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# **Social Media Start-Up Kit**

Office of Communications and Marketing



## Table of Contents

How to Get Started .....	1
University of Louisiana at Lafayette Social Media Policy.....	3
I. Outcome Goal.....	3
II. Definitions .....	3
III. Policy .....	3
IV. Specific Information.....	4
A. Official University Web 2.0 Communications.....	4
B. Guidelines for Faculty, Staff, and Students Representing UL Lafayette through Social Media.....	5
C. Personal Use of Social Media.....	5
Best Practices.....	6
Descriptions of Common Social Media Platforms.....	7
Social Media Request Form.....	8
Apply for a UL Lafayette Social Media Account.....	9
Participation Guidelines .....	11



## How to Get Started

Are you interested in having a social media presence on behalf of the University of Louisiana at Lafayette? Are you ready to lead a discussion online for your college, department, program, or organization? Read through the information in this social media start-up kit and then fill out the social media request form located on page 8.

The Office of Communications and Marketing is here to support your social media efforts and steward the overall online presence of the university. We have provided the following tools and resources to help you begin and maintain a university-related social media account.

There's a science and a strategy to engaging audiences through social media. Accounts should be active environments of two-way communication that reflect the university's spirit, quality, and brand.

Before you dive into the deep sea of social media, think about these questions:

### **What do you want to accomplish with your social media account?**

Facebook and Twitter require daily maintenance and steady engagement with others. These type of accounts should only be created if you have a conversation to begin and the desire and means with which to maintain them on a daily basis.

If you are trying to promote an event, start a discussion that has a limited lifespan, or share information about your college, department, etc. to a mostly internal audience, then posting information on a website or as an eNewsletter is a better choice.

You can always send news and announcements to the Office of Communications and Marketing via email at [socialmedia@louisiana.edu](mailto:socialmedia@louisiana.edu) and we will gladly post your information on the university's official accounts if appropriate. You can also contact [Aimee Bullinger](#) if you have questions about your account or strategy and she can provide you with the support you need.

### **Who are you trying to engage online?**

Did you know that more than 50% of the adult population now uses social media or that Facebook has the largest percentage of older users, with 37% of users being 45 years or older? Do you find it surprising that a higher percentage of women than men use social media? Or that Twitter has the largest division of users with a secondary education?

Each platform serves a different purpose too. Facebook is for building communities, while Twitter is for short, quick exchanges of information.

To have an effective social media presence you have to know who your target audience is—which determines which platforms will best help you meet your goals. If you are unsure which platform or combination of platforms you should use, contact [socialmedia@louisiana.edu](mailto:socialmedia@louisiana.edu).



**What is your message?**

Before you answer, stop and think for a moment. This is a trick question. Social media is about making connections and engaging in conversation with others, not pushing a message. To be a good participant, you must first be a good listener. Your online community will tell you what they want to hear from you.

**Are you up for the challenge?**

Social media takes time, strategy, and an outgoing personality. If you have been described as a people-person or enjoy making connections and providing helpful information, you probably have what it takes. In any case, you will need to have some personal or professional experience with social media before hosting an account on behalf of UL Lafayette.



# University of Louisiana at Lafayette Social Media Policy

## SOCIAL MEDIA POLICY AND GUIDELINES

At the University of Louisiana at Lafayette, we recognize that social media is an increasingly important form of communication for our institution, faculty and staff, students, community, and the world at large. Our goal is to use social media as tools for UL Lafayette to inform and interact with its diverse audiences.

In order to utilize these new mediums effectively, the University has developed a social media policy to serve as a guide for any faculty and staff operating an official social media account created to represent UL Lafayette's colleges, departments, programs, or offices.

## I. Outcome Goal

To provide guidelines outlining how the University of Louisiana at Lafayette supports institutional communication goals through social media mediums.

## II. Definitions

- A. Administrator: individual assigned the responsibility of maintaining, monitoring, and moderating a UL Lafayette social media platform.
- B. Moderator: individual assigned by Administrator and/or department to support the moderation of comments and postings by internal and external users, including deleting comments and posting that do not meet the criteria set forth in this policy.
- C. Social Media Platforms: Technology tools and online spaces for integrating and sharing user-generated content in order to engage constituencies in conversations and allow them to participate in content and community creation. Examples are Facebook, Twitter, LinkedIn and YouTube.
- D. Official UL Lafayette Social Media Account: Any social media account primarily intended to communicate with external audiences. This includes accounts such as Facebook pages primarily meant for recruiting students, pages for communicating with alumni, athletics news Twitter accounts, etc. Student clubs, classroom accounts and internal administration pages are not considered "Official UL Lafayette Social Media Accounts," but must still adhere to the university's code of conduct, best practices, and follow the university's graphic and style standards when using its official logos and name.

