

Laurentian University

Social Media Handbook



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Introduction

This handbook is intended to empower those who manage Laurentian's various social media channels. It aims to help you achieve your goals, align with the university's goals, and to coordinate our efforts to nurture our online community.

Central accounts:

- Facebook: @Laurentian University
- Instagram and Threads: @laurentianu
- Twitter: @laurentianu
- TikTok: @laurentianu
- LinkedIn: @Laurentian University
- Youtube: @Laurentian University
- Discord: @laurentianulaurentienne



Social Media Goals

We are always looking to improve our social media activities, including adding new channels to our community. If you are interested in establishing a Laurentian social media presence, 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?
- **Time:** Do you or your team members have the time to commit to this large and continuous project? Do consider the amount of time and effort that you will have to put into a social media account for it to be successful.

If after answering these questions you feel that setting up a social media account 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.

These standards accompany existing University policies such as:

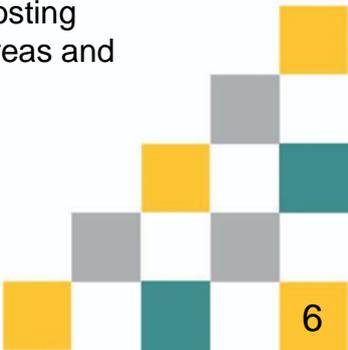
- [Code of Student Conduct](#)
- [Respectful Workplace and Learning Environment](#)
- [Response and Prevention of Sexual Violence](#)
- [Bilingualism at Laurentian University](#)

The Internet is a public place and postings are essentially permanent. Follow these guidelines in order to maximize effective communication and minimize potential risk.

**DO:**

- Do respect fair use laws for publishing property that is proprietary and copyrighted.
- Do give credit where it is due and recognize the source when publishing other's content.
- Do post content that is suitable for community members of all ages.
- Do follow the terms of service specific to the social media platforms you are using.
- Do comply with the University's visual branding guidelines.

DO NOT:

- Do not post University policy or procedure information, such as detailed program admission criteria.
 - Do not post anything that is outside of your area of authority and expertise.
 - Do not include any personally identifiable information that can be used to locate someone offline.
 - Do not publish identifiable images of people without first obtaining their permission.
 - Do not add risk to University by posting information regarding restricted areas and facilities.
- 



BE:

- **Be strategic.** Clearly define what you want to accomplish through social media and how it will integrate with your overall marketing and communication plans.
- **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.
- **Be transparent.** Identify your affiliation with Laurentian and do not pretend to be someone that you are not.
- **Be engaged.** Commit the necessary time and passion to your social media activities and do not leave extended gaps in your involvement.
- **Be conversational.** Enter into a true dialogue with the community, avoid posting one-way messages and disengaging from relevant topics.
- **Be authentic.** Speak in the first person and address people by name, allow your personality to shine through.
- **Be accurate.** Verify all information that you share and if there is an error, quickly and visibly correct it.
- **Be valued.** Share information with others that is useful and will be appreciated, do not post self-promotional messages.
- **Be careful.** Information published online is largely permanent so avoid controversial topics and when in doubt, do not post.
- **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:

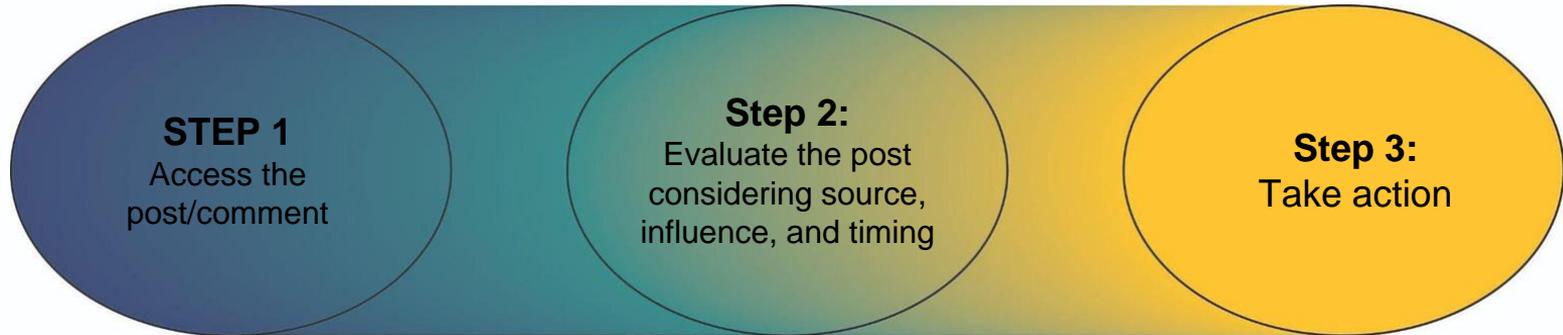
- Approachable: be inviting conversation from all
- Personable: address people by name and use channel-appropriate language
- Knowledgeable: be comprehensive in responses to questions
- Passionate: be engaged and enthusiastic within conversations
- Positive: have a consistently optimistic point-of-view

