Social Media Best Practices

Below are our best practices to help manage your Stetson University social media presence:

Be Authentic: accurately represent your department, team, club or organization. Don't be a sore loser, when a mistake is made, correct it and own up to it.

Be Clear: as a representative of SU, clearly state your group's relationship to the university. When mentioning or promoting other accounts on campus, always link back to their authorized account.

Be Inclusive: be mindful of not only who your followers are but your followers' followers and so on.

Be Prepared: for all accounts on campus, access should be shared by at least two people, one being a staff member, in case one team member is unreachable or no longer at the university. As social roles change hands, please be sure to update our social media team.

Be Professional: all Stetson University social media accounts should be handled professionally. These accounts cannot be treated the same way a private account would be. Posts should be approved in each area prior to scheduling or posting. The staff or faculty member acting as the social administrator for each account is responsible for seeing that all content is appropriate prior to posting. Social media is a form of mass conversation, and regular conversational rules apply. Be respectful, transparent and responsible. Listen to others, provide value to the discussion, and don't be too self-promotional. Think first, post second.

Be Respectful: Social media connects a community and creates conversation, both good and bad. We have to learn to accept the good and bad, but not the ugly.

Be Smart: think before you post. Remember, what happens on social, stays on social. You can always delete a post but you can't erase what someone has seen and already shared. If you have any reservations, don't post, it's better to be safe than sorry.

Be SUcessful: identify your goals, wants and needs; have a strategy in place; know your audience; monitor your analytics; take advantage of the resources provided.

And most importantly, **Be SU:** remember that your account represents Stetson University; read through each of our social media and branding documents to be sure that your account aligns with University Marketing; adopt our best practices and policies.

Social Media Do's and Don'ts

Below are some tips to help manage your Stetson University social media presence:

<u>DO</u> assess the time and staffing resources you have available for social media.

<u>DO</u> allocate resources needed to meet your goals and objectives.

<u>DO</u> select social media platforms based on your goals, resources and audience.

<u>DO</u> a soft launch and use that time to experiment and add content. Start posting updates and adding information well before announcing your site to the university community or outside community. Make sure that the social administrators are comfortable using the site. (See the Stetson University social media policy for procedures governing the establishment of university-related social media profiles.)

<u>DO</u> act like a professional. Social media is a form of mass conversation, and regular conversational rules apply. Be respectful, transparent and responsible. Listen to others, provide value to the discussion, and don't be too self-promotional. Think first, post second.

<u>DO</u> remember that everything you say is public and permanent. Once you publish an update, there's no taking it back. Even if you delete an update or comment immediately, the update is still out there. Assume that anything you say from a Stetson University account could be attributed to Stetson University on the front page of a newspaper, on an online news site or blog, in a TV news report or on other social media sites. Also, before you post, consider whether the update could be taken out of context or misconstrued. If in doubt, don't post.

<u>DO</u> keep your professional and personal viewpoints separate. Remember, you're representing Stetson University. If you manage both individual and departmental accounts on a single platform, take every precaution to make sure you don't accidentally post an update to the wrong account.

<u>DO</u> be accurate. Always verify your information with another source; citing and linking (tagging) it is even better. When in doubt, don't post the information.

<u>DO</u> update and monitor your site regularly for activity.

<u>DO</u> use hashtags when appropriate. Hashtags (such as #stetsonu) allow users to easily find your comments. Coordinate with other Stetson social media users so that everyone uses the same hashtag for major events.

<u>DO</u> get to know your analytics and monitor them.

<u>DON'T</u> dilute your efforts. It is better to do one site well than several sites poorly. Be efficient and effective.

<u>DON'T</u> overshare the same content. It doesn't take much effort to make your post look and sound different. Sharing the same image over can negatively impact your social media presence.

<u>DON'T</u> update so much that it because noise and annoys your followers.

<u>DON'T</u> make knee-jerk reactions to negative comments. If you see a negative comment on your site, don't immediately delete the comment unless it violates Stetson University's published posting guidelines. Take your time to consider whether a response is necessary and to determine an appropriate response if you decide on that course of action; contact Stetson University Marketing's social media desk at socialmedia@stetson.edu and/or your department head for guidance. Sometimes, contacting the individual offline or through a private channel (such as email or direct message) may be better. Recognize that the recipient of the message may post private-channel communication publicly.

Popular Social Media Hashtags at Stetson:
#stetsonu
#stetsonuniversity
#gohatters
#hatterpride
#hattergrad
#newhatter
#hattertravels
#stetsonmusic
#stetsonbusiness
#stetsonart
#stetsonscience
#stetsonlaw

Social Media Response Chart
This social media triage flowchart by social media expert Charlene Li is a helpful reference for how to handle comments on social media: