THE UNIVERSITY *of* NEW ORLEANS

Social Media Guide

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Overview

Social media can be an effective way to communicate, promote and brand the University of New Orleans to multiple audiences. Social media also poses risks to University proprietary information, reputation and communication standards. It should be integrated with larger university and department communications efforts.

This guide is produced by the Office of Strategic Communications to help social media managers and supervisors use social media for official university communications. **Starting November 2019**, all official social media accounts that are affiliated with university units or departments should register with Strategic Communications. Please fill out the registration form here.

It is assumed in this document that you have a basic understanding of social media outlets, how to create an account, how to create a page and how to post, tweet, etc. However, if you need assistance with a basic introduction to social media, please contact socialmedia@uno.edu for help. We will also offer several tutorial sessions.

Goals for External Social Media at the University of New Orleans

The University of New Orleans social media goals should align with the University's mission and vision. They can be described as follows:

- Open, develop and foster new communication channels and engagement among faculty, staff, students, alumni, prospective students and the community.
- Share information about programs, events, departments, groups, individual achievements and other associated external news surrounding the University.
- Increase the University's local, national and global visibility and voice.
- Support the University's mission and core values, goals, programs and sanctioned efforts, including news, information, content and initiatives.

Getting Started

Starter Tips

Create a personal account and spend some time learning how the social media site works, if you're not already familiar with the social platform. There are a multitude of tutorials that exist online to help you learn more about getting around Facebook, Twitter, YouTube, LinkedIn, etc.

Evaluate Your Goals

Before creating social media accounts for your department, think about what your primary goals are.

- Who is your audience? Current students, staff/faculty, potential students, general public?
- How will your activity on social media differ from that of the University's social media content?
- What kind of information will you share with your audience to engage them?

Answering these basic questions will help you better visualize which platforms are suitable for your department or unit.

UNO on Social Media

Currently the University is active on the following platforms:

Facebook
Twitter
LinkedIn
YouTube
Instagram
Flickr

Platform Rundown

Each social media platform offers something different for its users, with each platform reaching a different type of audience. It is important to keep the same tone between various platforms, while utilizing each platform's features to enhance your message.

Facebook

Audience reach/type:
~35+, mature in tone, supports existing relationships, and creates dialogue and discussion.

How to be successful:
Get "likes" by engaging with your audience in a meaningful way. Ask questions to get a dialogue going. Strengthening brand loyalty is crucial for longevity. Imagery and videos go a long way in creating a brand. Use hashtags and hashtag campaigns.

Twitter

Audience reach/type:
>30, used as a listening source to stay up on issues, Twitter has a much larger social influence than Facebook, but a short life span.

How to be successful:
With a limit of 280 characters, posts are time sensitive because the tweets come and go quickly. Post multiple times a day, use pictures, smart and timely tweets. Use hashtags and hashtag campaigns.

LinkedIn Company Page (and Showcase Pages)

Audience reach/type:
30+, professional peer-to-peer networking site. Experts weigh in with their expertise or share data-driven information about your program.

How to be successful:
Short, smart, informative, insightful content. Join groups that share academic interests. Other informative content such as success stories (e.g. scholarships, grants, awards) are acceptable.

Instagram

Audience reach/type:
18-34, a photo-focused platform when used correctly, Instagram can be a highly-targeted, visual advertising medium. It provides brands with 25% more engagement over other social platforms.

How to be successful:
Engage people on a personal level. Try to show a different point of view, look back at history, and show off the campus/department/unit. Showcase students and alumni and, most of all,

have fun, while being appropriate. Hashtags are accepted and highly recommended. Adding to your Instagram story often can help fuel engagement and drive viewers to visit your profile.

Other Platforms

If you are interested in exploring other social media platforms beyond what is in this document, please contact Strategic Communications.

Best Practices

Social media is a great avenue for marketing your department/unit, as well as a great way to engage with your audience. It is important to follow some basic practices to keep the audience interested in a social and positive environment while promoting your department/unit.

FERPA

The [Family Educational Rights and](#) [Privacy Act](#) ([FERPA](#)) laws apply to the University of New Orleans social media. Information that contains addresses, personal email, photos, phone numbers, date or place of birth cannot be shared without the sole permission of the student.

Privacy

Information about individual employees, students, or someone associated with the University of New Orleans should not be named or discussed on social media without their permission. The same rule applies for confidential (e.g. internal policies, procedures, information from informal conversations) and proprietary information or similar information of third parties. Minor information requires permission of parent/guardian.

Timing and Frequency

Typically, weekday mornings are considered the most popular time of day for posts. Try to post at different times of day and follow insights to see when posts engage your users the most.

Finally, you should try to post at least once a day; on Twitter, 2-5 tweets/day is acceptable. Avoid long stretches (i.e. a week or more) of no activity.