## III. Policy

- A. UL Lafayette offers support of institutional communication goals, as well as provides social computing guidelines for UL Lafayette faculty, staff, and students engaging in online discourse and identifying themselves with the university.
- B. The Office of Communications and Marketing must approve all Official UL Lafayette Social Media Accounts. To obtain approval, submit the Social Media Request Form available included in this toolkit. This applies to all accounts created prior to the release of this policy.
- C. UL Lafayette employees identified as Administrators of accounts are responsible for managing and monitoring content of their officially recognized accounts.
- D. Each Official Social Media Account must have as one of its administrators a representative from the Office of Communication and Marketing. Although Communications and Marketing does not intend to actively engage in maintaining these sites, this designation will enable the university to properly track



pages and ensure that the account can continue to be accessed in the event of the unavailability or departure of the university employee who has administrative management of the page.

- E. All Official UL Lafayette Social Media Accounts must follow the university's code of conduct, style guide, graphics standards, and further the institution's official communication strategy and branding platform.
- F. This policy is not intended for internet activities that do not associate or identify a UL Lafayette faculty or staff member, do not use louisiana.edu email addresses, or that do not discuss UL Lafayette and are purely about personal matters.

## IV. Specific Information

### A. Official University Web 2.0 Communications

1. Because of the emerging nature of social media platforms these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging including social networking sites and sites with user-generated content. Examples include, but are not limited to the following:
  - a. YouTube
  - b. Facebook
  - c. iTunes
  - d. LinkedIn
  - e. Twitter
  - f. Blogs
  - g. Social media content that is hosted internally and protected by UL Lafayette ID/Password
2. Institutional representation via online social media platforms can only be initiated and authorized through the efforts of the University of Louisiana at Lafayette and the Office of Communications and Marketing. There can be no official UL Lafayette sites or pages on YouTube, Facebook, Twitter, etc. unless they are developed or authorized by Communications and Marketing. Any sites or pages existing without prior authorization as required above will be subject to review when discovered and may be amended or removed.
3. UL Lafayette official sites on social media platforms can have pages or content areas that are assigned to colleges, departments, divisions, or programs. These policies apply to such pages, as well as content maintained by UL Lafayette and Communications and Marketing.
4. Administrators, as named by their departments or department's leadership, are responsible for posting and using content and maintaining compliance with UL Lafayette's code of conduct, HIPAA (Health Insurance Portability and Accountability Act) and policies related to Conflict of Interest, Privacy, Security, Safety and Human Resources, and FERPA (Federal Education Records Protection Act).
5. Administrators are responsible for monitoring and maintaining web content as follows:
  - a. Content is current and accurate.
  - b. Engaging in communications that are acceptable in the UL Lafayette workplace and respect copyrights and disclosures. Proprietary financial, intellectual property, patient care or similar sensitive or private content may not be revealed.
  - c. Gaining the expressed consent of all involved parties for the right to distribution or publication of recordings, photos, images, video, text, slideshow presentations, artwork and advertisements whether those rights are purchased or obtained without compensation.
  - d. Administrators are responsible for constantly monitoring postings and comments to social media sites, and for deleting postings that do not adhere to our policies.



6. As part of the account approval process, Administrators and Moderators acknowledge their compliance with the Administrator/Moderator Terms and Agreement. These terms and agreement are renewed annually and will be monitored by the Office of Communications and Marketing.

## **B. Guidelines for Faculty, Staff, and Students Representing UL Lafayette through Social Media**

1. Uphold the university's mission and values. Always consider whether or not a message via social media is supporting the university's goals, programs, and overall brand.
2. Use good judgment about content and respect privacy laws, including FERPA. Confidential University information should not be shared publicly on these social media channels.
3. Be an ambassador for UL Lafayette. Although you may not be speaking on behalf of the university, you still represent it. Faculty and staff should strive to represent UL Lafayette in the best way at all times.
4. Identify personal opinions as your own and not the university's. You may not use the UL Lafayette name to endorse political candidates (regardless of any connection to UL Lafayette) or promote opinions, products, services, or causes that might contradict the university's mission and values.
5. Follow university policies and editorial guidelines. While UL Lafayette does not regularly review content posted to social media sites, be aware that all posted content is subject to review in accordance with these policies and guidelines.
6. Familiarize yourself with and abide by the terms of service of any social media platform you are using.
7. Provide proper attribution when using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos. Include a link to the original material if available.
8. Track and utilize analytics diligently (either Facebook's own analytics or Google analytics) to gauge the success and impact of your social media communications.
9. Consider carefully who you "follow" on Twitter accounts to avoid creating the impression that the university endorses individuals, causes, or organizations that might contradict the university's mission and values.
10. Remember that on Facebook, official UL Lafayette pages should be "fan pages," which users "like" rather than "friend."
11. Contact Communications and Marketing before responding if someone from the media or press contacts faculty, staff, or students about posts made in online forums that relate to UL Lafayette in any way.
12. Protect yourself. Remember that all content contributed on all platforms becomes immediately searchable and can be immediately shared. This content immediately leaves the contributing individual faculty/staff/students members' control forever.
13. Report any potential or direct threats to the UL Lafayette Police Department immediately.

