



Social Media Guidelines

The rapid growth of social media technologies combined with their ease of use make them attractive channels of communication that are quickly replacing email and websites as preferred methods of sharing information, increasing awareness, and building relationships.

These guidelines are intended to support NC Wesleyan College faculty, staff, and students who create and manage social media accounts as College representatives, either as individual professionals or on behalf of the College academics, departments, clubs, organizations, programs, and events.

Most Common Social Networks

Currently, the most common social networks within this rapidly changing media space include Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Snapchat, Flickr and blogs.

Applications developed for any devices that use the College's name, wordmark or other institutionally identifiable information fall under these guidelines.

The Importance of Guidelines

While social media is a fast, inexpensive, and effective way of communicating and marketing the College, there are drawbacks. One of the major issues with social media is anything that is posted in public can be held against the College. The severity spans from the less alarming impact of posting boring, outdated, or inaccurate content to the more serious post that could damage the college brand and image irrevocably.

Faculty, staff, and students who manage social media as representatives of Wesleyan are responsible for following all normal expectations for adherence to these social media guidelines as well as for professional behavior as representatives of the College.

Any social media account that includes any variation of the College name – NC Wesleyan, North Carolina Wesleyan, NCWC, or purports to represent the college.

Exclusions

If you maintain a personal blog or presence on another social media site *but there is no indication that you represent Wesleyan College by title, text or photos, other than naming your place of business*, you need not consult these guidelines. It is very important to keep personal social media accounts personal without identifying information about the College.

Oversight

The Office of Marketing and Communications maintains the official NC Wesleyan College presence on various social media websites, including Facebook, Instagram, Snapchat, LinkedIn, Pinterest, YouTube, Twitter, Vine, and Flickr. The Office of Marketing and Communications also maintains the approved list of all social media sites affiliated with NC Wesleyan College. The President of the College, Vice President of Marketing, as well as other College Vice Presidents establish the social media guidelines.

Approval

Information posted on social media is instantaneous and can be shared and spread to millions of viewers worldwide within minutes. Given this reach and the risk associated with it, all new social media accounts to be reviewed and approved prior to going live. The intent is not to censor but to manage risk.

Multiple Wesleyan Social Media Accounts

There are situations where it makes sense to have multiple social media accounts that support one organization. We believe this strategy works best for NC Wesleyan by providing us with a way to communicate different information to various audiences under the same parent account – North Carolina Wesleyan College.

Do I Need a Separate Account?

Before opening a new account on behalf of your organization, club, team, or department, please ask yourself the following questions:

- Are you trying to reach an audience that is different than the primary account (North Carolina Wesleyan College main account)?
- Will your content be different than what is included on the main account?
- Who will manage the account and do they have time to do so?
- Where will you gather new content?
- With what frequency will you post?

After answering these questions, if you believe that you have a need for a separate, new social media account, please complete the **Social Media Account Request Form** and submit it to the Marketing Department. Your request will be reviewed and a decision rendered within one week of submission.

If approved, it will be added to the social media directory. It is important to share your account with NC Wesleyan so that all social media communities and accounts can stay connected online.

Closed Facebook groups, Twitter, and Instagram accounts may remain separate but must be maintained. Remember, it is important to share your account with NC Wesleyan so that all social media communities and accounts can stay connected.

Guidelines for New Social Media Accounts

Naming

Any social media groups related to the school should be titled with the first words being “NC Wesleyan” to ensure consistency of brand and high search engine rankings. If character limitations inhibit you, please use “NCWC”. Don’t forget to include a statement acknowledging your affiliation with the College.

Administration

At least two administrators are suggested so that a backup is in place should the club or organization need to access the account while their designated primary administrator is unavailable. The primary administrator should be an employee of the College or be supervised by an employee of the College. This includes students. Both administrators must provide their name and contact information to the Marketing Department. This information should be updated whenever a change occurs in designated account administrators. There should be smooth leadership transitions from semester to semester and year to year.

The site administrators will ensure that:

- All content is appropriate, accurate and timely.
- Meaningful content is updated frequently on the account. If content is not fresh, beneficial, or informative, you will lose followers and the need for the account is diminished.
- Appropriate consent is obtained and documented for content including words, graphics, photos, video, audio, images, PowerPoint presentations, artwork, and any other included elements.
- If your social media account includes the likeness (including photo, video, or audio) of any member of the general public, please obtain the individual's consent.
- All errors are immediately corrected.
- Offered links are reviewed and deemed appropriate.

Monitoring

An important part of the role of the primary administrator is to monitor the site daily if possible.

Comments -You want to get comments on your site to build credibility and community. However, at times, someone may post something to your site that is inappropriate or offensive. It is important that you act quickly to remove these posts such that it does not create negative perceptions about the college, you or the group you represent.

You may be able to set your site so that you can review and approve comments before they appear. This allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

Complaints – If someone posts a complaint about your group or the College, use your best judgement in responding. Sometimes it may be best to hide the comment rather than respond. If a response is warranted, always be diplomatic and respectful. If you need assistance in your response, please contact Meghan Marks at 985-5202.

Activity – One of the goals of your presence should be to increase followers. A growing number of people visiting your site indicates what you are posting is relevant and has an audience. Consequently, if the number of people following your account does not increase, you need to change the content, graphics, etc. of what you are posting to try to increase viewership. If over the course of six months, your numbers do not have a steady increase, this may indicate that the content is not reaching your target audience and needs to be updated or removed.

The Marketing Department will periodically review all College owned social media accounts for content and activity.

Content

Adhere to the College Brand

If you are creating a social media account on behalf of your department or unit, please use official logos and graphics that represent and adhere to brand guidelines.

Icons and Profile Pictures

For icons and profile pictures, use only the specific images provided in the Brand Standard Guide. If you do not have a copy, please contact the Marketing Department. For multiple social media accounts, use the same photo to make it easy for users to identify you.

Does it Pass the 6 O'clock News Test?

If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or 10 years from now?

Be Aware of Liability

You are personally responsible for the content you publish on blogs, wikis, or any other form of user-generated content. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts).

Think Before You Post

There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post.



Yes your dog is cute but this should be posted on your personal account not your NCWC account.



We are ready for the weekend too but your audience does not care! More appropriate for your personal account!



Good post! Timely, relevant, interesting



Great use of photos! Fun post.



Effective way of promoting cheer program while celebrating student success!