Social Media Guidelines (v.1.3 - 2010)

Lindenwood University
209 S. Kingshighway
St. Charles, MO 63301

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Social Networking Guidelines

Social networking tools and related third-party applications are viewed as communication vehicles that provide a service to the user of our sites. These vehicles should be selected as part of a broader communication plan and used for the following purposes:

- To provide easy access to University content and other relevant content,
- To showcase the University as a leader and help build relationships with key audiences.

These guidelines are to help you use social networking to conduct official LU business. They outline 1) things you should know before using social networking, 2) best practices for using it, and 3) related policies.

Introduction: Social Networking and Official LU Business

What is social networking?

It's the use of Web-based tools that let you interact with other people through text, images, or sound. Social networking tools lets you do things like

- Share media (text, photos, videos, audio)
- Carry on live discussions
- Send "instant" messages
- Share and edit documents

The most prominent social networking tools in use by organizations today include Facebook, LinkedIn, Twitter, and YouTube.
Before You Use Social Networking

Ask yourself what you expect social networking to do for your department and how you'll measure your success. Do the research to choose the right social networking tool for the job.

First, know what want to accomplish.

Answer the POST questions:

- People. Who are you trying to reach?
- Objective. What's the main thing you want from your audience?
- Strategy. What kind of social interaction will lead to what you want?
- Technology. Which tools or platforms will best support that interaction?

Will you know what you’ve accomplished?

You should be able to answer these two questions:

- How will you know if you've reached your audience?
- How will you know if you've accomplished your objective?

There are articles on www.Mashable.com that may help you determine how best to evaluate your social networking strategy.

- How to Measure Social Media ROI for Business
- STATS: 84% of Social Media Programs Don't Measure ROI
Getting Started

Ask yourself the following questions to help you gain a clearer understanding of how your page will be used and what content will be communicated before it is created.

- What mediums are you considering using – Facebook, Twitter, YouTube, etc?
  - If on Facebook, do you plan to launch a **Fan Page (recommended)** or a Group Page?
    - Fan Pages (also referred to as a ‘Public Profile Page’) are special profile pages meant to promote brands, products, organizations, etc.
    - Group Pages are based around an interest or group to declare an affiliation or association with people and things - creating a group of people/friends to promote, share, and discuss relevant topics.

- What will be the official name of the page?
  - Come up with a few possible names in the event a name of choice is already taken
  - For example:
    - Facebook – [www.facebook.com/LindenwoodAlumni](http://www.facebook.com/LindenwoodAlumni)
      - Customizable in account settings
    - Twitter – [www.twitter.com/LindenwoodU](http://www.twitter.com/LindenwoodU)
      - Based on account name
    - YouTube – [www.youtube.com/LindenwoodU](http://www.youtube.com/LindenwoodU)
      - Based on account name

- What photo will be used as the profile identifier?
  - See Appendix C – Style/Image Resources

- Would you like to link your Facebook page to the official Lindenwood University page?

- Who is the faculty administrator of the page who will oversee content?
o Also provide contact information for all individuals who will be given access to modify your social media.

- What will be the nature of content featured through the medium?

- Do you plan to be responsible for taking and posting photos on the page?
  o Keep in mind that any photography, illustrations, and artwork are considered intellectual property. Any image used on the web must have the approval of the creator or be appropriately licensed. Questionable photography & artwork must be removed if so requested by the Public Relations Department or Social Media Task Force.

- What is the minimum amount you plan to update your page in order to keep content fresh, interesting and engaging?
  o It is recommended that you make updates several times weekly or daily.

- If on Twitter, who are the individuals with which you seek to form relationships?
  o Is your target audience students, alumni, prospective students, etc.?

- If you’d like to post videos, do you have the equipment to edit them if necessary?

- If you’re interested in YouTube, consider whether you have the time to regularly shoot, edit, and post videos related to your page’s focus.
Content Considerations

Choose an e-mail address that's safe for social networking.
Don't use a personal or a student e-mail address.

- Use an organizational/employee e-mail address.

Content Moderators
A faculty member will be responsible for all updates. Graduate assistants will be permitted to make updates, but in the event of a post that violates the social media guidelines, both faculty member and graduate assistant will be held accountable. Keep the Social Media Task Force informed of any changes in who moderates the content of your social media.

