LAURENTIAN UNIVERSITY
SOCIAL MEDIA HANDBOOK

LaurentianUniversity
UniversitéLaurentienne

#laurentian

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INTRODUCTION

The purpose of this handbook is to support the growth and enhance engagement with social media at Laurentian University.
Where do you fall in?

1) I have never managed a social media account

   - Learn procedures for creating your social media channel and basic strategy.

2) I currently manage a social media account

   - Learn active participation guidelines and best practices.

Here are some examples of official channels that Laurentian currently operates.

Facebook	Laurentian University
Twitter	@LaurentianU @LUVoyageurs
Others	Instagram LinkedIn YouTube Snapchat

This handbook is intended to empower those who currently manage or may become managers of Laurentian's various social media channels. It is to ensure that you have successful programs that align with university's goals.

SOCIAL MEDIA GOALS

We are always looking to improve our social media activities, including adding new properties to our official roster. If you are interested in establishing a Laurentian social media property, it is important to consider what is required and then create a strategy that addresses the following questions:

Purpose:	Why do you need a social media presence? What exactly do you want to achieve?
Objectives:	How will you measure success?
Audience:	Who do you intend to connect with? What are they interested in?
Strategy:	What channels, content, and activities will you use within social media to help achieve your goals?
Team:	Who will be responsible for overseeing and executing your social media activities over time?

If after answering these questions you feel that setting up a social media channel is the right thing to do, we would love to hear from you!

COMMUNITY STANDARDS

It is important to understand the community standards that Laurentian has in place to protect you and the University.

01 Do respect fair use laws for publishing property that is proprietary and copyrighted.

02 Do not post University policy or procedure information, such as detailed program admission criteria.

03 Do give credit where it is due and recognize the source when publishing other's content.

04 Do not post anything that is outside of your area of authority and expertise.

05 Do post content that is suitable for community members of all ages

06 Do not include any personally identifiable information that can be used to locate someone offline.

07 Do follow the terms of service specific to the social media platforms you are using.

08 Do not publish identifiable images of people without first obtaining their permission.

09 Do comply with the University's branding guidelines.

10 Do not add risk to University by posting information regarding restricted areas and facilities.

These standards accompany existing University policies such as:

- **Code of Student Conduct**
- **Respectful Workplace and Learning Environment**
- **Response and Prevention of Sexual Violence**

PARTICIPATION GUIDELINES

The Internet is a public place and postings are essentially permanent.

➢ *Follow these guidelines in order to maximize effective communication and minimize potential risk.*

01 Be strategic. Clearly define what you want to accomplish through social media and how it will integrate with your overall marketing and communication plans.

02 Be respectful. Make sure that you separate fact from opinion and maintain a polite and professional tone, particularly when disagreeing with others who may be antagonistic.

03 Be transparent. Identify your affiliation with Laurentian and do not pretend to be someone that you are not.

04 Be engaged. Commit the necessary time and passion to your social media activities and do not leave extended gaps in your involvement.

05 Be conversational. Enter into a true dialogue with the community, avoid posting one-way messages and disengaging from relevant topics.

06 Be authentic. Speak in the first person and address people by name, allow your personality to shine through.

07 Be accurate. Verify all information that you share and if there is an error, quickly and visibly correct it.

08 Be valued. Share information with others that is useful and will be appreciated, do not post self-promotional messages.

09 Be careful. Information published online is largely permanent so avoid controversial topics and when in doubt, do not post.

10 Be inclusive. Listen to what the community is interested in and talking about to be a relevant and acceptant participant within the conversation.

