

Social Media

Sullivan University System Social Media Guidelines



LinkedIn YouTube

Social Media Guidelines

Social media includes social networking sites such as facebook, myspace, and LinkedIn; Twitter; blog accounts (wordpress, etc.); video sharing sites (YouTube, etc.), and photo sharing sites (Flickr, etc.).

The University has published the Internet and Social Media Policies ([please refer to the employee handbooks](#)), and the following guidelines build off of these already-established university-wide guidelines. Please familiarize yourself with these and follow them in any social media activities in which you may be posting as a representative of the University, and not as yourself.

Social media is a great way to connect with potential, current and graduated students. In fact, your students are already using it to communicate. The Sullivan University System encourages our faculty and staff to use social media outlets, like Facebook and Twitter, to help connect and share knowledge across the organization, connect with students and potential students as well to increase the profile of the Sullivan University System.

Some of the benefits of using social media are:

- It's free to set up.
- It's easy to use.
- It's a great way to connect with your desired audience to help create and encourage participation.

Want to get started? Try these links:

Facebook:

<http://www.facebook.com/pages/create.php>

Twitter: <https://twitter.com/>

While we want everyone to be able to use and embrace these tools, we do have some Guidelines that we ask you to follow. Please see below and let us know if you have any questions or concerns.

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The Sullivan University System main campus web sites remains the official communications vehicle for the university, and keeping these sites timely and up-to-date should be the priority. Units participating in social media should consider posting announcements on both their respective web sites and social media sites to reach a broader audience.

Contact the Online Marketing Manager

(hmoble@sullivan.edu) **when you plan to create a social media account for a unit in the Sullivan University System.**

We will require that all Sullivan University System social media accounts to be registered. If you are not comfortable creating the account/site, the Creative Communications offices can create the social media account for you. This is so that the account does not belong to any one individual in the Sullivan University System. We will then make you, or individuals in your area that you designate, administrators of the site.

- This allows us to remove individual administrators from the site when they leave the university.
- This also allows us to promote all the social networking resources in the College in one place.
- Existing sites created prior to this guideline implementation can continue to exist, however we ask that the account/site information be registered with the Creative Communications department, along with any associated login/password information.

The Creative Communications department will review sites periodically to be certain these guidelines are being followed and that sites remain active. If social media sites become inactive or do not follow guidelines established by the unit affiliated with the Sullivan University System, we will ask that they be discontinued.

Participating in social media is time-consuming. To do it well, and to get the most out of the experience, page



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administrators should be checking the page at least daily if not more often to respond to questions and posts. Administrators should also be posting often to encourage participation and to stay relevant to users.

If faculty members are not able to dedicate time to this endeavor, then they should not start a social media presence for their respective unit.

Social Media is a very public activity. Administrators posting on these pages do so as communicators representing the College and the University and must abide by the University guidelines for administrators noted in item 2 above.

If an account administrator leaves his/her position, the program or unit should promptly notify the Creative Communications department so a new administrator can be identified.

Responsibilities of the account administrators include:

- Monitor the site on a daily basis to be certain that questions and posts are responded to in a timely manner.
- Post regularly on the site to drive engagement and to make the page a valid and important communication outlet
- Address inappropriate comments, spam posts, etc. in a professional manner
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Students should not be given administrative rights to a page. Students can assist a faculty or staff member page administrator in social media activities by researching materials to be posted on the site. The faculty or staff member page administrator however should formulate all final posts on the site.

If students or alumni have already created a page for your program or department, please ask them to stop and send their fans over to the official page. If they refuse to delete the page, please ask them to change the name of the group to something that more accurately reflects their relationship to



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the program: "Students in the Sullivan University System Adult Ed Program" versus "Sullivan Adult Education Program." The owner of such a site must also include a statement saying that this is not the official social media account of the Sullivan University System unit in question.

Please review and follow the University-level guidelines regarding content posted on the site.

- Negative comments need to be address publicly, when it's appropriate. If the comment is derogatory or inflammatory, then it may result in removal and/or disciplinary actions.
- You should have a statement saying we reserve the right to remove improper postings. Administrators should review the site often to make sure postings are appropriate.
- The Creative Communications department can help add these statements to your site.

When posting photos and other media, please consider the privacy of the individuals in the images. Please also refrain from posting images that may reflect poorly on the University.

Units considering creating a social media site should consider the following questions:

- What are the goals of creating such a site?
- Who will be the intended audience(s) for this site?
- What messages do we want to share on this site?
- Who will write the messages for the site?
- Who will update the site?
- How often do you plan to post content to the site?

