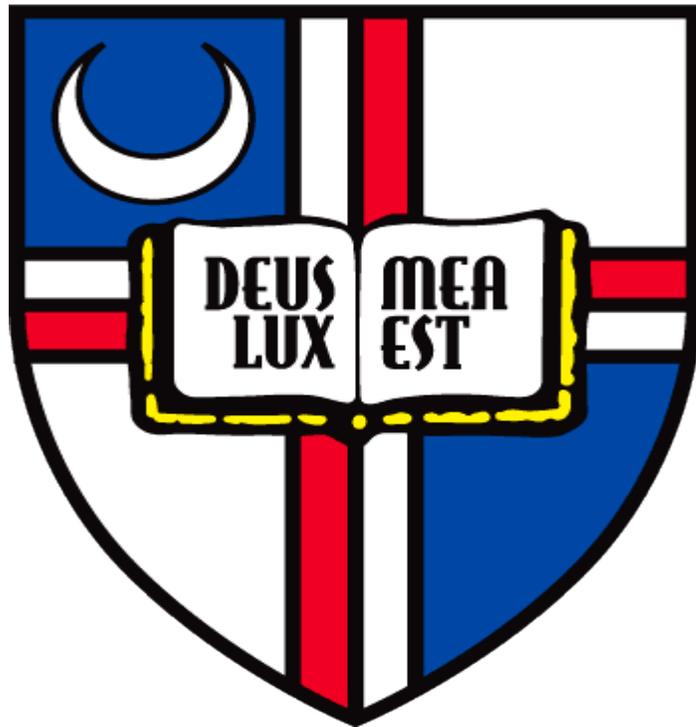


CUA



***The Catholic University of America
Social Media Council Guidelines and Resource Book***

Social Media Council Meetings:

The Social Media Council is comprised of administrators overseeing the following accounts: Library, Admissions, Athletics, Schools & Departments, Alumni, and Campus Ministry.

The CUA SMC meets once per semester to develop strategies, exchange information, and support the efforts of each to ensure cohesive messaging on major university events and initiatives. The Social Media Council works with the Office of Marketing and Communications to execute a seamless communication plan in the case of emergency. Overall, the group serves as the official social media arm for The Catholic University of America.

Social Media Guidelines for CUA Social Media Managers:

The Catholic University of America recognizes the vital role that social media plays in communicating, collaborating and interacting with students, faculty, staff, alumni, parents and the general public.

These guidelines serve as a general best practice reference for administrators that represent various social media accounts associated with The Catholic University of America and were developed by the Office of Communication and Marketing, which oversees the University's official social media presence and leads the CUA Social Media Council.

The purpose is to ensure social media channels represent the university in an appropriate, authentic, safe, and genuine manner while upholding institutional core values.

Since the digital communication landscape is an ever-changing one, the CUA Social Media Council will revisit the guidelines and amend as necessary to accommodate new platforms, best practices, and to improve the impact of social media in the CUA community.

For questions, suggestions, comments, or to report abuse, send a message to socialmedia@cua.edu

Getting started:

- If you have identified the right social media channel(s) for your department based and developed a solid content curation strategy, create your account(s) and register it with the office of marketing and communication to be considered for inclusion to the University's social media directory.
- If you're not sure what is the best social media channel for your department, contact the Office of Marketing and Communications at socialmedia@cua.edu to discuss what would be the right platform for your needs.
- In order to be recognized on the University's social media directory admins for new and existing accounts must complete a social media directory registration form. This ensures we have a central point of contact identified with each social media account.

Code of Conduct:

The Catholic University of America policies outlined at policies.cua.edu are applicable to social media as it represents the University. Please review in particular the following sections:

- Intellectual Property
- Code of Conduct
- Safety & Security
- Information Technology
- Marketing and Communications

For potential code of conduct breaches contact Vin Lacovara, Esq., Chief Ethics and Compliance Officer/Chief Privacy Office. **Please keep in mind:** Anything posted on social media could be perceived to reflect the views of the university as a whole.

Account Administrator Responsibilities:

Account administrators serve as the first responders to their unique audience through social media. While department news and event information are a top communication priority, Admins are also encouraged to:

- Keep social media accounts current with timely and relevant content
- Collaborate with other University departments to amplify reach and better serve CUA community members.
- Engage audience and moderate social commentary
- Take ownership and responsibility for social media content deployed from social channels
- Maintain current admin point of contact information with the Office of Marketing and Communications.
- Attend social media council meeting each semester to discuss individual and corporate social media strategies.

