Social Media Guidelines

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I. Purpose:

Emerging platforms for online collaboration are fundamentally changing the way we work by offering new ways to engage students, future students and their parents, faculty/staff and supporters. Arkansas Tech recognizes the importance of social media and the necessity to take part in the global conversation.

The following social media guidelines are designed to assist Arkansas Tech entities in the use of social media.

II. Current Social Media Usage:

Here is a list of the social media sites that are currently supported through the Office of University Relations.

www.facebook.com/ArkansasTech
www.facebook.com/ArkansasTechNews
www.twitter.com/ArkansasTech
www.flickr.com/photos/ArkansasTech
www.youtube.com/ArkansasTech

A list of official Arkansas Tech University social media sites is available by visiting http://www.atu.edu/urelations/official-listshtml.

Arkansas Tech supports a variety of social media applications with the most common being Facebook, Twitter, YouTube and Flickr.

Facebook:

The Facts (2011 Source- Facebook.com)

- More than 640 million users have a registered profile on the site

- The18-35 year-old population accounts for half of users
- The 26-35 year-old makes up 20% of users
- The 36-44 year-old population makes up 16% of users
- The 45-54 year-old population makes up 13% of users
- More than half of registered users are female

Arkansas Tech uses Facebook to connect with students, future students and their parents, faculty/staff and supporters. We use this method to share news about the university. Its constituents, engage in meaningful conversations with interested stakeholders, and it offers another avenue for those to connect with and learn more about the university.

Twitter:

The Facts (2011-Twitter.com)

- There are more than 200 million registered users on Twitter
- The number of tweets has tripled over the past year
- There are approximately one billion tweets each week
- The number of people using a mobile device to access Twitter has increased by 182% in the past year

Arkansas Tech has a presence on the micro-blogging service Twitter to quickly share information with those interested in Arkansas Tech. The instantaneous nature of Twitter, allows university officials to share news and information, build relationships with interested stakeholders and to monitor and receive feedback from various constituents.

YouTube:

The Facts (2011-Youtube.com)

- YouTube reached over 700 billion playbacks in 2010
- User base is broad in age range, 18-54, evenly divided between males and females and spanning all geographies
- More than 13 million hours of video was uploaded during 2010
- Every minute, 35 hours of video are uploaded to the site

Arkansas Tech University created a YouTube account to host videos that we are making and distributing in other means. These videos are promotional pieces, interviews, lectures and more. By having these videos in another venue, we're achieving greater visibility to materials we are already creating.

Flickr:

The Facts (2011- Flickr.com)

- Flickr hosted more than 5 billion images in 2010
- Tags allow Flickr users to search images based upon subject matter
- Flickr users are about evenly split between males and females

Arkansas Tech uses Flickr, a photo sharing service, to distribute images to interested constituents including students, future students and their parents, faculty/staff and supporters. These photos provide for meaningful engagement and provide a visual affinity with those wishing to learn more about the university.

III. Getting Started With Social Media:

Arkansas Tech remains the owner of the Arkansas Tech brand and those entities seeking recognition as official Arkansas Tech sites must adhere to the addressed naming conditions and design guidelines. Using a similar name and design convention allows those interested in Arkansas Tech to more easily access the page that is best suited to their needs.

Facebook Naming Conventions-

Naming Facebook sites should center around searchability, as Google's search engine is designed to pull up sites based on key word relevance.

Facebook acceptable naming conventions include:

- Arkansas Tech
- Arkansas Tech University

When using these conventions, they should be followed with a dash and more specific information about the area.

For example:

- Alumni: Arkansas Tech - Alumni
- Ozark Campus: Arkansas Tech University - Ozark Campus
- Athletics: Arkansas Tech - Athletics

It is also suggested that each site create a specific URL for the page to encourage searchability. This can be done once a page has obtained 25 fans. Each name should include Arkansas Tech and then the specific entity information. No dashes, underscores, numbers or periods should be used. This action is permanent, so please contact the Office of University Relations with any questions before creating the URL.

For example:

- Departments- facebook.com/ArkansasTechSTJ
- Alumni- facebook.com/ArkansasTechAlumni

- University Relations—facebook.com/ArkansasTech
- Athletics—facebook.com/ArkansasTechAthletics

While Wonder Boys and Golden Suns are not restricted, they may not be the best choice in naming a page because the men's and women's athletic teams have different names. Using only one name would diminish effectiveness.

Twitter naming conventions-

Proper naming of twitter sites is more difficult, as there is a 13 character limit. Twitter doesn't allow spaces between words, which makes the use of capitalization more important.

Names should still focus on searchability, as Google and Twitter both have an in-house search engine that is designed to pull up sites based on key word relevance.

Be aware that using Tech by itself is more commonly used to discuss technology.

Twitter acceptable naming conventions include:

- ArkansasTech
- ATU

When using these conventions, they should immediately be followed with information about the specific area. It's preferred that "ArkansasTech" and "ATU" be capitalized, and the first word of the additional information should be capitalized as well.

For example:

- Alumni: @ATUAlumni
- Admissions: @ATUAdmissions
- Athletics: @ATUAthletics
- University Relations: @ArkansasTech

Each Twitter site has a URL automatically created for the account. This encourages searchability.

For example:

- Departments- twitter.com/ATUSTJ
- Alumni- twitter.com/ATUAlumni
- University Relations- twitter.com/ArkansasTech
- Athletics—twitter.com/ATUAthletics

Flickr Naming Conventions-

Naming Flickr sites should center around searchability, as Google's search engine is designed to pull up sites based on key word relevance.

Flickr acceptable naming conventions include:

- Arkansas Tech
- Arkansas Tech University

When using these conventions, they should be followed with a dash and more specific information about the area.

For example:

- Alumni: Arkansas Tech - Alumni
- Ozark Campus: Arkansas Tech University - Ozark Campus
- Athletics: Arkansas Tech - Athletics

It is also suggested that each site create a specific URL for the page to encourage searchability. Each name should include Arkansas Tech and then the specific entity information. No dashes, underscores, numbers or periods should be used. This action is permanent, so please contact the Office of University Relations with any questions before creating the URL.

For example:

- Departments- flickr.com/photos/ArkansasTechSTJ
- Alumni- flickr.com/photos/ArkansasTechAlumni
- University Relations- flickr.com/photos/ArkansasTech
- Athletics- flickr.com/photos/ArkansasTechAthletics

Tagging photos in Flickr:

Because Flickr sorts content by tags, all photos involving Arkansas Tech should include the tags "Arkansas Tech University" and "Arkansas Tech". Additional tags may be used as needed to provide further information about the university.

Accessing Social Media Pages:

Because Arkansas Tech remains the owner of the Arkansas Tech brand, it is crucial that university officials are able to easily access a site should the need to do so arise. Readily available access serves as a way to protect the brand.

Therefore, all university Facebook sites should add the user ArkansasTech NewMedia as an administrator to their Facebook pages.

Since Twitter, YouTube and Flickr do not support multiple administrators, all entities using these forms of social media should supply the account information (username and password) to the email address newmedia@atu.edu.

Customizing Social Media Pages:

It is preferred that users employ simple graphics that are compliant with the Arkansas Tech brand. Contact the Office of University Relations for help with appropriate graphics and page design.

Web colors for reference:

Gold - #FFD520
Md Yellow - #FFE387
Lght Yellow - #FFFCD5

Green - #00553E
Drk Green - #013B25
Lght Green - #79A296

Approved logos for reference:

http://www.atu.edu/urelations/logos.shtml

IV. Guidelines for Engaging in Social Media on Behalf of Arkansas Tech:

Be Transparent: University personnel using social media during working hours should be doing so on behalf of the university for university business and not for personal use.

Be Accurate and Aware: Make sure you have the facts before posting. It's better to verify the information first than to have to post a correction or retraction later. Cite and link to sources whenever possible, as this is a way to build community. If you make an error, correct it quickly and visibly. Double check all written content and photographs in an effort to ensure they are appropriate for the specific site and its audience. Pay close attention to typographical errors and inspect each photograph for obscene gestures, inappropriate logos and/or apparel as well as activities that could place the university in an unfavorable light.

Have a Conversation: Talk to readers as though you were communicating in a face to face situation. This is preferred as opposed to overly "composed" language.

Consider content that's open-ended and invites response, as this helps readers feel connected and included in the conversation. You can also broaden the conversation by citing others who are discussing the same topic and allowing your content to be shared or syndicated.

Add Value: There are numerous social media sites and the best way to have a solid readership is to provide information that people value. In a university sense, this is information that is of use to stakeholders. It may be information about important deadlines, information about events or background information regarding a particular program.

Be Careful: When using social media, university personnel should maintain a professional relationship with students at all times. Comments by employees on matters that are not a matter of public concern could result in employee discipline.

Be Respectful: When posting, you are more likely to achieve your goals while being constructive and respectful. If you feel angry or passionate about a particular subject, it is important to delay posting until you are calm. Additionally, if you are responding to a post or a comment from with a differing opinion, be tactful and transparent in your response. Your reputation and the reputation of Arkansas Tech are best served in this manner.

Check and Update Often: Social media sites should be checked at least twice daily. The reason for this is to ensure a timely response to questions or concerns a user might have. Additionally, the sites should be updated each week with the latest content. At a minimum, post a status update so readers are reminded of the work of your office and key information that you know.

Avoid Over Posting: While social media sites should be updated regularly, updating a site too often will overwhelm users who have subscribed to your content. This causes your posts to have a "junk mail" feel to them and your users will quickly become conditioned to ignore. (1) No more than five posts a day should be made to a particular site. (2) Posts should be made at various times throughout the day in an effort to avoid flooding a user's timeline. (3) Vary your content. If a large number of posts are being added each day, the posts should be different types of content that will appeal to different audiences. For example, event reminders, news articles and photos would each be considered a type of content.

Be Aware of Liability: Those posting content can be held legally liable for content posted on the site. Therefore, avoid posting defamatory, obscene or threatening content.

Admit Mistakes: If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

V. Moderation Guidelines for Social Media:

Arkansas Tech does not endorse or take responsibility for content posted by third parties, referred to as user generated content (UGC). This includes text input and uploaded files (video, images, audio, executables, documents).

In order to ensure participation in the conversation with stakeholders, Arkansas Tech will accept UGC on its pages that may be viewed as positive or negative in the university's perspective, provided the information is in context to the conversation.

Arkansas Tech University reserves the right to remove information at its discretion. Comments and posts should be civil, smart and on-topic. Posts and comments that do not meet these guidelines will be removed.

Additionally, comments that could be viewed as spam will be deleted, and the user posting the content will be reported and/or blocked.

Last updated: June 2011

I have read and will comply with these Social Media Guidelines.

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Name (Printed)   Signature   Date