

Tampere University's social media guideline for athletes

When members of our community represent the University in prestigious competitions, we encourage the athletes to be active on social media.

1. When you are going to represent the University in a competition and know that you are going to post content about the event on social media, please send a message to the University's Marketing team 2–3 weeks in advance by emailing markkinointi.tau@tuni.fi.
2. We are aware that during competitions, athletes are largely focused on their performance. The most convenient way is for an athlete to post content on their own profile and to tag the University in the content. When you tag the University, we can market the content by, for example, sharing it as a story or reposting the publication on the University's account.

Please see below the University's usernames on different social media.

3. If you are representing the University in a competition and have received the University's t-shirt, we hope that the content you produce will show this.
4. Tampere University's usernames on social media:

Facebook

Tampere University (@tampereuniversity)

Twitter

Tampere University (@TampereUni)

Instagram

Tampere University (@tampereuni)

LinkedIn

Tampere University

YouTube

Tampere University