



# Social Media Policy & Guidelines

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# **Social Media Policy**

## **Use of Social Media**

At Seattle University, we recognize that social media sites like Facebook, Twitter, YouTube and Flickr have become important and influential communication channels for our community. To assist in posting content and managing these sites, the university has developed policies and guidelines for official and personal use of social media. These policies and guidelines apply to university faculty and staff, and can be used in connection with social media accounts associated with schools, colleges, departments, programs and offices.

## **General Guidelines**

- \* The purpose of using these communication channels on behalf of Seattle University is to support the university's mission, goals, programs, and sanctioned efforts, including university news, information, content and directives.
- \* Prior to engaging in any form of social media involving Seattle University, you must receive permission from the supervisor as appointed by your department head and notify Marketing Communications.
- \* When using an officially recognized social media channel, assume at all times that you are representing Seattle University.
- \* Confidential or proprietary university information or similar information of third parties, who have shared such information with you on behalf of Seattle University, should not be shared publicly on these social media channels.
- \* Seattleu.edu, as well as Seattle University's main social media accounts may choose to post university related social media content generated by faculty, staff and/or students. Seattle University's main social media accounts can be accessed through the Marketing Communication Web site, and include:
  - Facebook, <http://www.facebook.com/seattleu>
  - Twitter, <http://twitter.com/seattleu>
  - Flickr, <http://www.flickr.com/photos/seattleu>
  - YouTube, <http://www.youtube.com/seattleuniversity>
- \* Exercise discretion, thoughtfulness and respect for your colleagues, associates and the university's supporters/community (social media fans).
- \* Avoid discussing or speculating on internal policies or operations.
- \* A healthy dialog with constructive criticism can be useful but refrain from engaging in dialogue that could disparage colleagues, competitors, or critics.
- \* Be mindful that all posted content is subject to review in accordance with Seattle University's employee policies and editorial guidelines.

\* Please refrain from reporting, speculating, discussing or giving any opinions on university topics or personalities that could be considered sensitive, confidential or disparaging.

\*Seattle University logos and/or visual identity cannot be used for personal social media without university permission. Please visit Seattle University's Marketing Communication [website](#) for guidelines.

\*Your personal social media account is not an appropriate place to distribute university News. If you have University information and news that you would like to announce to the public or media, please contact [Seattle University Marketing Communications](#).

\* Seattle University does not monitor personal websites but will address issues that violate established HR, Editorial, Graphic and Social Media guidelines.

\* Seattle U encourages Faculty, Staff and Students to use social media but reminds users that at any time they can be perceived as a spokesperson of the University.

## **Final Thoughts**

If you have any doubt about posting content on these social media sites, please consult the Marketing Communications team.

Due to the evolving nature of social media, the policies and guidelines are subject to revision by the Marketing Communications team. We also welcome feedback from the campus community.

# **Social Media Guidelines**

## **Getting Started**

If you are thinking of creating a new social media account that will be associated with Seattle University, please contact Marketing Communications for assistance with strategy, set-up, etc.

### **Tips for getting started:**

- Create a personal account and spend some time learning how the site works.
- Look at what other colleges or other similar groups have done to be successful.
- Read recent articles on social media, on websites such as Mashable.com. (The Marketing Communications team can also direct you to helpful articles.)

**Please note:** To be listed on the university Social Media webpage, please work with Marketing Communications and follow the guidelines below.

## **General Guidelines**

\* If you wouldn't put it on a flier, carve it into cement in the quad or want it published on the front of the Wall Street Journal, don't broadcast it via social media channels.

\*Social Media platforms are not like a website; they enable two-way communications with your audience. To ensure this interactivity, make sure you are providing fresh, relevant content and actively listening to the conversation and contributing to the dialogue.

\*Someone on your team needs to check the sites you establish at least once a day for comments, etc.

\*Social Media is about creating community and trust; please identify who you are and who you represent on the official platform by providing your full name and title and affiliation with SU when possible depending on the social media platform.

