

# Social Media Usage Guidelines Details

DATE 21 April 2011

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## General Guidelines

- Be thoughtful and appropriate in your communication. Anything you communicate via social media may be considered permanent information, stored on the World Wide Web for perpetuity, even after you delete the message.
- Social media is about creating and sharing in the conversation. Provide new, insightful and relevant contributions to the conversation. Actively listen and engage others with respect.
- Be timely. The expectation among social media users is that someone will respond to their message, comment or posting in less than a day. We suggest checking accounts on a daily basis and using monitoring tools to assist you.
- Be authentic, transparent and personal. Identify who you are and who you represent in your communications when appropriate.
- Consider posting multiple types of media and updates: news articles, links, photos, videos, events and other items. Please note, copyright laws apply to social media just as they do to other forms of communication.
- Your success in social media is based upon the quality of your content, timeliness of your response and trust you build within the community. This will help you build fans, friends and followers and increase the amount of interaction and dialogue. It takes time to build trust with your audience.
- Promote social media accounts across channels, including marketing collateral, email and web.

## Naming Convention Guidelines

The following naming conventions are used in order to avoid any confusion on behalf of your followers and to allow people to easily find you:

- Please make sure that Pacific University or Pacific U is listed prior to your College, School, program, office, department, Center or Institute.

## Examples

**Facebook, MySpace, Blogs & LinkedIn** | Pacific University [insert name]

Example: Pacific University School of Professional Psychology or Future Pacific University Students

**Twitter** | pacificu\_[Insert Name]

Example: pacificu\_SPP or pacificu\_students

**YouTube** | pacificu\_[Insert Name]

Example: pacificu\_News or pacificu\_giving

## **Moderating Comments**

Please use the following general guidelines for moderating comments on your social media sites. If possible, consider posting the guidelines to your site so you can direct users to them if they have questions about your comment moderating.

We're glad to give you a forum to air your point of view on issues important to this community. Conversation should be thoughtful and civil, and follow these guidelines.

- Relevant to the topic.
- Appropriate language and constructive.
- Brief and to the point (some forums may provide for longer conversation, but may be edited for length, clarity and space limitations).
- Anonymous comments will not be published.
- 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 Pacific University community.
- Carefully consider how best to respond to (or not respond to) negative comments. It's important to not go out on the defensive and there are occasions when it is best not to engage.
- Carefully consider when to remove inappropriate messages from your social media accounts. Not everyone will respond positively, but removal of a message should only occur when a message is offensive or slanderous in nature.
- Pacific University reserves the right to review all comments and remove comments that violate any of the conditions noted above.

## **Facebook Guidelines**

- If your primary audience is public, please create a “Fan” Page.
- If your primary audience is internal to the university community or a specific target group, please create a “Group” Page.
- Please do not create “personal” pages for official College, School, department, program, office, Center or Institute Facebook pages.

### **Facebook Groups and Facebook Pages – A Closer Look**

#### **Facebook Groups**

- Groups are meant for organizing on a personal level and specific interaction around a cause.
- Groups are set up to allow for more personal interaction between members.
- Groups can be set to public, private or ‘secret,’ giving administrators control over membership and visibility of posts.
- Group administrators can send messages directly to all members of the group.

### **Facebook (Fan) Pages**

- Facebook pages are better for brands, businesses and highly public entities that want to interact with fans or customers about related topics and without connection to a personal account.
- Facebook pages act as an entire corporate-like entity. Connections are “Fans” not “Friends.”
- Pages liked by an individual show up on that individual’s personal Wall, where friends/the public can see them and follow the links. Pages are always public.
- Page administrators can **not** send messages directly to all fans of the page.
- Page administrators can create general “Updates” that appear in a specific Updates section of the personal pages of all fans.

### **Facebook Groups and Facebook Pages**

- Facebook Events can be created using either group or fan page accounts.
- Both groups and fan pages are indexed by search engines.
- Both groups and pages can be searched within Facebook if the group setting is public.
- Facebook ads can be purchased to promote either groups or pages.

### **Back to Basics**

- Make sure at least one person is identified and responsible for maintaining 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 and part of Pacific University.
- Always include a URL to your school/college/program/etc. home webpage. If you do not have one, use the University URL [www.pacificu.edu](http://www.pacificu.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.
- Post a maximum of 1 to 2 times a day. Post a minimum of 2 times a week.
- Use the @ symbol when referring to other Facebook members and @ Pacific University when referring to Pacific University to tag them in your updates.
- Use the University Brand Standards including Logo guidelines.
- Pick an image that speaks broadly to your College, School, department, program, office, Center or Institute. Images are also available for the University on Flickr (Find us as [pacificuniversity](https://www.flickr.com/photos/pacificuniversity/)).
- Be honest with your audience about how you moderate your page; refer to the Moderating Comments guidelines listed in this document.
- Actively build your page by adding photos, videos, event postings etc. and consider using Facebook Ads (MarCom can assist you in creating these) to promote your page.
- Make the Pacific University main Facebook page a “Favorite” page of your College, School, department, program, office, Center or Institute.
- The Pacific University or Boxer Pacific account is set up as an administrator of all Facebook fan

- pages, so there is a University affiliation and the ability as needed to access.
- Boxer Pacific is added as a group member to all Facebook groups, also to maintain a University affiliation and allow more fluid sharing of materials between accounts.