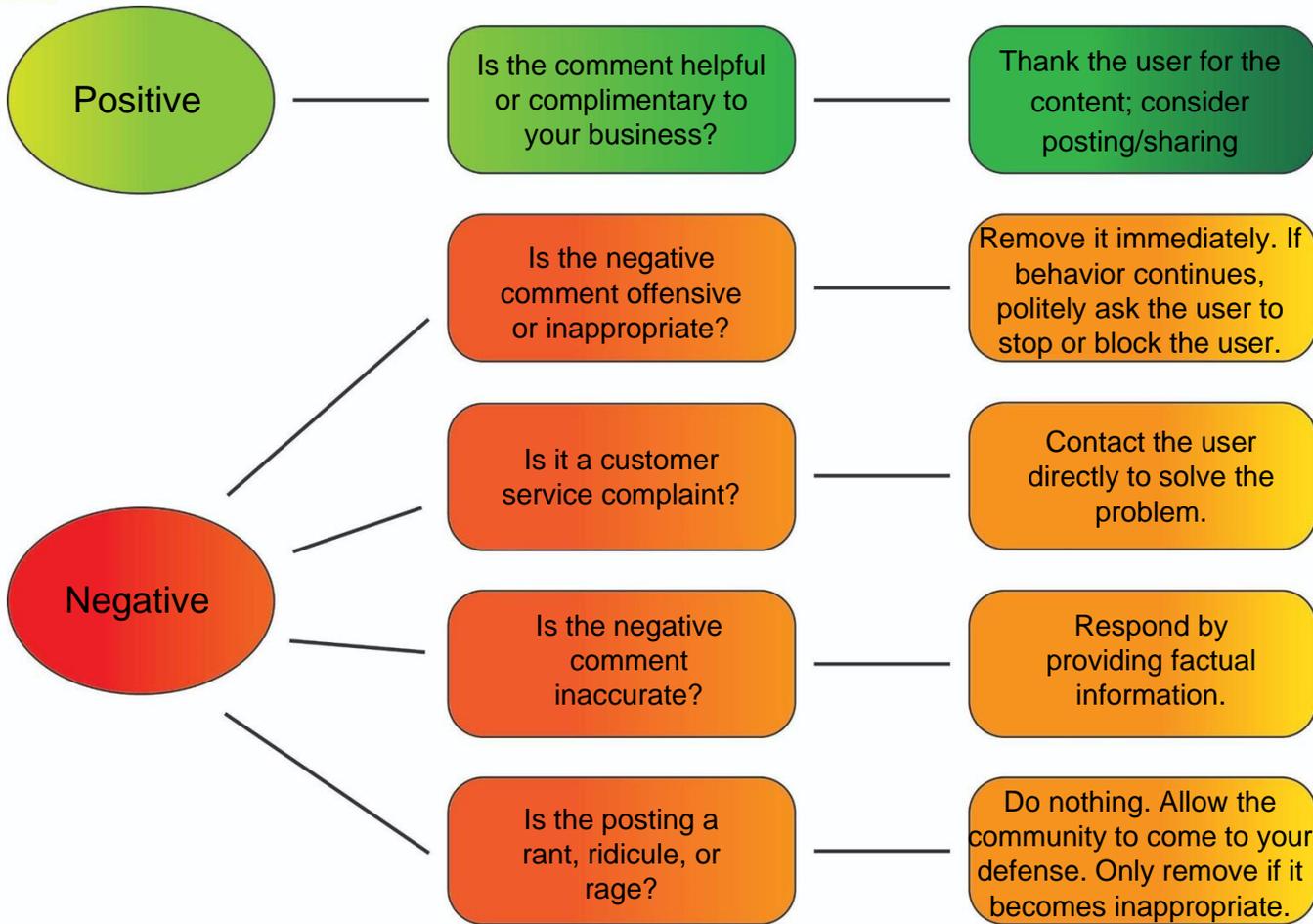
WE ARE NOT:

- Privileged: appearing to talk down from establishment
- Pushy: by actively attempting to influence behavior
- Boastful: by being focused entirely on our own achievements
- Superfluous: participating without purpose or objective
- Dismissive: by 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:

- Use profanity and offensive language
- Include a personal attack
- Harass or embarrass other members
- Are an infringement on a copyright law or University policy
- Advertise a specific commercial service
- Include a threat of violence
- Are not appropriate for all ages
- Encourage intolerance toward a particular group
- Are included numerous times in a single thread
- Are not related to the original post and intend to direct attention to themselves
- Knowingly mislead other members

Community Response

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

If you receive any threats, verbal harassment, inappropriate content, or a human rights concern in your direct messages, please send an email to Security and the EDHRO. This email should contain a screenshot of the content and context to the message(s) and a content warning in the email subject line.