\*Make sure you are posting a variety of relevant, valuable and engaging content. Examples include articles, links, photos, videos and events.

\*Remember you must first build trust with your audience, which takes time. Once trust is established you will begin to see community involvement grow. Don't give up; just remember that most social media accounts don't immediately become successful or popular; it takes patience.

## Naming Guidelines

Some of the social media platforms will allow you to change your name after the accounts are created, some do not. Naming your social media channel is very important. Please note, that you will not be recognized as an official communication channel of the university unless you adhere to these naming guidelines.

\*Please make sure that Seattle University, SU, or Seattle U is listed prior to your school, college, department, program, office, organization, or student run organization.

**Facebook-** Seattle University [insert name]

Example: Seattle University Marketing Communication

**twitter-** SU\_[Insert Name] or SeattleU\_ [Insert Name]

Example: SU\_Marcom or SeattleU\_Clubs

**YouTube-** SU\_[Insert Name] or SeattleU\_ [Insert Name]

Example: SU\_Marcom or SeattleU\_Clubs

## Moderating Comments

When managing a social media site, it's helpful to have clear guidelines for moderating comments. Please feel free to use the following to moderate comments on your site, and to post these guidelines to your website or social media account when appropriate.

### Seattle University Guidelines to Moderating Comments

Seattle University encourages our fans, followers, and friends to share their thoughts with one another by commenting on a story, feature, tweet, or post that speaks to you. We encourage lively, thoughtful and civil conversation with the following guidelines:

- Comments must be relevant to a topic discussed and to the point.
- Keep your comments clean and constructive.
- Posts that are off-topic, abusive, contain profanity, are threatening in tone or devolve into personal attacks will be deleted. Period.
- Excessively long comments—as determined by the site's editor—are subject to editing for length, clarity and space limitations.
- Anonymous comments will not be published.
- Please do not post links unless you identify, by name, who you are and explain where your link goes, especially if you are a for profit organization. This is to distinguish spam from legitimate opportunities for the Seattle U community
- *Seattle University* reserves the right to review all comments and remove comments that violate any of the conditions noted above

## Guidelines for Individual Social Media Websites

Please refer to the guidelines below if you are managing or considering creating a specific social media account. These provide more detailed information on the culture, logistics and best practices of individual social media websites.

### Twitter Guidelines

- If possible, use a professional photo of your face for your avatar. Show people who you are, and please smile, everyone loves a friendly face. Try to avoid a generic campus photo for the avatar. If you're not sure what to use, just ask.
- Add a short bio. Refer to the Seattle University ([twitter.com/seattleu](https://twitter.com/seattleu)) bio as an example.
- Always include a URL, to your school/college/program/etc website. If you do not have one, then use [seattleu.edu](http://seattleu.edu)
- Contact Marketing Communications for a background image.
- Concentrate first on establishing who you are, begin to build trust.
- Avoid posting more than 3 items in 24 hours, unless tied to a specific promotion.
- Post at least 3 to 4 times per week.
- Use the @username when replying or referring to other twitter members and @seattleu when referring to Seattle University.
- Retweet as often as possible, provided the content relates back to your goals. For example, if someone says how much they love your program, retweet it.
- When composing your tweets, read them back to yourself and if it wouldn't be interesting enough for you to click on them, someone else probably won't find it interesting either.
- Always spell check your tweets before sending them. But remember that twitter allows for shorthand. "Tomorrow" should be "tmrw" to conserve characters.
- Leave enough characters empty in your post to allow someone to easily retweet it. Try to stay around 120 characters, so someone has room to add "RT @username:" to the beginning.
- Be sure to follow back your followers. But take the time to look at each profile; you do not want to follow spammers, robots, or questionable profiles advertising casinos, clubs, or bars. You should always follow [seattleu](https://twitter.com/seattleu) and other SU twitter accounts.
- An individual should own your twitter account; this ensures a consistent voice for the account.
- The majority of your tweets should be replies to others (55%), followed by your own updates (40%), retweets (4%), and posing questions to your audience (1%).

