THE OFFICE FOR MARKETING AND COMMUNICATIONS

PVAMU

SOCIAL MEDIA GUIDELINES

Be a Part of the Online Conversation

The university's social media presence continues to grow, engaging an online community of current and future students, faculty and staff, parents, alumni, donors and supporters. It is important for all university divisions, faculty, staff and students to be aware of social media. These social technologies can help you create and nurture relationships, share information, advance knowledge, raise awareness, build support, participate in important conversations and collaborate on new ideas. This policy applies to faculty and staff, including student employees and student organizations who are tasked with PVAMU-related internet conversation for work-related purposes.

BEFORE YOU BEGIN

Social Media Platforms: Forums of electronic communication through which user-generated content (information and ideas) is exchanged in virtual communities. Some examples include but are not limited to Facebook, Twitter, YouTube, Instagram, Pinterest, blogs, RSS feeds, YouTube and iTunesU.

Each college, department, office and/or organization, individual faculty and staff members – at the university should evaluate what, if any, social media technologies are appropriate for their communication needs. To be effective, pages must be dynamic and updated on an ongoing basis by their respective unit. Individual departments are welcome to create their own social media pages as they see fit, but are reminded that any content posted will represent the college to a vast and growing online audience. Before debuting a social media initiative, you are encouraged to develop a social media strategy that should be aligned with your unit's overall communications plan. All university divisions must adhere to the social media policy and naming guidelines. In addition, all units must inform the Office for Marketing and Communications of their plans to use social media platforms, and to receive initial guidance on effective social media strategies. Once you're able to determine your short and long term goals, you will be able to use social media much more effectively. If you are unclear of how to align your social media strategy or need help assessing or developing strategies, contact the Office for Marketing and Communications at publicrelations@pvamu.edu . Please be prepared to discuss the following:

- **Administrator/Content Owner:** Individual responsible for monitoring and maintaining social media content for their department/organization.

- **Moderator:** Individual responsible for moderating comments and postings by internal and external audiences. This includes deleting inappropriate comments that do not meet the criteria set forth in this policy.

- **Key Message and Goals:** What do you hope to gain from having a presence in social media? List your goals and outline possible strategies you want to use to obtain these goals. Example: Are you looking to share news about events and activities to students? Engage alumni? Become more accessible to students? Recruit?

- **Content:** Online communities and divisions with a social media presence must update respective pages at least twice a week as well as monitor activity daily. Content may consist of photos, videos and text that give users a chance to give their input. Remember, the tone of your content should inspire engagement and talk TO the user rather than AT the user. Create an editorial calendar which will allow you to plan out what you want to share, and when you want to share it. This will help you look ahead to incorporate deadlines, annual programs, holidays or themes into your postings.

- **Audience:** Who is your audience and how will they benefit from your online presence? Which platform(s) would be the most beneficial in reaching target audience?

- **Evaluation:** Create a plan of action to evaluate successes and failures of the addition of social media to your marketing and communications plan. Most social media platforms provide analytics that can be used for review. For more information on analytics, please contact the Office for Marketing and Communications.

- **Privacy:** Privacy laws can be found on each social media platforms website. Administrators of social media fan pages cannot see an individual fans' profile information unless there is another separate connection/friendship allowing access.

OVERALL GUIDELINES

1. Use the University-approved school, organization, college or department approved logo on all social networking sites.

2. Use the same naming convention across all platforms:
    *   *www.facebook.com/pvamu*
    *   *www.twitter.com/pvamu*
    *   *www.youtube.com/pvamu*
    User handles should be listed as the following:
    PVAMU_nameoforganization or PVAMUnameoforganization
    Example: @PVAMU_SGRHOS
    @PVAMU_COB
    @PVAMU_Baseball

3. Remember that all posted content is available to the public, including the media. ALL media requests must be directed to the Public Relations Specialist in the Office for Marketing and Communications. For questions contact 936-261-2134 or publicrelations@pvamu.edu.

4. The Executive Director of Communication is responsible for developing the University's response in a crisis. In the event of a crisis, all media related inquiries must be directed to the Office for Marketing and Communication. No administrator should speak on behalf of PVAMU on University-wide issues without authorization, nor should an employee of one the PVAMU departments speak "for" another department. In addition, administrators should be clear about their affiliation with the University when answering questions or posting about PVAMU on external platforms.

5. Social media by nature is interactive. You should expect and encourage feedback and discussion on your pages in all forms. While your page moderator should closely monitor feedback, freedom of speech should be closely protected. Whe moderating comments remember to accept both the constructive and negative. Negative comments should not be deleted from the page – instead, respond to them in a constructive manner to encourage discussion.