Know your social networking site's rules.
Facebook Terms of Use - http://www.facebook.com/terms.php
Twitter Terms of Service - http://twitter.com/tos
YouTube Community Guidelines - http://www.youtube.com/t/community_guidelines

Also, understand that by using any site you are implicitly agreeing not to:

- send or post unauthorized commercial communications (spam),
- upload viruses or malicious code,
- solicit another user’s login information or access her account,
- bully, intimidate, or harass any user,
- post content that is hateful, threatening, pornographic, or gratuitously violent,
- do anything unlawful, misleading, malicious, or discriminatory.

Protect confidential information.
Beware of the damages to individuals or the University that can result through inappropriate disclosure of personal or confidential information.

Some possible damages:

- Defamation lawsuit
- Copyright, patent, or trademark infringement claims
- Privacy or human rights complaint
- Workplace grievance under a collective agreement or unfair labor practice complaint
- Criminal charges with respect to obscene or hate materials
- Damage to the University’s reputation and business interests

Follow the law for student education records.
Family Education Rights and Privacy Act (FERPA) is the federal law that protects the privacy of student education records such as grades, transcripts, and student identification numbers.
• No student personal information should be posted.

Understand the copyright laws that apply to you.
If you share images, video, audio, or newspaper or journal articles, you are subject to copyright law.

• Include, whenever appropriate, a LU copyright statement - "© 2010 Lindenwood University"
• For the copyright’s year range, use the original year of publication through the current year.
• For more information, see Appendix D - Copyright/Disclaimer Statement.
Branding related to social networking

You should be aware of some standing policies before you launch a social networking presence.

Branding
Consistent branding brings together the efforts of everyone at the University and helps distinguish LU from all other institutions of higher learning. For more about branding contact the Public Relations office. When you conduct official LU business on a social networking site, strive to include the following:

- Name of the responsible publisher or information provider, and contact information
- Copyright information (when available)
  - See Appendix D - Copyright/Disclaimer Statement
- Appropriate colors where page customization is available
  - See Appendix C - Style/Image Resources
- An approved Lindenwood logo
  - See Appendix C - Style/Image Resources
Embedding Content

Care should be taken when embedding content from any third party source. Be aware that the content you embed from a third party could be removed by that third party without notice or the servers at the source of the embedded content could go down without notice.

Any embedded content, no matter what social networking site is used, must come from a profile set up as an official Lindenwood account.

Some site-specific guidelines include:

- The contents of any embedded Twitter/Facebook feeds should be related to University business (school events, student/faculty projects, etc.). Steer clear of posting updates of personal information.
- Widgets that display photos of individual’s profile pictures, such as Facebook’s Photo Badge, should not be embedded on University Web sites.

If you would like to embed content that is not mentioned here on your University site and you have questions, please contact Public Relations/Webmaster.
Best Practices

Consider some basic ethics as you use a social networking site, such as telling the truth and disclosing your status as a University employee.

The Web is not anonymous! Everything you write or post can be traced back to the University and to you personally.

Use common sense and a code of ethics.

- Tell the truth.
- Write deliberately and accurately.
- Acknowledge and correct mistakes promptly.
- Disagree with other opinions respectfully.
- Disclose conflicts of interest.
- Keep private issues and topics private.
- Share media (text, photos, videos, audio).
- Carry on live discussions.
- Send “instant” messages.
- Share and edit documents.
- When posting a link on Facebook, make sure the thumbnail image is relevant to your post or disable the thumbnail image altogether.

Do you want to administer a social networking site?

- Launch a site only with the approval of your supervisor and the Social Media Task Force.
- Keep your contact information accurate and up-to-date.
- Carefully manage the password and access to your site.
- Make updates in a timely manner – several times weekly or daily.
- Reply to comments when appropriate, and do so promptly.

Site Security

Your social networking site should not be tied to any individual's personal e-mail address.

- Use an organizational/employee e-mail address.
- Reset your password a minimum of every six months.
  - Notify social media task force of login information changes
Consult with the Social Media Task Force

1. Fill out the questions in Appendix B.
2. Consult with the Social Media Task Force before creating your social media site(s).
   