### Facebook Guidelines

- If your primary audience is **external**, please create a "Fan" Page.
- If your primary audience is **internal**, please create a "Group" Page.
- Please do not create "personal" pages for official school, college, department, program, office, organization, or student run organization Facebook pages.
- Make sure at least one person is identified and responsible for your Facebook page. This will establish a consistent voice and accountability for updates/moderation.
- Customize the page as much as possible but adhere to logo and graphic style guides so your fans know you are affiliated with Seattle University.

- Always include a URL to your school/college/program/etc website. If you do not have one, then use seattleu.edu
- When composing status updates, read them back to yourself and if it wouldn't be interesting enough for you to click on, someone else probably won't find it interesting either.
- Always spell check your status updates before sending them.
- Avoid posting more than 3 things in 24 hours
- Post something at least 2 times a week
- Use the @ symbol when referring to other Facebook members and @ Seattle University (SU) when referring to Seattle University.
- Use the Logo guidelines as set by Marketing Communications
- Pick a picture that speaks broadly about your school, college, department, program, office, organization, or student run organization.
- Be honest with your audience about how you moderate your page; refer to the Moderating Comments guidelines below.
- Actively build your page by adding photos, videos, event postings etc.
- Make the Seattle University Main Page a "Favorite Page" of your school, college, department, program, office, organization, or student run organization

## **YouTube Guidelines**

- Make sure videos are shorter than 3 minutes unless they are compelling enough to warrant something longer.
- Customize the account as much as possible so your viewers know you are affiliated with Seattle University.
- Post at least 2 times a month.
- Try to brand videos with pre-rolls and end-rolls. Please contact [Marketing Communications](#) for existing files for your pre-rolls and end-rolls.
- Try to create quality content.
- Make sure to add title, descriptions, and keywords that match your content for searchability. For a list of SU keywords please contact [Marketing Communications](#).

## **Blogging Guidelines**

- Identify your audience, what are you trying to achieve with your blog, why would a visitor read your blog?
- Don't write a novel; keep your content scannable by writing short paragraphs, think of your blog as your web journal.
- Break up text with headlines, sub headlines, bullets, images and more. Use of images within your post can draw your reader's attention and add interest to your post. Remember, over use of images can take away from your post, but a single image is worth a 1,000 words.
- Use bullet points or lists. Use formatting such as bold, capitals, italics, to emphasize points, but don't go overboard. Using headings and subheadings throughout your posts helps to draw your reader's eye down the post and helps highlight other sections. Your title describes your entire post, but a heading and subheading is a line of text that includes what the content below it is about.

- Break down your blog into categories. Try to have one topic per post. This will keep your blog posts shorter and increase ease of writing.
- If you allow comments, try to respond to them in a timely fashion. Don't ignore comments visitors make.
- Create good content. Keep your blog interesting by creating unique, useful, insightful content your readers can't get elsewhere.
- Remember blog entry titles are important. Your title is your first impression. Make it known that your post is relevant to your user through your title. Keep your title simple and grab your reader's attention. Titles should describe what the reader would get in the post.

## **LinkedIn Guidelines**

- The main purpose of creating a presence on LinkedIn is to help foster professional communication between SU alumni and other Seattle University groups and individuals.
- Content should be relevant to alumni and include professional or career related activities and information.
- The main SU LinkedIn site is maintained by Alumni Relations, in conjunction with the Albers Placement Center.
- All subgroups formed on LinkedIn should include a link to the Alumni and Career Services LinkedIn pages.
- LinkedIn Manager(s) must act as moderators for these pages and monitor them daily.
- LinkedIn main pages should have fresh content posted at least once a week.
- It will be the LinkedIn Manager's responsibility to take on the role of moderator or owner, or delegate this responsibility to a person of their choice. The Manager should respond to questions and requests posted to the group.
- The LinkedIn Manager's role is not only to moderate, but to assist in making sure the relevant information on LinkedIn is included on the official SU website and vice versa.
- When posting information about an event, include a link to the official group page that is hosting the event.