Etiquette

When using an officially recognized social media channel associated with the University of New Orleans, assume at all times that you are representing the University. **Avoid personal opinions and views** that are not those of the University, program, department, etc. Use good judgment for your posts, because content can spread anywhere, once it is posted.

Social media is not the right place to discuss or speculate on internal policies or operations.

Exercise discretion, thoughtfulness and respect for your colleagues associates and the University's supporters/community (social media fans).

Copyright

Be aware of copyrighted material. If you are allowed to use or link to material or images, give proper credit to the original source. Do not take images from places like Google/Bing image search, unless they are royalty-free assets. Keep records of permissions received.

University Brand

Be sure to also follow brand guidelines for correct color and font usage where applicable. See identity standards for more information.

Visual Asset

If you are in need of visual assets to include with post copy, you may use images from this Flickr album. You may use online images that are not copyrighted and available for commercial use without attribution, such as those found at Pixabay.com. Please email socialmedia@uno.edu if you have any questions.

Emergencies

During an emergency situation, University of New Orleans Strategic Communications asks that the departments refrain from posting any content on social media, except to re-post from the main social media accounts. Such measures should be followed until emergency protocols are lifted.

Management

Administrative privileges and login information should be given to University of New Orleans Strategic Communications. In addition, it is recommended that at least two people manage and contribute to your social media accounts.

Brand

Imagery associated with the University of New Orleans should remain consistent with the [identity standards](#). **Social media avatars and logos should use one of [UNO's logos.](#)** Additional guidance with graphics and design, such as adding your department's name/title to the logo can be provided by University Marketing. You may request official logos [here](#).

Naming Convention

To remain consistent with the brand, all social media account names should be preceded with **"University of New Orleans"** or "**UNO".** This applies to colleges, departments, units, organizations, student-related organizations, etc.

Examples:
Facebook: University of New Orleans Marketing
Twitter: @UNOMarketing

General Tips for Posts

- Pictures and video generate more attention than text.
- Keep text copy short and precise.
- Check grammar and spelling.
- Use #hashtags where appropriate, but do not overuse a particular hashtag, or use too many.
- Post a variety of relevant, valuable and engaging content. Examples include articles, links, photos, videos and event information.
- Be accurate with information and check/verify your sources and references.
- Check spelling, grammar and keep the language clean.
- Use a weekly or monthly planner and schedule your posts several days in advance, if possible.

Monitoring & Moderating

General Moderating Guidelines

The University of New Orleans encourages our fans, followers and friends to share their thoughts with one another by commenting on a story, feature, tweet or post that speaks to you. We encourage lively, thoughtful and civil conversation.

Responding to Users

It is important to engage and respond to people through your social media channels.

- Try to respond to all comments as soon as possible after they appear.
- Avoid removing something because you do not like it.
- Report any potential or direct threats to the University Police Department immediately.

Press/Media

If the University of New Orleans or a member of the faculty, staff or a student is in the news (positive or neutral story) you're welcome to post links to the news story.

In the rare instances where negative news events involving our institution, faculty, staff or students arise, please refrain from commenting on the social media platforms.

If media attempt to contact you via social media, contact Strategic Communications at pr@uno.edu. Short of simple requests for clarification on calendar items, all media requests should go through Strategic Communications.

Platforms In-Depth

Facebook

Profiles (personal accounts) vs. Pages vs. Group
Users create profiles (personal accounts) and post content to an audience of their choosing (friends, friends of friends, public, filtered audience, etc.). University employees and students should utilize their profiles to administer Pages and/or Groups. Profiles not associated with a person that look like an organization (e.g. Facebook account where you login as program-department@uno.edu), should be avoided as they can create confusion. You may create a second personal Facebook profile using your UNO email account, but realize that you will be managing two Facebook accounts! Note that when a profile account is an administrator to a Page, personal information is not posted via Page unless the user chooses to reveal him/herself.

Pages
Pages help businesses and organizations share stories and connect with people by building a following of fans via "Likes." In most cases people should create pages to share stories about their department or unit. When you create your page, ensure that you fill in as much information about the department/unit in the About section.

Groups
Groups provide a space for people to communicate about shared interests privately or publicly. Groups should be utilized when long discussions are relevant. Profiles can be administrators of Groups, but cannot post as a Group, unlike in Pages. Think of Groups as a discussion Forum.

Content/Photos/Videos
To help achieve strong engagement, it is encouraged to keep the content rich by including photos or videos in your posts. If your posts do not contain either, keep the copy concise.

When posting links, ensure that photos are in the preview. Often Facebook preview will pull image or images automatically from the link and will give the option to choose which image is visible. Sometimes there are no images available from link previews; Facebook gives the option of adding a photo. Refer to the **copyright** section for more information on using photos.

It is encouraged that video posts should be playable from posts. In most cases you will be posting YouTube videos, which can be viewed in Facebook.

Tagging
Use the @ symbol to tag other pages when referring to other organizations, businesses or brands. This will give your page more exposure as well as the other page(s).