   It’s essential that the task force is aware of your social media efforts. By doing so, you’ll help enhance the University’s official profile, promote a consistent LU image, and support the University’s investment in technology!

   We can also answer questions, offer advice, and more.

   Please contact Rachel Wilmes (ext.4640) or Jason Waack (ext.4738)

   *Be aware that if you use social networking technology not owned or administered by the University, you risk losing control (ownership) of material you share with others through it.

3. Fill out the agreement in Appendix E and return to the Webmaster or Public Relations.
Promoting Your Social Media Presence

Email Signatures

Adding text links to email signatures is allowed; adding image links is not. When adding your account information to your email signature, it is also required to promote Lindenwood’s official presence as well. Use the example below as a guide.

John Doe
Professor
Lindenwood University
Phone: 636-949-xxxx
Fax: 636-949-xxxx
jdoe@lindenwood.edu
[Department Name] Twitter: @AccountName
Lindenwood University Twitter: @LindenwoodU

On the Lindenwood University Website

If you would like to add a link from your LU website presence to your social media pages, please contact Jason Waack.

Campus News Stories

Specify that you would like to add a reference to your social media when submitting information for a campus news story/press release.

Hard Copy Publications (mailings, cafeteria cards, etc.)

Specify that you would like to add a reference to your social media when submitting information for Lindenwood mailings, cafeteria cards, and other hard-copy publications.
## Appendix A – Lindenwood’s Social Media Presence/Contacts

### Quick Reference

<table>
<thead>
<tr>
<th>Office/Department</th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
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<tr>
<td>Lindenwood University</td>
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<td>✔️</td>
<td>✔️</td>
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<tr>
<td>LU-Belleville</td>
<td>✔️</td>
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<tr>
<td>Admissions (Day)</td>
<td>✔️</td>
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<td>Alumni Association</td>
<td>✔️</td>
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<td>Athletics</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>-- Football</td>
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<td>-- Golf (Women)</td>
<td>✔️</td>
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<tr>
<td>-- Ice Hockey (Men &amp; Women)</td>
<td>✔️</td>
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<td>-- Lion Line (Dance Team)</td>
<td>✔️</td>
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<td>-- Olympic Weightlifting</td>
<td>✔️</td>
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<tr>
<td>-- Volleyball (Men &amp; Women)</td>
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<tr>
<td>-- Wrestling</td>
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<td>Butler Library</td>
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<tr>
<td>Lindenwood University Spirit and Supply Shoppe</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Facebook (Academic Related)

Lindenwood University
Rachel Wilmes
Public Relations Specialist
(636) 949-4640
rwilmes@lindenwood.edu

LU-Belleville
Melissa Shreve
Financial Aid, Admissions Counselor
618-222-1050 ext. 4268
mshreve@lindenwood.edu

LU-Belleville
Annie Ewing
Head Women’s Basketball Coach
618-222-1050 X 4273  aewing@lindenwood.edu

Admissions (Day)
Kristin Revis
Admissions Counselor
(636) 949-4338
krevis@lindenwood.edu

Colleen Carriker
Admissions Advisor
(636) 949-4367
ccarriker@lindenwood.edu

Alumni Association
Whitney Fraier
Director of Alumni Relations
(636) 949-4975
wfraier@lindenwood.edu

Lauren Bloomfield
Graduate Assistant
(636) 949-4420
lbloomfield@lindenwood.edu
Butler Library
Hannah Mitts-Wright
Assistant Circulation Supervisor
(636) 949-4690
hmitts@lindenwood.edu

Daniel Boone Home
Amanda Carrow
Director of Marketing
636-798-2237
acarrow@lindenwood.edu

Eliza Hellmich
Business Manager
636-798-2237
ehellmich@lindenwood.edu

LUTV
Jill Falk
Assistant Professor of Communications, LUTV News Director
(636) 949-4605
jfalk@lindenwood.edu

Peter Carlos
Associate Professor of Communications, LUTV Station Manager
(636) 949-4513
pcarlos@lindenwood.edu

Student Activities
Kerry Cox
Director of Student Activities
(636) 949-4983
kcox@lindenwood.edu

Work & Learn
Mike Tolman
Director of Work and Learn
(636) 949-4563
mtolman@lindenwood.edu

Eric Mircsov
Assistant Director of Work and Learn
(636) 949-4562
emircsov@lindenwood.edu
Facebook (Athletics Related)

Football
Craig Schuler
Assistant Football Coach
(636) 949-4199
cschuler@lindenwood.edu

Tyler McSparin
Graduate Assistant
tmcsparin@lindenwood.edu

Golf (Women)
Abby Weber
Assistant Professor and Women’s Golf Coach
(636) 949-4434
aweber@lindenwood.edu

Ice Hockey (Men & Women)
Mark Turnipseed
Hockey Head Coach
(636) 949-4361
mturnipseed@lindenwood.edu

Lion Line (Dance)
Colleen Carriker
Admissions Advisor
(636) 949-4367
ccarriker@lindenwood.edu

Olympic Weightlifting
Derrick Johnson
Olympic Weightlifting Coach
DJohnson2@lindenwood.edu

Volleyball
Ron Young
Men’s and Women’s Head Volleyball Coach
(636) 949-4634
ryoung@lindenwood.edu
Wrestling
Kristin Revis
Admissions Counselor
(636) 949-4338
krevis@lindenwood.edu

Chad Smith
Head Wrestling Coach
(636) 949-4140
csmith@lindenwood.edu

Twitter

Lindenwood University - www.twitter.com/LindenwoodU
Rachel Wilmes
Public Relations Specialist
636-949-46940
rwilmes@lindenwood.edu

Athletics - www.twitter.com/LU_Lions
Daniel Newton
Sports Information Director
(636) 949-4368
dnewton@lindenwood.edu

Butler Library - www.twitter.com/LUButlerLibrary
Lisa Young
Circulation Supervisor
636-949-4820
lyoung@lindenwood.edu

Career Development - www.twitter.com/CareerCenter_LU
Dana Wehrli
Director of Career Services
(636) 949-4806
dwehrli@lindenwood.edu

Communications (School of) - www.twitter.com/LU_Comm_School
Jill Falk
Assistant Professor of Communications, LUTV News Director
(636) 949-4605
jfalk@lindenwood.edu
Student Activities - [www.twitter.com/LUActivities](http://www.twitter.com/LUActivities)
Kerry Cox
Director of Student Activities
(636) 949-4983
kcox@lindenwood.edu

Work & Learn - [www.twitter.com/LUWorkLearn](http://www.twitter.com/LUWorkLearn)
Eric Mircsov
Assistant Director of Work and Learn
(636) 949-4562
emircsov@lindenwood.edu

YouTube

Lindenwood University - [www.youtube.com/LindenwoodU](http://www.youtube.com/LindenwoodU)
Rachel Wilmes
Public Relations Specialist
636-949-46940
rwilmes@lindenwood.edu

Athletics - [www.youtube.com/lindenwoodlions](http://www.youtube.com/lindenwoodlions)
Daniel Newton
Sports Information Director
(636) 949-4368
dnewton@lindenwood.edu

LUTV - [www.youtube.com/LUTVonline](http://www.youtube.com/LUTVonline)
Peter Carlos
Associate Professor of Communications, LUTV Station Manager
(636) 949-4513
pcarlos@lindenwood.edu

Ben Scholle
Department Chair, Video and Associate Professor
(636) 949-4166
bscholle@lindenwood.edu
Appendix B – Worksheet

Before You Start – Fill out the following questions and contact Rachel Wilmes/Jason Waack

- People. Who are you trying to reach?

- Objective. What’s the main thing you want from them?

- Strategy. What kind of social interaction will lead to what you want?

- Technology. Which tools or platforms will best support that interaction?
  What mediums are you considering using (Facebook, Twitter, YouTube, etc.)?

- What will be the official name of the page?

- What photo will be used as the profile identifier?

- Would you like to link your Facebook page to the official Lindenwood University page?

- Who is the faculty administrator of the page who will oversee content?

- What will be the nature of content featured through the medium?

- Do you plan to be responsible for taking and posting photos on the page?

- What is the minimum amount you plan to update your page in order to keep content fresh, interesting, and engaging?

- If on Twitter, who are the individuals with which you seek to form relationships?