THE LAURENTIAN VOICE

To ensure social media activity across all university channels consistently reflects the Laurentian brand, community managers should adhere to the following tone:

WE ARE:

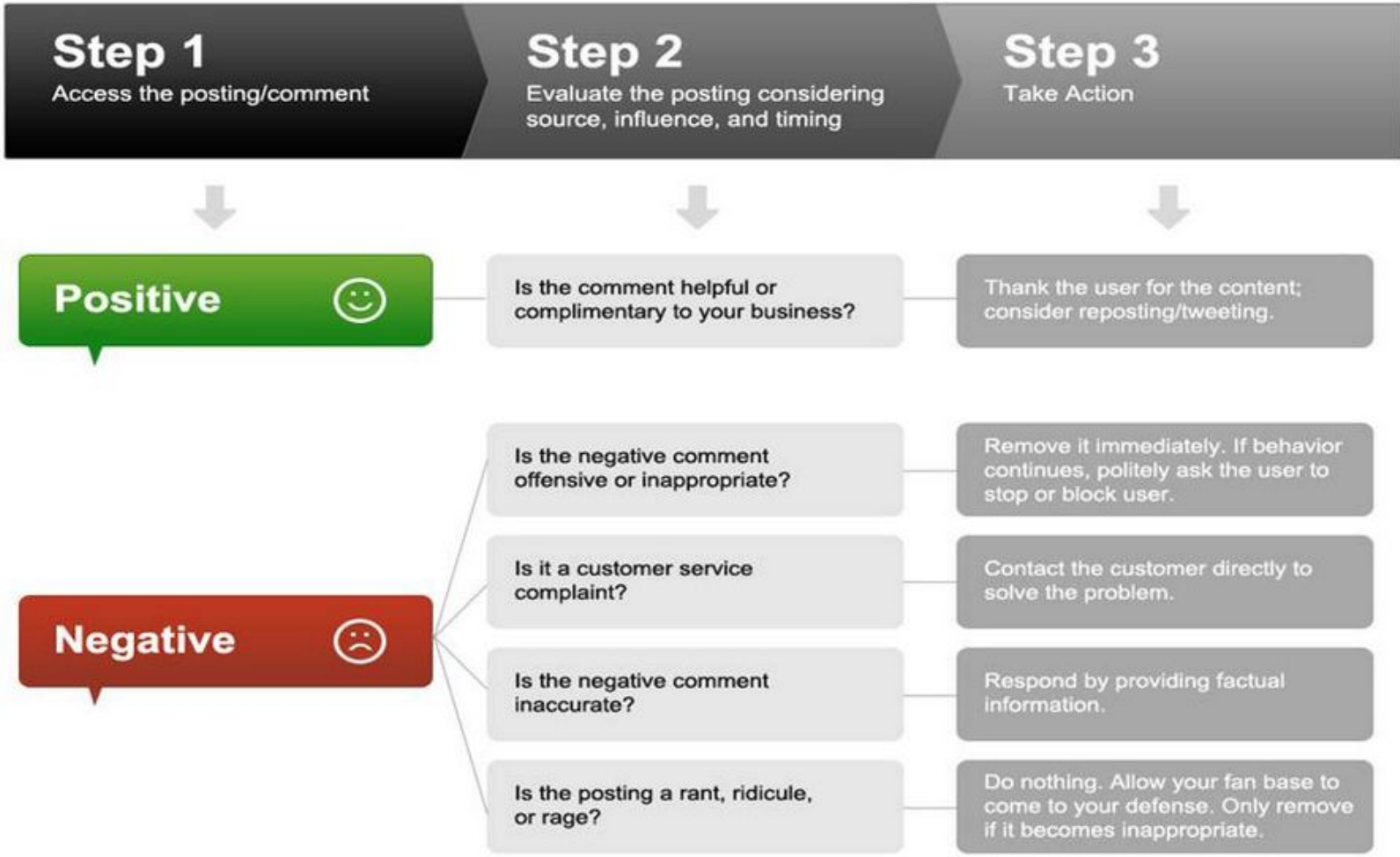
- Approachable, inviting conversation from all
- Personable, addresses people by name and uses channel-appropriate language
- Knowledgeable, comprehensively responds to questions
- Passionate, engaged and enthusiastic within conversations
- Positive, with a consistently optimistic point-of-view

WE ARE NOT:

- Privileged, appearing to talk down from establishment
- Pushy, actively attempting to influence behavior
- Boastful, focused entirely on own achievements
- Superfluous, participating without purpose or objective
- Dismissive, closing down alternative points of view

SOCIAL MEDIA OUTREACH

Social media is a two-way dialogue and the expectation is that you will be active in listening and responding to posts. This means you will come across material that relates to your area or the broader University community. In responding to the posts, please follow the decision tree below to help you make the appropriate action.