6. Be mindful that social media has created the expectation of a prompt response to inquiries or complaints.

7. Always be honest and transparent in your interactions. When providing an expert opinion, make sure to disclose your credentials and affiliation to the University.

8. Remember your audience. Your online presence is available to the public at large. This includes prospective students, current students, colleagues, alumni and other stakeholders. Consider this in content selection before publishing to ensure the post will not alienate, harm or provoke any of these groups.

9. Don't use the PVAMU name for endorsements: Do not use logos, word marks, or any other college brand artifacts for personal use on social media. If you choose to promote a product, cause, political party or candidate on social media sites, do so on your own personal account.

10. A channel that lies dormant can be worse than no channel at all. Keep the page fresh, posting at least twice a week, but not so frequently that you will fill up users' timelines.

11. Ideally, posts should be brief, and end with a link to content on the universities' website when possible.

GUIDING PRINCIPLES

Respect and Ethics: Be respectful of others' viewpoints. Don't publish content containing slurs, personal insults or attacks, profanity or obscenity, and don't engage in any conduct on a social media site that would not be acceptable in Prairie View A&M University workplaces or classrooms. In addition, online disagreements should be managed cordially, logically and ethically.

Accuracy and Honesty: Write about your areas of expertise, research or study at Prairie View A&M University. Keep in mind that your content is a reflection of the university; always practice superior grammar, punctuation and spelling.

Value and Interest: Remember to think about your social presence as a conversation with stakeholders.When posting to your blog, Twitter or Facebook; ask yourself if your content adds value and interest to the discussion. Keep in mind the overall goal is engagement. Be sure to share other PVAMU division content, thank people for re-tweets, initiate and join discussions.

Personality: In the social media realm, you are encouraged to use your own voice and bring your personality to the forefront. The web is a venue that is relaxed, open and diverse–embrace it. A voice that is over-institutionalized and rehearsed can repel your audience.

Transparency and Disclosure: Everything you post is public, and reflects on the university.

SOCIAL NETWORKING SITES

University Officially Recognized Social Media Accounts will be feature in the PVAMU Social Media Directory located at www.pvamu.edu/marcomm.

Facebook: An online social networking service in which "Pages" representing individuals, businesses, organizations and brands share their story interacting with their audience.

Twitter: A real-time information network that connects the user to the latest stories, ideas, opinions and news in a "Tweet" of 140 characters.

Instagram: A fun and quirky way to share to experience moments as they happen with the PVAMU community through a series of pictures. Download the app to your mobile device, snap a photo with your mobile phone and choose a filter to transform the image into a memory to keep around forever.

YouTube: A social platform that allows billions of people to discover watch and share originally-created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Blogs: A website on which an individual or group of users record opinions, information, etc. on a regular basis.

Linkedin: Business-oriented social networking site encouraging brand awareness, development of professional identity, professional opportunities, business deals, as well as new ventures.

Pinterest: A content sharing service that allows members to "pin" images, videos and other objects to their pin board.

NEED HELP?

Any PVAMU office, department/college, program or organization seeking to create a social media site should contact the Office for Marketing and Communications at publicrelations@pvamu.edu for approval, inclusion in the directory and endorsement of the site.

LOOKING TO MAXIMIZE YOUR SOCIAL MEDIA ENGAGEMENT WITH YOUR AUDIENCE?

CHECK OUT OUR SUGGESTED POST STRATEGY CHEAT SHEET:

1 Use a calendar to plan out your content for the week, month or quarter. Pre-write your social media posts and organize your images & flyers.

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f	Instagram	Twitter	LinkedIn	YouTube	Snapchat
1-2 Times Daily	1-2 Times Daily	8-15 Tweets Per Day	2-3 Times Per Week	1-2 Times Per Week	1-5 Times Daily

3 Use free tools such as **CANVA** to use templates and design your social media flyers & more. This will save you time and money!

4 Review your content and take note of which posts people are:
COMMENTING | LIKING | SHARING

5 Now that you know who they are...
ENGAGE WITH YOUR FOLLOWERS & COMMENTERS!
- Aim to respond to all comments within 24 hours
- Spend time engaging & building a relationship of trust with your members & supporters who comment
- Support them on social media by liking & commenting when appropriate
- Find experts in your industry, programs, etc. And leave appropriate comments on their accounts

6 Keep a folder/ list of your content & any ideas that you can repurpose in the future. (Ex. Research stories, awards, student-/faculty/staff success stories)

Still unsure what to post? Here are a few ideas to help get you get started:

- UPCOMING EVENTS INFORMATION
- STUDENT, STAFF, FACULTY, DEPARMENTAL, OR UNIVERISTY-RELATED NEWS
- USEFUL TIPS
- GUIDES
- LIVE STREAM VIDEOS
- FUN FACTS
- PHOTOS
- GUIDES