### Twitter Guidelines

- If appropriate, use a professional photo of your face for your avatar. Avoid generic photos of campus or buildings. The University logo itself is reserved for Pacific's primary social media accounts, as to avoid confusion. Contact Marketing & Communications if you need assistance or have questions.
- Add a short bio. Refer to the Pacific University ([twitter.com/pacificu](https://twitter.com/pacificu)) bio as an example.
- Include a URL, to your school/college/program/etc. website. If you do not have one, then use the University URL [www.pacificu.edu](http://www.pacificu.edu).
- Contact Marketing & Communications for assistance in creating a background image.
- Concentrate first on establishing who you are, begin to build trust.
- Post a maximum of 1 to 2 times a day.
- Post a minimum of 2 to 3 times a week.
- Use the @username when replying or referring to other twitter members and @pacificu when referring to Pacific 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 it's a great time to retweet.
- Acknowledge your followers when they mention you.
- 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" can 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, taking into account that there are spammers, robots, or questionable profiles that you do not want to follow. You should always follow @pacificu and other Pacific University twitter accounts.
- An individual should own your twitter account; this ensures a consistent voice for the account using a Pacific University email address.
- Your tweets should have a strong mix of your own updates (content you generate) and replies. If retweeting, consider adding a comment to the beginning.
- The Web Manager on the Marketing & Communications staff should be a page administrator so there is a succession plan for managing accounts as well as a University affiliation.

## **YouTube Guidelines**

The following are some general guidelines that will help make your YouTube Channel dynamic, interesting and useful for your audience.

- Videos should be no longer than 2 to 3 minutes unless there is enough interesting content to make them longer.
- Customize the page with graphics and color scheme choices so your viewers know you are affiliated with Pacific University.
- Try to post several times per month to bring viewers back to the site and attract new viewers.
- If possible, place pre-rolls and end-rolls (graphics) in your videos to reinforce the University's brand. Check with Marketing & Communications for template slides.
- Use high-quality video equipment and ensure quality sound. Avoid background noises, shaky cameras and other items that are indicative of poor production quality.
- Consider scripting your videos ahead of time so you know what to shoot.
- For better search results, make sure to add title, descriptions and keywords that match your content. For a list of Pacific University keywords, please contact Marketing & Communications.
- Consider whether the video content you are producing is worthy of being cross-promoted via your other social media channels or repurposed for other materials.
- The Manager of Multimedia in the Marketing & Communications staff should be a page administrator.
- There should be a succession plan for managing accounts as well as a University affiliation.

## **Blogging Guidelines**

Blogs are generally used for promoting discussion and thought around particular topics and subjects. When creating a blog, keep in mind what your particular use for it will be and how you can position yourself as a thought-leader in the blogosphere. Unlike Twitter and Facebook, blog posts are much longer and may incorporate videos, photos and additional links to support your article. All blogs use a University-branded template to maintain a professional, cohesive appearance incorporating the University colors and logos. Marketing & Communications supplies this template. Below are a few tips for blogging.

- Identify who your audience is and what your objectives are.
- Keep your posts concise and to the point. Visitors should be able to read through them within 5-10 minutes. Breaking your article up into chunks, whether by paragraphs or separate blog posts, can help readers.
- Further help your reader scan your blog by adding headlines, sub headlines, bullets, images and more.
- Use images, videos and links to reinforce your message, but keep a balance between text and media.
- Use bullet points or lists.
- Use formatting such as bold to emphasize points as needed. Do not use all caps, italics or underlining

- all of which are difficult to read. An occasional exclamation point is fine, but don't go overboard.
- Focus on one topic per post. If your post seems exceptionally long, try separating it into multiple posts. This is also a strategy for bringing people back to your blog to get the rest of the story.
  - Consider allowing comments. Be sure to respond to all comments in a timely and appropriate manner. Use the Moderating Contents section outlined earlier in this document for your reference.
  - Create new and original content, or use the blog as a forum for posting your thoughts about other pre-existing content.
  - Write a concise and interesting blog entry title. Think of it as a newspaper headline.

### **Blogging Tools**

**Blogger** and **WordPress** are the preferred blogging platforms of the University.

Blogger is used for marketing and promotional purposes (such as a publicly focused promotion of department, office, center, institute, school, college, etc.)

WordPress, hosted on a University server, is used primarily by faculty as a teaching or classroom tool.

When a Blogger account is approved by Marketing & Communications, login information is sent to the Web Team so that administrative rights are accessible as needed.

### **LinkedIn Guidelines**

LinkedIn groups offer professional communication and networking opportunities for current students, alumni and other members of the Pacific University community.

- Content should be relevant to your target audience and include professional or career-related activities and information.
- The main Pacific University LinkedIn site is maintained by Alumni Relations and the Career Development Center.
- All subgroups formed on LinkedIn should include a link to the main LinkedIn group.
- 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. Consider incorporating RSS feeds to update your group's news and announcements.
- 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 Pacific University website and vice versa.

- When posting information about an event, include a link to the official group page that is hosting the event.
- The Senior Writer in the Marketing & Communications staff should be an administrator so there is a succession plan for managing accounts as well as a University affiliation.

### **Other Social Media Usage**

The following are examples of other social media usage that are appropriate for business purposes.

- To participate in/communicate with professional Pacific University groups, including organizations such as college consortiums, accrediting bodies, etc.
- To participate in/communicate with professional industry groups, specific to a position or role.
- To participate in/communicate with the University community in general campus issues.
- To communicate with faculty, staff and students at locations as a secondary communication tool.
- To communicate emergency information such as site closures as a primary communication tool.
- To use as a Human Resource tool to perform informal background checks on prospective employees.
- To use for recruitment and job postings with guidance as needed by Human Resources.