

Consider setting up a school page to collaborate with a larger cohort for greater impact - for example: [School of Hospitality and Tourism](#)

- Your page should have more than 200 likes
- Your page should be growing its likes
- You should have an engaged employee attached to your page
- A student moderator makes a page more active
- Your page should have a original, engaging and relevant new post at least once per week - three times is best

What does official status get you?

- an official profile badge/pic
- listing on our Selkirk Social Media page
- tagging of your program/department when we make posts pertaining to your area

Non-authorized pages are not permitted.

Please ensure that Marketing & Communications has the page's account information so we can ensure standardization and legacy planning. Abandoned pages are problematic - for example: [Selkirk Aviation](#)