- If you’d like to post videos, do you have the equipment to edit them if necessary?
  If you’re interested in YouTube, consider whether you have the time to regularly shoot, edit, and post videos related to your page’s focus.
Appendix C – Style/Image Resources

School Colors
Use appropriate colors where page customization is available.

True Black
Hex: #000000
RGB: 0, 0, 0

Vegas Gold
Hex: #BFB776
RGB: 191,183,118

Profile Identifiers

Facebook – http://www.facebook.com/pages/Saint-Charles-MO/Lindenwood-University/61343242235
*displays top left corner of page

Image should be 200 pixels wide and should incorporate the Lindenwood logo as shown in the image to the left. Contact Jason Waack for assistance.

Twitter – www.twitter.com/LindenwoodU
*displays next to account name

Image should be 73 pixels wide x 73 pixels tall and should incorporate the Lindenwood logo as shown in the image to the left. Contact Jason Waack for assistance.

YouTube – www.youtube.com/LindenwoodU
*displays same image in twice

Images should have equal pixel width and height. Contact Jason Waack for assistance.
Appendix D – Copyright/Disclaimer Statement

Copyright/Disclaimer Statement

All text, images, logos and information contained on the Lindenwood web site are the intellectual property of Lindenwood unless otherwise registered, and are protected under the U.S. Copyright Act 17 U.S.C. 101-810 and international treaties. Copyright gives the owner exclusive right to reproduce, distribute, perform, display, or license a given work. Whether or not a web site includes a statement about copyright, the US copyright act provides protection for such works and they may not be used or reproduced without permission.

It is the responsibility of all parties storing materials on Lindenwood sites to ensure that such material does not violate other parties' proprietary rights and does not otherwise violate law or applicable University policy. Lindenwood reserves the right to delete or make inaccessible files that contain material in violation of law or of applicable University policy. Lindenwood is not responsible for any errors in the material provided on the web and shall not be liable for any damages of any kind arising from the use of any material found on official Lindenwood web pages or on any other sites with Lindenwood University domain addresses. DO NOT copy or adapt the HTML that Lindenwood creates to generate pages or any other object code, source code, programming code, data, information or HTML script, as these are also covered by Lindenwood's copyright.

Links to Other Sites

Provision of links from official Lindenwood web sites to those located outside the Lindenwood University domain does not imply endorsement or credibility of the service, information, or product offered through the linked sites. Web developers should avoid the following: creating links to other websites that contains infringing or defamatory material; inserting from other web sites, inline images, or graphics into Lindenwood HTML documents; and framing as a means of linking web sites.

Respect for Copyrights of Digital Materials and Software

It is the policy of Lindenwood University to respect the copyright protections given by federal law to owners of digital materials and software. It is against University policy for faculty, staff, or students to use University equipment or services to access, use, copy or otherwise reproduce, or make available to others any copyright-protected digital materials or software except as permitted under copyright law (especially with respect to “fair use”) or specific license.

The software provided by the University for use by faculty, staff, and students may be used only on computing equipment specified in the various software licenses.

The University regards violation of this policy as a serious matter, and any such violation is without its consent and is subject to disciplinary action. Repeated violations will result in loss of computing privileges among other sanctions.

Notice About the Information We Collect

The University uses web traffic analysis tools to analyze patterns of use on the Lindenwood.edu web site. These tools do not create individual profiles for visitors and only collect aggregate data.

The Way We Use Information

We may use non-identifying and aggregate information to better design our web site. We never use or share personally identifiable information in ways unrelated to the ones described above without a clear notice on the particular site and without also providing an opportunity to opt-out or otherwise prohibit such unrelated uses.
Appendix E – Agreement

Social Media Agreement

Department/Office: ____________________________
Primary Contact: ____________________________
Social Media Medium: ____________________________
Social Media Username: ____________________________
Social Media Password: ____________________________
Contributors that will have access to make updates (name/phone/email):

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

I have reviewed and understand these social media guidelines. As the primary contact, I am ultimately responsible for all updates made on our social media presence and will ensure that all contributors also adhere to these guidelines. Failure to do so will result in the loss of my social media privileges, and my social media presence will be assigned to another in my department or terminated altogether if one cannot be determined.

Primary Contact Signature: ____________________________ Date __________

Public Relations or Webmaster: ____________________________ Date __________