## **C. Personal Use of Social Media**

The social media policy applies to personal activity and/or professional activity that is not part of official UL Lafayette communication, and where you identify yourself as a UL Lafayette employee, either through a bio, comments, or by using your louisiana.edu email address.

The following disclaimer should be added whenever you identify yourself as part of UL Lafayette while not officially acting on behalf of the university:

*The views and opinions expressed here are not necessarily those of the University of Louisiana at Lafayette, and they may not be used for advertising or product endorsement purposes.*



## Best Practices

**Think it through.** Have your goals and purpose of participation defined before you start. Know how you will add value. Make sure you're choosing the right social media platform.

**Add value to the discussion.** Social media at its best is an exchange of helpful or interesting information. In order to be accepted in the community, bring content of value.

**Be a good listener.** Observe conversations before you engage. Listen to find out what people are talking about and what they're interested in.

**It's not a one-way conversation.** Social media is not a place for you to talk without listening. Comment and respond to the conversations around you. Engage with others.

**Be relevant and accurate.** This is one reason why you should listen before joining, and continue to listen. Be sure your content and communications are relevant to those with whom you are engaging. Make sure your posts are accurate.

**Be yourself.** Social media is all about transparency and connecting personally. Don't hide your identity or affiliations. Show your personality.

**Follow the rules.** UL Lafayette's code of conduct extends beyond the campus. Be familiar with and follow UL Lafayette social media policies and guidelines.

**Be respectful.** Don't post material that is profane, libelous, obscene, threatening, abusive, harassing, hateful, defamatory, or embarrassing to anyone.

**Abide by the law.** Don't post content that violates any state or federal laws. Get permission to use or reproduce copyrighted content.

**Use a disclaimer.** If you participate in online media and you reveal your affiliation with UL Lafayette or your content has something to do with your work here, state that your opinions are your own and do not represent the views of the organization.

**Don't be argumentative.** These platforms allow for opinions and civil discussions, not rude and hateful comments to spur arguments.

**Your words are permanent.** Everything you say or do online is likely to be stored forever, even if you delete it. What you say can and will be used against you.

**Use your best judgment.** If you are unsure about your post, discuss content with your manager before commenting.





## Descriptions of Common Social Media Platforms

Of course this is not an exhaustive list, just the most well-known.

**Facebook:** an online social utility that connects people and organizations with friends and others who work, study, live, and engage around them. People use Facebook to keep up with friends, to share links, to share photos and videos of themselves and their friends, and to learn more about people and organizations. UL Lafayette Facebook accounts should be fan pages, not groups.

**Twitter:** a micro-blogging and social utility service that allows its users to send and read messages known as tweets, text-based posts of no more than 140 characters. People use twitter to share and view links, pictures, videos, opinions, news, professional information, personal status and more.

**LinkedIn:** a business-oriented online social utility that allows users to strengthen and extend one's existing network of trusted contacts. People use LinkedIn to stay informed about contacts and their industry of interest.

**YouTube:** a video sharing website on which users can view, upload, and share videos and comments on other's videos. Each video clip is limited to 10 minutes.

**Blog:** an online site short for "web log" that allows an individual or group to share a running log of personal insights, writings, events, news, and more.

**Flickr:** a photo sharing website on which users can view, upload, and share photos. Popular place for storing photos that are linked to from blogs and other social media utilities.

**Foursquare:** lets your friends know where you are and for you to know where they are. You can also collect points, prizes and "badges."

**MySpace:** Because of security issues, the university does not encourage MySpace accounts.



## Social Media Request Form

**Read the terms and fill out** the following application to request an official university social media account. You will then be contacted by Aimee Bullinger to review your application.

