

2012 LAURENTIAN UNIVERSITY

SOCIAL MEDIA HANDBOOK



LaurentianUniversity
Université**Laurentienne**

TABLE OF CONTENTS

- 01** Introduction
- 02** LU Registered Channels
- 03** Key Policies
- 04** Participation Guidelines
- 05** The Laurentian Voice
- 06** Social Media Outreach
- 07** Social Media Channels

Social media is a powerful communications channel that is being embraced by more organizations every day. Laurentian University (LU) is becoming more active in social media, and through the Communications and Marketing department, we are now able to provide the recommended framework for participation.

This handbook will introduce procedure for registering your new, or existing, social media channel. As well as present participation guidelines for registered channels in social media. These are examples of channels that Laurentian currently operates.

Facebook	http://www.facebook.com/laurentian http://www.facebook.com/LU2015
Twitter	http://www.twitter.com/LaurentianU http://www.twitter.com/luvoyageurs
Blogs	http://blog.laurentian.ca/president
Others	http://www.flickr.com/groups/laurentian www.foursquare.com/LaurentianU http://youtube.com/laurentianuniversity

This handbook is intended to empower individuals who currently manage or may become managers of social media channels for Laurentian, and to ensure that you have successful programs that align with university goals.

LU oversees a number of popular social media properties including Facebook pages, Twitter accounts, and university blogs. LU actively promotes these properties and provides ongoing support for community managers across the campus. We are always looking to improve our social media activities, including adding new properties to our official roster. If you are interested in establishing an LU social media property, it is important to consider first what is required and then create a strategy that addresses the following questions:

- Purpose:** Why do you need a social media presence and what role will it play in LU's marketing and communication plans?
- Objectives:** What exactly do you want to achieve through social media and how will you measure success?
- Audience:** Who do you intend to connect with through social media and what are they interested in from you?
- Strategy:** What channels, content, and activities will you use within social media to help achieve your goals?
- Team:** Who will be responsible for overseeing and executing your social media activities over time?

If after answering these questions you feel setting up an LU social media channel is the right thing to do, we would love to hear from you. Please contact Jean-Paul Rains, Communications and Marketing, socialmedia@laurentian.ca.

Before you begin using social media it is important to understand the key policies that LU has in place to protect you and the University.

- 01** Do respect fair use laws for publishing property that is proprietary and copyrighted.
- 02** Do not post University policy or procedure information, such as detailed program admission criteria.
- 03** Do give credit where it is due and recognize the source when publishing other's content.
- 04** Do not post anything that is outside of your area of authority and expertise.
- 05** Do post content that is suitable for community members of all ages
- 06** Do not include any personally identifiable information that can be used to locate someone offline.
- 07** Do follow the terms of service specific to the social media platforms you are using.
- 08** Do not publish identifiable images of people without first obtaining their permission.
- 09** Do comply with the University's Trademark Licensing Policy for logos and graphics.
- 10** Do not add risk to University by posting information regarding restricted areas and facilities.

The Internet is a public place and postings are essentially permanent. It is important to follow guidelines in order to maximize effective communication and minimize potential risk.

- 01** Be strategic. Clearly define what you want to accomplish through social media and how it will integrate with your overall marketing and communication plans.
- 02** Be respectful. Make sure that you separate fact from opinion and maintain a polite and professional tone, particularly when disagreeing with others who may be antagonistic.
- 03** Be transparent. Identify your affiliation with LU and do not pretend to be someone that you are not
- 04** Be engaged. Commit the necessary time and passion to your social media activities and do not leave extended gaps in your involvement
- 05** Be conversational. Enter into a true dialogue with the community, avoid posting one-way messages and disengaging from relevant topics
- 06** Be authentic. Speak in the first person and address people by name, allow your personality to shine through
- 07** Be accurate. Verify all information that you share and if there is an error, quickly and visibly correct it
- 08** Be valued. Share information with others that is useful and will be appreciated, do not post self-promotional messages
- 09** Be careful. Information published online is largely permanent so avoid controversial topics and when in doubt, do not post.
- 10** Be in-tune. Listen to what the community is interested in and talking about to be a relevant and acceptant participant within the conversation.

To ensure social media activity across all university channels consistently reflects the Laurentian brand, community managers should adhere to the following tone:

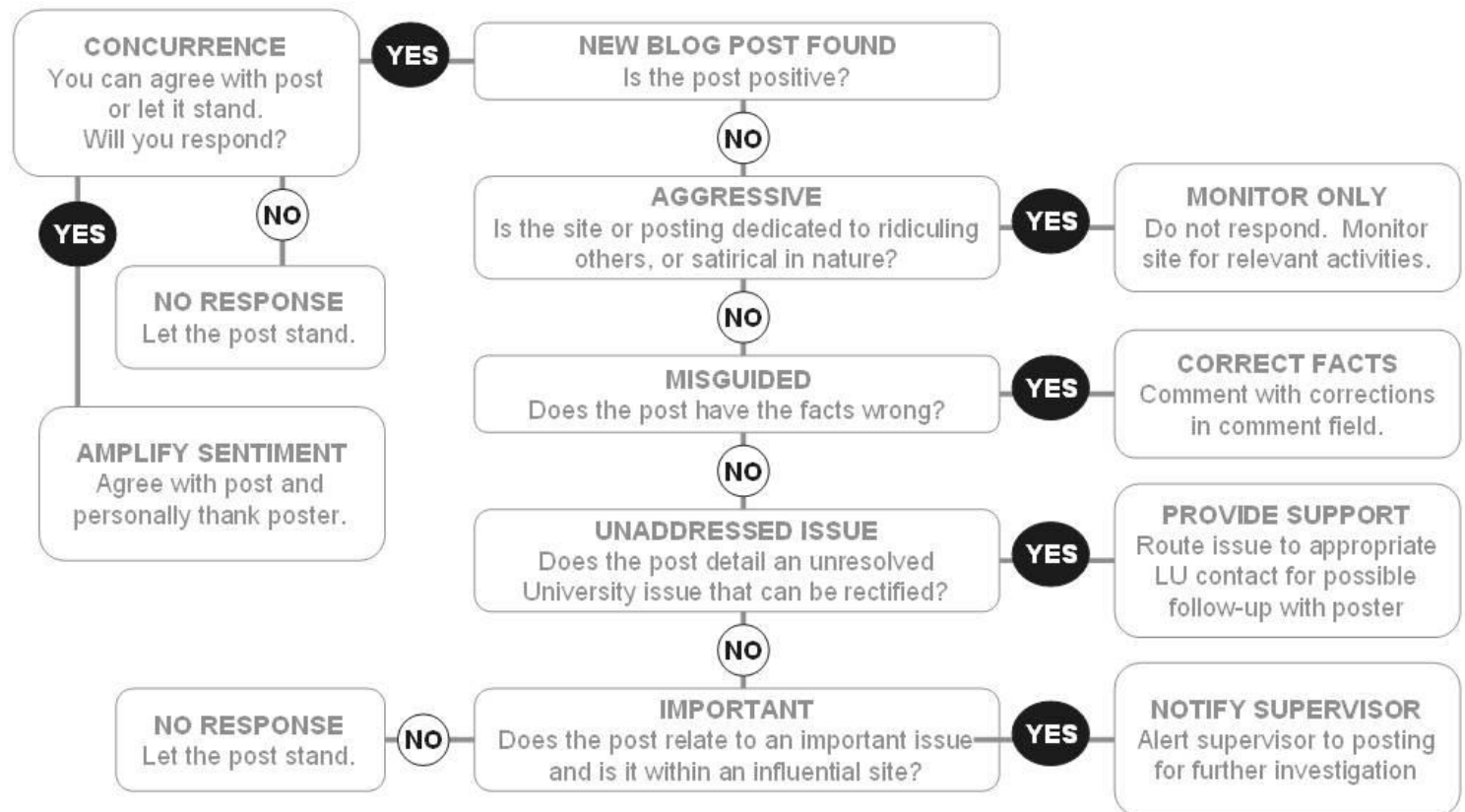
LU is:

- Approachable, inviting conversation from all
- Personal, addresses people by name where possible
- Knowledgeable, comprehensively responds to questions
- Passionate, engaged and enthusiastic within conversations
- Positive, with a consistently optimistic point-of-view

LU is NOT:

- Privileged, appearing to talk down from establishment
- Pushy, actively attempting to influence behavior
- Boastful, focused entirely on own achievements
- Superfluous, participating without purpose or objective
- Dismissive, closing down alternative points of view

Periodically, you may come across posts on external websites that relate to LU. If you are interested in responding to the post, please follow the suggested decision tree below to understand the appropriate action.



Facebook is an important channel for LU, one that allows for open and transparent conversations. While the majority of comments from users will contribute to an active and interesting community, some will not. To maintain a positive Facebook presence, LU community moderators should remove comments that:

- 01** Use profanity and offensive language
- 02** Include a personal attack towards another member
- 03** Harass or embarrass other members
- 04** Are an infringement on a copyright law or University policy
- 05** Advertise a specific commercial service
- 06** Include a threat of violence
- 07** Are not appropriate for all ages
- 08** Encourage intolerance toward a particular group
- 09** Are included numerous times in a single thread
- 10** Knowingly mislead other members

There is a large and growing number of social media channels to choose from. To determine which channels are right for you it is important to understand the purpose, relative strengths, and popularity of each one with your target audience. As a start, here is an overview of three popular social media platforms and some tips on how to best use them.

Facebook: Facebook is the most popular social networking website in the world. It allows members to add people as friends, become fans of companies, and share updates, content, and activities with one another.

- Identity: Create a Facebook page (not a profile or group), establish a personalized URL based on LU naming conventions, update page info and description, link to LU flagship Facebook page.
- Content: Create content calendar, post at least once per week.
- Etiquette: Establish and post a clear policy on the page, allow and respond to comments, invite fan/friend feedback and participation.
- Networking: Add link to other marketing channels and social networks, promote page in related groups, import relevant content from other channels (e.g. blogs).

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Twitter: Twitter is a popular social networking and micro-blogging service that enables users to share short bursts of information (called tweets) in a largely public manner.

- Identity: Create Twitter account, name account using LU naming convention, use LU background image.
- Content: Create tweet calendar, engage at least once per day, establish bit.ly account to track clicks.
- Etiquette: Respond publicly to public comments, direct message for private or sensitive topics, re-tweet (RT) relevant and valued content from others, invite feedback from followers and follow back relevant channels.
- Networking: Add link to other marketing channels and social networks, use Twitter search to find people who are interested in your topic and follow them, fill in profile using keywords, avoid auto-direct messages.

Blogging: A blog is a type of website typically maintained by an individual with regular entries on a particular subject using a combination of text, images, and links displayed in reverse-chronological order.

- Identity: Create through LU-endorsed blogging service, establish 'About' section with selected personal information and visible affiliation with LU, link to LU website.
- Content: Establish topic focus for blog, post at least once every two weeks.
- Etiquette: Allow and respond to comments, post list of favourite blogs relating to your topic.
- Networking: Add link to other marketing channels and social networks, use popular and relevant keywords, comment on other blogs leaving your blog URL.