



Social Media Guidelines

At Hope International University, we recognize that social media sites like Facebook, Twitter, YouTube, Pinterest, Vimeo, Instagram, Google Plus, LinkedIn and Flickr have emerged as both effective and increasingly important forms of communication for both our community and the world at large. HIU believes these mediums can be great tools to inform and interact with its diverse constituents as well as foster community and increase HIU branding and promotion efforts. In order to utilize these mediums effectively, the University has developed a social media policy to guide faculty and staff who are operating official social media accounts created to represent HIU's colleges, departments, programs or offices.

For Administrators of Official HIU Social Media Accounts:

“Official HIU Social Media Accounts” is here defined as any social media account (Facebook, Twitter, YouTube, Flickr, etc.) primarily intended to communicate with external constituents. This includes, but is not limited to, accounts for athletics news, Twitter feeds, Facebook pages or profiles for recruiting students, pages or groups for communicating with alumni, etc. Student clubs, classroom accounts and internal administration pages are not considered “Official HIU Social Media Accounts.”

Initial Set Up:

- Set-up of Official HIU Social Media Accounts will be completed by the Department representative who assumes responsibility for that account.
- The “Social Media Account Set-Up” form must be completed and approved by the Director of Marketing prior to the creation of any account.
- A “site manager” or administrator of the account must be appointed.
- If you have been authorized by your supervisor to create an official HIU social media site (or have already been managing one), please contact HIU's Director of Marketing & Public Relations to apply for official status and to ensure logos/imagery comply with proper HIU brand standards.
- All log-in credentials must be kept on file with the Director of Marketing & Public Relations.
- All pages must be approved by the Director of Marketing & Public Relations before being made public and/or live.
- The Director of Marketing & Public Relations must be an administrator of any group or page.

General Maintenance:

- HIU employees identified as administrators or “site managers” of accounts are responsible for managing and monitoring content of their officially-recognized accounts. Administrators may contact HIU’s Director of Marketing & Public Relations at any time for consultation.
- Accounts must be monitored daily, with the exception of weekends and holidays.
- All contacts/inquiries should be responded to within 24 hours (maximum 48 hours).
- For additional maintenance tips, please read “**Best Practices for Social Media**” (below).

Guidelines for All Employees Representing HIU Through Social Media:

- Uphold HIU’s mission and values. Always consider whether or not a message via social media is supporting HIU goals, programs and overall brand.
- Use good judgment about content and respect privacy laws, including FERPA. Confidential University information must not be shared publicly on social media channels.
- Representation of your personal opinions as being endorsed by the University or any of its organizations is strictly prohibited. You may not use the HIU name to endorse political candidates (regardless of any connection to HIU) or promote opinions, products or causes that might run contrary to the University’s mission and values.
- Be aware that all posted content is subject to review in accordance with University employee policies and editorial guidelines.
- When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos, always include citations. Provide a link to the original material if applicable.
- On Twitter accounts, carefully consider whom you “follow,” to avoid creating the impression that the University endorses individuals, causes or organizations that might run contrary to the University’s mission and values (if in doubt, seek approval of supervisor, Vice President, or Director of Marketing & Public Relations).
- Remember that, on Facebook, official HIU pages should be “fan pages,” which users “like” rather than “friend.”
 - Exceptions may include HIU Admissions Counselor accounts used for recruitment. All exceptions will be made on a case-by-case basis and approved by the Director of Marketing & Public Relations.
- A statement regarding your deletion policy should be available to users.

- *Example:* We encourage our valued alumni to use this group as a way to engage with the University and with each other. Inappropriate content will be removed at the discretion of the alumni office.
- Be familiar with and abide by the terms of service of any social media platform you are using.
- Be diligent about tracking and utilizing analytics (such as using Facebook's own analytics or Google analytics) to gauge the success and impact of your social media communications.

Best Practices for Social Media:

Etiquette

Be mindful that whatever you write in your social media channels is both permanent and public. When you are posting from your official accounts, remember that you are representing HIU and you should, therefore, exercise good judgment.

Grammar

While we recognize that the traditional rules of grammar and punctuation do not always apply in social media, proper spelling and structure must be observed. Posts should always be professional.

Tone

Keeping a professional tone to posts is important. Posts should also be friendly and inviting, to encourage our constituents to interact with us via social media and other means.

Reflect HIU's Values

Social media channels are one of HIU's most public points of outreach with the community and world at large. As such, all interactions within these channels are a reflection of HIU and its values. Be sure that your channel(s) and content are supportive and illustrative of HIU's mission statement. HIU communication standards should be followed on all sites.

Comments

Questionable or negative comments should *not* be deleted or ignored just on the basis of their negativity. Take time to evaluate these types of comments on a case-by-case basis. Is the user's point valid? Does his or her comment indicate a larger issue that may need to be addressed? Answering these questions may require a supervisor or the department director's input. Whenever possible, act quickly and respond to users who express a particular issue or concern. *Do* delete SPAM comments, comments that are profane or abusive, or that contain obscene images.

Content Sharing

If you are sharing content found from another source, be sure to credit that source in your posts.

Keep Personal and Professional Separate

In order to maintain professionalism on all social media outlets, please use good judgment when choosing posts for the HIU's channels. If the content of a post is relevant to your personal life but does not directly impact or involve your HIU audience, it should not be posted on a University channel.

Add Value

While proper evaluation of potential posts must be used at all times, it is also the objective of all social media channels to engage users. Pay attention to your channel's audience to learn what they find interesting and important. In this way, you can help ensure that you are posting content that is valuable to them as well as to the University.

- For tips on creating valuable posts, contact the Marketing Department.

Be Thoughtful

Before you jump into a discussion thread or respond to a posting, think about the implications. Will your response stimulate positive discussion, provide new information or insight, or inflame? If you have any questions about whether it is appropriate to enter into a social media discussion or write about certain kinds of material in your role as an HIU employee, ask your supervisor before you post, or contact the Marketing Department.

Permissions

Authorized users of Official HIU Social Media Accounts are responsible for gaining the written consent (may be electronic) 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.

For more detailed information on HIU's Social Media Policy, please review the document entitled "Hope International University Social Media Use and Restrictions."