### University of Louisiana at Lafayette

#### *Social Media Administrator/Moderator Terms and Agreement*

1. Each Administrator/Moderator is familiar with, and agrees to comply with the University of Louisiana at Lafayette's social media policy and guidelines as well as the terms listed in this agreement.
2. To prevent stagnant conversation, social media content is refreshed at least weekly.
3. To utilize social media efficiently, all social media platforms should have a specific purpose and topics should be relevant to the mission of UL Lafayette and its brand platform.
4. All comments are moderated. Comments that are obscene, defamatory, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to another person or any other person or entity are not approved. Promotions and events serving alcohol are prohibited. Administrator/Moderator agrees to take all reasonably possible steps to prevent and eliminate non-approved comments and understand that it may be necessary to discontinue the use of the social media if such comments cannot be eliminated or prevented.
5. Social media participation guidelines are posted or linked to on all external UL Lafayette sites.
6. Any threats to harm a person or one's self are immediately addressed by notifying the UL Lafayette Police Department (contact information below).

**If a comment violates any law or University of Louisiana at Lafayette policy, it is forwarded to the appropriate contact from the following list:**

#### **Privacy/Ethics/Legal**

Christine Brasher, Director of Operational Review  
EEO Compliance Officer  
Email: [cbrasher@louisiana.edu](mailto:cbrasher@louisiana.edu)  
Phone: 337.482.1394

#### **UL Lafayette Police Department**

Joey Sturm, Chief of Police  
Email: [ulpolice@louisiana.edu](mailto:ulpolice@louisiana.edu)  
Phone: 337-482-6449

#### **Employee Issue**

Charlene Hamilton, Human Resources Manager  
Email: [personnel@louisiana.edu](mailto:personnel@louisiana.edu)  
Phone: 337-482-6251

#### **Risk Management**

Joey Pons, Director of Environmental Health and Safety  
Email: [safetyman@louisiana.edu](mailto:safetyman@louisiana.edu)  
Phone: 337-482-5357

#### **Information Security**

Charles Broome, Information Technology  
Security Officer  
Email: [charles.broome@louisiana.edu](mailto:charles.broome@louisiana.edu)  
Phone: 337-482-1597

**If you see comments that require attention and are unsure who to contact, email [socialmedia@louisiana.edu](mailto:socialmedia@louisiana.edu).**



## Apply for a UL Lafayette Social Media Account

\* Fill out a separate application for each social media platform you wish to pursue.

**Administrator's Name:** \_\_\_\_\_

**Experience with social media:** \_\_\_\_\_

**Contact information:** Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Office Address: \_\_\_\_\_

\_\_\_\_\_

I agree to the terms listed in the *Social Media Administrator/Moderator Terms and Agreement*.

**Moderator's Name:** \_\_\_\_\_

**Experience with social media:** \_\_\_\_\_

**Contact information:** Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Office Address: \_\_\_\_\_

\_\_\_\_\_

I agree to the terms listed in the *Social Media Administrator/Moderator Terms and Agreement*.

**Which UL Lafayette college, department, office, program, or organization will this account represent?  
What is its main function on campus? In the community?**

**What goals do you wish to accomplish through use of social media?**



**List your target audiences, beginning with your primary audience.**

**Which social media platform are you requesting?**

- |                                   |  |
|-----------------------------------|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter                 |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> YouTube                 |
| <input type="checkbox"/> Google+  | <input type="checkbox"/> iTunes                  |
| <input type="checkbox"/> Blog     | <input type="checkbox"/> Other (please specify): |

**How will using this particular social media platform help you meet your goals?**

**List at least 3 milestones—such as number of followers, number of shares, level of engagement—for your social media account with expected delivery dates.**

**What is your plan of action for engaging the online community with this account?**



## Participation Guidelines

**Be sure to link to these guidelines on the info or bio area of the platform you use.**

**Use this URL: [louisiana.edu/socialmediaguidelines](http://louisiana.edu/socialmediaguidelines)**

Thank you for participating in social media networks with the University of Louisiana at Lafayette. We invite comments on UL Lafayette-sponsored social networks because we believe that open conversation must occur to change the future of education and create lasting connections between our institution, our students, our faculty and staff, our community, and the world at large.

We encourage open, honest, and authentic conversation. We ask that you treat others with respect, even if disagreements occur. Remember that these are public communities and all information you share is published for the world to see.

Please do not post material that could be considered an infringement on the rights of others. UL Lafayette reserves the right to delete postings, or block users, that it deems to be slanderous, obscene, soliciting, or threatening.

If you are an employee of UL Lafayette, please remember that all laws and UL Lafayette policies apply. We suggest that you take time to refresh your understanding of UL Lafayette policies.

UL Lafayette has no control over the policies and practices of these third-party social media sites. Once you leave [louisiana.edu](http://louisiana.edu) or any of its related sites you are subject to the policies of those third-party sites.

By participating with the University of Louisiana at Lafayette and the Office of Communications and Marketing in social networking communities, you agree to indemnify UL Lafayette against any damages, losses, liabilities, judgments, costs or expenses arising out of a claim by a third party relating to any posts you have made.