

Photography and visuals

- **Use** high-quality, well-lit photos.
- **Use** MHC-approved photos when posting about MHC. There are many **photo** options available.
- **Use** horizontal or square images.
- **Don't post** blurry images.
- **Don't post** casual images.
- **Don't post** images of people who are not part of the college community without first getting their consent if you are sharing their images in an MHC-related context.

Tagging best practices

How to tag

Type “@” followed by the name (individual or MountHolyokeCollege), then select from the drop-down.

Tagging increases visibility and gives proper credit.

Tag the college using

@MountHolyokeCollege.

Make sure to select the correct page by checking the logo.

Tag colleagues only if:

- They directly collaborated or are featured in the content.
- They are comfortable being mentioned publicly.

Reposting MHC content

- Repost content that is relevant to the general campus community or to your role.
- Keep comments short, positive and professional.

Profile photos

- Avoid busy backgrounds.
- Have someone take the photo for you.
- Wear professional clothing.

General dos and don'ts

Do:

- Keep posts professional and aligned with Mount Holyoke's values.
- Engage with MHC's posts through likes, comments and reposts.
- Share accomplishments and events.

Don't:

- Share confidential information.
- Use off-brand designs.
- Engage in divisive discussions under the company tag.

Place the downloaded PNG over your photo to add some MHC spirit to your posts!

You can find the full set of profile frames [here](#) and the photo frames [here](#).

Profile frames



Photo frames