- security@laurentian.ca
- edhr@laurentian.ca

If you suspect that the message sender is in need of immediate assistance, please send them Security's phone number and extension: 705-675-1151 ext. 6562

Social Media Channels

Each social media platform has a different set of characteristics, including style, tone, audience, and content/mediums. Each of these elements are important to consider before sharing any type of message and/or visuals online.

List of Platforms:

- Facebook
- Instagram
- Twitter
- TikTok
- LinkedIn
- Discord
- Threads
- Youtube



FACEBOOK: Facebook allows members to add people as friends, follow companies, and share updates, content, and activities with one another.

Community member types include: alumni, family members, Laurentian supporters, community leaders.

Tone: reserved, informative and family oriented



- **Identity:** Create a personalized URL based on Laurentian naming conventions, update page info, photo and description, link to Laurentian central 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 links to other marketing channels and social networks, promote pages in related groups, import new and relevant content from other channels when appropriate (e.g. YouTube videos, blogs, Laurentian Web page).



INSTAGRAM: Instagram allows members to like and post images and videos.

Community member types include: prospective students, current students and community leaders.

Tone: aesthetically pleasing, fun and engaging posts. Somewhat informative.

- **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 the rule of thirds for photos.
- **Etiquette:** Invite feedback and participation. Use short captions and use hashtags to help describe the topics that your image relates to. Hyperlinks do not appear in Instagram captions, therefore, consider using Linktree and include it in your bio.

Tip: make sure that you understand the meaning behind emojis and hashtags before utilizing them. Please consult <https://emojipedia.org/> for emoji meanings.



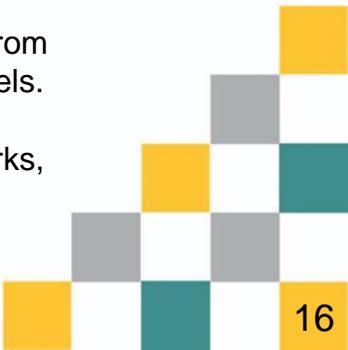


X: X, previously known as Twitter, enables users to share short bursts of information (called tweets) in a largely public manner.

Community member types include: prospective students, current students, alumni, community leaders, faculty and staff.

Tone: informative and update focused.



- **Identity:** Create an X account, name account using Laurentian naming convention, use Laurentian background image.
 - **Content:** Create a post calendar, and respond to tweets in a timely fashion. Use relevant images to help tell a story, consider that you are limited by the 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 search to find people who are interested in your topic and follow them.
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TIKTOK: TikTok allows you to share micro videos and join in on trends that are quick changing.

Community member types include: prospective student, current students, community members

Tone: fun and engaging, conversational videos

- **Identity:** Create an account, name account using Laurentian naming convention.
- **Content:** Trend focused, therefore, you must post often to keep relevance.
- **Etiquette:** Respond to comments, invite feedback and participation. Encourage brand advocates by liking their content.
- **Networking:** Create connections by following trends and tagging others.

Tip: to save and share a TikTok video on different platforms, remove the watermark by utilizing this website: snaptik.com. If you need instruction, please do reach out.





Discord: Discord is a communication platform made up of servers and group chats that can be moderated by humans and bots.

Community member types include: prospective students, current students, alumni, and community members

Tone: fun and engaging, conversational

- **Identity:** Create an account, name account using Laurentian naming convention.
- **Content:** Conversations of any kind that follow the rules of engagement.
- **Etiquette:** Respond to messages, invite feedback and participation. Encourage participation by prompting with questions.
- **Networking:** Create connections between students based on similarities in background and graduating year.





Threads: Threads is a similar platform to X. It allows users to share short bursts of information (called a thread) in a largely public manner.

Community member types include: prospective students, current students, community leaders, faculty and staff.

Tone: informative and update focused.

- **Identity:** Create an X account, name account using Laurentian naming convention, use Laurentian background image.
- **Content:** Create a post calendar, and respond to tweets in a timely fashion. Use relevant images to help tell a story, consider that you are limited by the 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, re-share 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 search to find people who are interested in your topic and follow them.



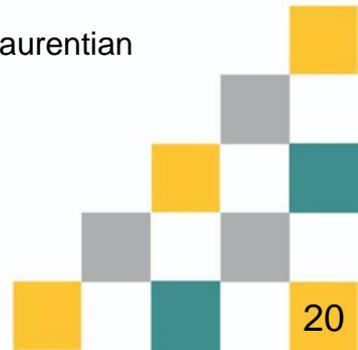


LINKEDIN: LinkedIn is a social network for professionals with a strong focus on networking, sharing your CV and finding meaningful employment.

Community member types include: current students, alumni, faculty, staff and community leaders.

Tone: informative and celebratory of community successes.

- **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.





YOUTUBE: Most videos are hosted on the university's official YouTube channel and our department can help you create a playlist to promote your service/department. However, a case could be made to host your own YouTube channel if you have enough content.



Contact

If you have any questions do not hesitate to reach out!

Email: socialmedia@laurentian.ca