Branding Your Account:

Social media accounts affiliated with The Catholic University of America social media council should comply with the University's official branding guidelines:

<http://publications.cua.edu/res/docs/CUA-Style-Guide.pdf>

In addition the following social media brand requirements are as follows:

- Display publically the University's full name somewhere within your account. (i.e. *About us* section).
- If you wish to develop a logo specifically for your department based on the University official logo for your social media space, submit request here.
<http://publications.cua.edu/pubsform.cfm>
- Approved University logos available for use can be found here
<http://publications.cua.edu/wordmarks/index.cfm>

Community Monitoring and Moderation:

Social media never sleeps. Users will interact with your content 24 hours a day; therefore, it is important to have a moderation plan in place to respond when appropriate. Comment moderation is necessary to make sure social media discussion is safe for everyone and driving positive engagements. Admins should follow these best practices;

- Regularly encourage interaction and engagement from users.
- Answer user inquiries and comments in a timely manner.
- Monitor third-party conversations about your social media channel(s)
- Be mindful of offensive comments and spam tactics posted by users deleting as appropriate. ***Proceed with caution when deciding whether to delete user commentary. Disagreement is not always grounds for deleting and could escalate the issue. Contact the Office of Marketing and Communications if you are unsure or need further guidance.*
- Block/ban social media abuse repeat offenders.

This phrase may be helpful to post publicly somewhere on your account: *The Catholic University of America reserves the right to hide or remove any comments deemed a violation of our code of conduct, offensive, or considered to be loitering or spam-related advertising.*

Managing Personal Accounts:

If you operate a personal, publically accessible social media account and also identify as an employee of The Catholic University of America, you are encouraged to include the following language in your profile:

“The ideas expressed are not the opinion of The Catholic University of America,” or simply “Thoughts are my own.”

Note: Whenever possible social media administrators should create separate profiles to operate social media accounts representing the university instead of connecting university related accounts with your personal social media pages.

Social Media Crisis Communication Protocol:

In the case of an emergency or University-wide crisis the first social media source of information will be the official social media channels maintained by the office of marketing and communication. Communication should follow a two-step flow approach:

- 1) The Office of Marketing and Communications releases an official statement on social media channels primarily (Facebook, Twitter, Instagram), which will always lead with “Official Statement:
- 2) Admins should then disseminate office information either by reposting, retweeting, or re-circulating across their social media channels. ****Please refrain from editing any official statement from the University**

Admins should make every effort to direct inquiries to the University’s official social media channels for official updates. During a crisis, answering user inquiries directly is discouraged a proper response might be: *“Please check with the University main account for further updates and inquiries.”*

Media Inquiries:

All media inquiries initiated through social media should be directed to the Office of Marketing and Communications. Please refer inquiries here <http://publicaffairs.cua.edu/MediaRelations/> to submit formal requests.

Student Organizations:

Any student organizations that wish to be included on the University’s official social media directory, should submit a registration form to be considered for recognition which can be found on the Marketing and Communications website located here <http://publicaffairs.cua.edu/>. These accounts otherwise do not need to be approved by the Office of Marketing and Communications and are not officially governed by these guidelines.

Basic Social Media Guidelines:

While each social media platform needs to be handled differently, there are basic guidelines that should be followed across all social media.

- **Know Your Audience** – Understand the unique nature of your audience across social media platforms.

- **Be Strategic** – As often as possible, develop your strategy based on analytics and audience behavior trends. Knowing what to post and the best possible times can help amplify your message and reach more participants.
- **Add Value** – Generate new conversation around relevant topics that are meaningful to your audience.
- **Listen, Monitor & Respond** – Tap into trending topics and explore ways to incorporate them into your social media messaging.
- **Be Polite** – Trolls are real but remember your social media messaging ultimately represents the University. If you can't be polite, be silent.
- **Be Transparent** – Be open about topics that matter to your audience and don't be afraid to respond when appropriate.
- **Respect Privacy** – Always get user permission before using content and/or likeness in social media. Make using a hashtag an informal way to opt in to avoid confusion here or direct message and ask them to email content.
- **Don't Overdo It** – Monitor your posting frequency and audience engagement to find the right balance of activity for your platforms.
- **Engage and Promote Discussion** – Find ways to generate discussion and engagement on your page.
- **Have Fun!**

Dos and Don'ts of Social Media Managing:

- **Do!**
 - Show a professional and friendly personality.
 - Be human.
 - Include something new, relevant, and informative (All posts should add to the conversation).
 - Reply to comments, suggestions, complaints, criticism, etc. (ASAP; within 24 hours at the most).
 - Initiate and respond to conversations or mentions whenever possible.
 - Retweet / Follow / Favorite liberally (particularly within the CUA community).
 - Follow the broader social media conversation in the CUA community.
 - Keep the CUA academic and social calendar in mind.
 - Follow copyright law OR create your own images.
- **Don't!**
 - Feed the trolls.
 - Post too much of the same thing.
 - Spam. (Never post/retweet/share/etc. a string of things in a row.)
 - Be defensive.
 - Use sarcasm.
 - Ignore negative comments.
 - Overdo the automatic updates.

Contact us:

Please contact the office of marketing and communication at socialmedia@cua.edu if you have any questions.