COMMUNITY RESPONSE

What is an inappropriate post?

While the majority of comments from users will contribute to an active and interesting community, some will not. The actions below should be considered inappropriate and you should remove comments that:

01 Use profanity and offensive language

02 Include a personal attack

03 Harass or embarrass other members

04 Are an infringement on a copyright law or University policy

05 Advertise a specific commercial service

06 Include a threat of violence

07 Are not appropriate for all ages

08 Encourage intolerance toward a particular group

09 Are included numerous times in a single thread

10 Knowingly mislead other members

If a user consistently creates inappropriate posts they should be banned or blocked from your page our group.

Channel specific recommendations

Here is an overview of six popular social media platforms and some tips on how to best use them.

Facebook: Facebook is the most popular social networking website in the world. It allows members to add people as friends, become fans of companies, and share updates, content, and activities with one another.

- Identity: Decide what type of page best fits your goals, click here to view your options. Create a personalized URL based on Laurentian naming conventions, update page info, photo and description, link to Laurentian flagship Facebook page.
- Content: Create content calendar, post at least once per week. Use an 80/20 rule where 80% of your posts are about your brand's values and 20% are more direct promotions of your events and activities.
- Etiquette: Respond to comments, invite feedback and participation. Encourage brand advocates by liking their content and asking their opinion.
- Networking: Add link to other marketing channels and social networks, promote page in related groups, import relevant content from other channels (e.g. YouTube videos, blogs, Laurentian Web page).

Instagram: Instagram is one of the most engaging social networking website. It allows members to like and share images and short videos.

- Identity: Create an Instagram account, establish a personalized URL based on Laurentian naming conventions, update account info and photo.
- Content: Create content calendar, post at least once per week. Use rule of thirds.
- Etiquette: Invite fan feedback and participation. Use short image descriptions and use hashtags to help describe the topics that your image relates to. Hyperlinks do not appear on Instagram.

CONT'D…

SOCIAL MEDIA CHANNELS

Twitter: Twitter is a popular social networking and micro-blogging service that enables users to share short bursts of information (called tweets) in a largely public manner.

- Identity: Create a Twitter account, name account using Laurentian naming convention, use Laurentian background image from Instagram or our website.
- Content: Create tweet calendar, and respond to tweets in a timely fashion. Use relevant images to help tell a story, consider that you are limited by number of characters. Encourage brand advocates by identifying your most engaged followers and leveraging their content about your brand.
- Etiquette: Respond publicly to public comments, direct message for private or sensitive topics, retweet (RT) relevant and valued content from others, invite feedback from followers and follow back relevant channels. Join or create conversations using relevant or unique hashtags.
- Networking: Add links to other marketing channels and social networks, use Twitter search to find people who are interested in your topic and follow them, fill in profile using keywords, avoid auto-direct messages.

LinkedIn: LinkedIn is a social network for professionals with a strong focus on networking, sharing your CV and finding meaningful employment.

- Identity: Create a LinkedIn account, based on Laurentian naming conventions, update account info and use a professional photo.
- Content: Share your CV with colleagues in your field through LinkedIn. Provide updates on your professional successes and goals.
- Networking: Connect with other professionals in your field at Laurentian and other institutions.
- Promote: Show samples of your work to promote yourself.

Snapchat: Like Instagram, Snapchat is a visual platform that allows for some creative freedom through filters and the use of stories. Use Snapchat stories to engage with followers and have fun with your outreach.

- Identity: Create a Snapchat account, name account using Laurentian naming convention. Your profile image will be a selfie within the iconic Snapchat logo.
- Content: Be in the moment. Snapchat can be more informal than Instagram and appeals to young people due to its candid and fun nature.
- To connect with all your followers post Snapchat stories.

YouTube: Our department can help you develop short videos to promote your service offering and testimonials. These are great for making your Laurentian web page more attractive but also make for content to share on social media. Most videos are hosted on the university's official Youtube channel but a case could be made to host your own YouTube channel if you have enough content.