Twitter

Accounts
When establishing a Twitter account, you must use your University of New Orleans email account to register it. Strategic Communications should have access information as well. Add a short bio, program/department link and profile image and banner. Remember, tweets are limited to 280 characters.

#Hashtags
Hashtags are a great way to tag a post by adding the "#" symbol in front of a word or phrase (cannot have spaces) to make it easy to search posts. For example, if you are running a campaign with a #ViewUNO, anyone could click that hashtag and would see a search result of all posts using that particular hashtag. Research hashtags before using generic ones. If you want to brand your hashtags, but are not entirely confident about your words or phrases, email socialmedia@uno.edu and we will be glad to give you some tips!

Tagging
Tag other Twitter accounts by using the @ symbol. Remember when you tag other accounts they will see your tweet, which gives you more exposure.

If you start a tweet with an @TwitterAccount, that is considered to be tweeting straight at the account but publicly visible.

Direct Messages
Direct messages are limited to 10,000 characters and can be very useful for side conversations and dealing with negative feedback and comments, and informal conversations.

Content/Photos/Multimedia
Shorten links by using services such as bitly or ow.ly to save character space. Photos no longer take up character space so it is encouraged to use photos and videos to keep the content

quality rich. If you need help learning about these services, contact Strategic Communications.

LinkedIn

Company Page
Just as in Facebook, company pages are administered by individual profile users.

LinkedIn allows only one company page per email domain (@uno.edu), therefore only one University of New Orleans company page may exist. However, LinkedIn has a feature called [Showcase Pages](#) to address the issue of companies having a multitude of sectors and departments. At the University of New Orleans, we encourage departments to establish a Showcase Page. To get help with creating a Showcase Page, please contact Strategic Communications.

Content/Photos/Multimedia
Similar to Facebook, try to include content-rich material that include photos. LinkedIn also previews images in links, but it chooses the image for you. However, you can upload an image to replace the default image. It does not utilize hashtags, but does allow tagging of people and organizations with an @ symbol.

Instagram

Account/Profile
Instagram is an exclusively mobile social media platform; therefore you must download the app on your mobile device (it is available for iOS and Android devices). It is viewable from a web browser, but posts can only be made from a mobile device.

#Hashtags
Hashtags are utilized the same way as on Twitter. They are highly encouraged and useful. There are not character limits in Instagram; therefore users often use many hashtag words and phrases. We encourage the use of hashtags, but keep the number of hashtags low: quality not quantity. Instagram allows for no more than 30 hashtagged items per post.

Tagging
Tagging with an @ symbol is also a feature in Instagram. Tagging can be done by mentioning the user name in the caption (e.g., @UNOMarketing) and/or on the image itself. Utilize either of these tagging methods to give your profile exposure.

Content/Photos/Multimedia
Instagram does not allow links in the posts except in the profile description. Avoid including links in your posts as they will be difficult for users to utilize.

Videos are limited to 1 minute and can include sound.

Photos are your primary avenue of communication to your followers. Avoid posting photos of flyers or other similar materials that are text heavy.

Final Remarks

If you are an employee of the University, be vigilant of both protecting and promoting the University's brand.

The University of New Orleans logos and/or visual identity are licensed and cannot be used for personal social media without permission.

We support reposting of University material on your personal social media account(s). It helps us spread the word about our people and programs.

Resources

Downloads

Instagram Cheat Sheet - download-able UNO instagram cheat sheet

Guides

Social Media Today - the latest news, trends, and tips in social media

Buffer Blog - Buffer's social media marketing blog covers the latest social media tools, analytics, and strategies for Twitter, Facebook, and more.

Social Media Image Dimension Guide – bookmarkable guide to social media image sizes

Tools

Tweetdeck - dashboard for management of Twitter accounts

Buffer – Social media management and scheduling

Bit.ly - Link-shortener

Grammarly – Detects potential grammar, spelling, punctuation, word choice, and style mistakes in writing

GIPHY – online database for GIFs and animated stickers

Photo, video & design tools

Canva - simplified graphic-design tool website

Landscape – free tool to resize, crop and scale social media image sizes

Hashtag Guide

Brand and Campus:
- #UNOProud - Most frequently used
- #UNOBound - Recently accepted? Showcase your excitement for being UNO bound!
- #ViewUNO - Campus photos
- #UNOAlumni - Alumni Network
- #ProudPrivateers - People or pride points related to UNO
- #PrivateersAbroad - Students studying, traveling and living all around the world

Events:
- #PrivateerPlunge19
- #UNOHC2019 - Homecoming
- #UofNO23 | Class of 2023
- #UofNO22 | Class of 2022
- #UofNO21 | Class of 2021
- #UofNO20 | Class of 2020
- #UofNO19 | Class of 2019
- #UNOGrad19 - Graduating Class & Commencement
- #PrivateerWelcome - Move-In Day

Privateer Athletics:
- #NOLAsTeam