

Warner Pacific College Social Media Guidelines



Contents:

- Use of Social Media
- Warner Pacific's Social Channels
- Guidelines for Those Who Maintain WPC Social Media Channels (employee/student)
- General Guide for Using Social Media
- Fundamental Guide
- Addendums
 - Creating a Social Media Presence to Promote WPC
 - Platform Specific Tips

#warnerpacific

Use of Social Media

At Warner Pacific College (WPC), we recognize that social media sites are important and influential communication channels for our community. Because the lines may be blurred between professional, personal, and institutional voice when using social media, WPC crafted these guidelines to help. They apply to faculty, staff, and students who use social media on behalf of WPC, whether a department, club, group, organization, or event. These guidelines also apply when talking about work or discussing topics related to jobs or WPC on personal pages or feeds.

In both professional roles and personal lives, employees of WPC need to follow the same behavioral standards online as they would in real life. The same laws, professional expectations, and guidelines for interacting with students, parents, alumni, donors, co-workers, media, and other college constituents apply. Employees are liable for anything they may post to social media sites.

The primary purpose of social media is to build online communities and make connections between people who share common interests.

This Social Media Guideline includes information you NEED to know, along with tips to aid your success. This guide is a living document that will be updated from time to time as the social media landscape continues to shift.

Don't Forget Your Day Job

Interacting on social media sites can be fun and productive, but please make sure that it does not interfere with job responsibilities or commitments to students.

Warner Pacific's Social Channels

WPC's official social media presences are:

- <https://www.facebook.com/WarnerPacific>
- <https://www.facebook.com/wpcknights>
- <https://www.facebook.com/warnerpacificadp/>
- <https://twitter.com/WarnerPacific>
- <https://twitter.com/wpcknights>
- <http://www.linkedin.com/company/warner-pacific-college>
- <http://www.linkedin.com/edu/school?id=19212&trk=tyah>
- <http://www.youtube.com/warnerpacificcollege>
- <http://www.youtube.com/wpcknights>
- <http://instagram.com/wpcollege>

Like and follow Warner Pacific.

Only the official social media channels of WPC (above) may use the WPC logo or mark (or that of the Knights) as an avatar.

Other social media channels for WPC as well as clubs and organizations can be found here: <http://www.warnerpacific.edu/directory/connect-with-wp-socially/>.

Guidelines for Those Who Maintain WPC Social Media Channels (employee & student)

Administrators of either official WPC social media channels or employee profiles, club and department accounts are subject to all applicable state and federal laws as well as College policies, faculty, staff, and student handbooks, regulations, and policies, such as FERPA, HIPAA, and NAIA Regulations. Any content or online activity created by a poster or site moderator that violates these ordinances or contains or leads to the release of a student's private personal information is strictly prohibited.

Confidential information is protected by privacy laws, especially FERPA: "The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education."

College employees or College contractors - do not engage in any conversations or post any information regarding student records. Some examples of student records include names, admission status, GPA, Social Security number, and any/all other information that would be covered by FERPA. If students request help, you can direct them to a secure discussion platform, such as phone, email, or in-person meeting.

Protect confidential medical records, as specified by HIPAA: "The Privacy Rule protects all *'individually identifiable health information'* held or transmitted by a covered entity or its business associate, in any form or media, whether electronic, paper or oral." Examples of protected information include: "...the individual's past, present, or future physical or mental health or condition, the provision of health care to the individual, or the past, present, or future payment for the provision of health care to the individual, and that identifies the individual or for which there is a reasonable basis to believe can be used to identify the individual."

Social media has changed the face of communication and recruiting in collegiate sports, and all WPC employees must abide by NAIA regulations when interacting and communicating on social media platforms. Also, all employees must refrain from contacting (tweeting and friending) prospective student-athletes on social media until after they have signed a Letter of Intent with the school.

The College does not endorse or use any social media as a secure means of communication for online business transactions or matters involving personal information. The College will not ask for, nor should an individual send, credit card or payment information, classified information, privileged information, private information, or information subject to non-disclosure agreements via any social network internet communication service.

Do not engage in personal affairs under the guise of your WPC entity's social site.

Unless the site or page is an official account, please add this disclaimer: All content posted here does not necessarily reflect the views/ opinions of the College.

When photographing a student for social media, ensure the student knows your intent.

Regarding the posting of faculty and staff pictures, exercise proper judgment and discretion in determining whether to post such pictures and to seek permission in any instance where faculty or staff would have some expectation of privacy. Be respectful of employees' privacy considerations.

Sharing pictures of events and people is why most social platforms exist. Please make sure all photos posted are in focus, and their facial expressions are congenial.

Respect copyright law. "Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed."

Utilize available graphics to reinforce the College brand. Do not abuse the WPC logo. Social media icon/profile image for channels should comply with the WPC branding standards. Only official WPC social media channels can use the WPC logo as an avatar. Others are advised to work with the Marketing Department on the creation of an appropriate avatar that could incorporate the logo. Avatars should either be a photograph related to entities, an approved logo image, or another appropriately branded image.

WPC employees who have authority to update WPC social media sites should not post personal information or personal updates.

Employees must adhere to regular employee policies and standards of conduct found in the Faculty Handbook and the Personnel Policies Handbook.

Please follow the terms of use for the social media platform. These rules are constantly changing so it is up to employees to maintain compliance.

Posting content to third party applications such as social media sites releases ownership rights to and control of that content. For this reason, do not share any restricted-use photos to which you may have access.

If you are a faculty member using social media as a means of communicating information to your students, it is best to only use it as a supplementary form of communication and not the primary form of communication.

Please read and follow the General Guidelines for Using Social Media below.

General Guide for Using Social Media

These guidelines are for your personal use of social media channels (especially if you share Warner Pacific news and information) and for administrators on pages representing Warner Pacific (official and unofficial). Please use Warner Pacific College, Warner Pacific, WPC, or WP (do not use just Warner) when referring to the College.

Think through who you friend/follow. Consider the implications of friending, liking, following, or connecting with a co-worker or student. For example, there could be the potential for misinterpretation of the relationship or the potential of sharing protected information. Relationships, such as faculty-student, supervisor-subordinate, and staff-student merit close consideration of the implications and the nature of the social interaction.

Think before you post. There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, delay posting until calm and clear-headed. Only post pictures that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

You are personally responsible for the content you publish on blogs, wikis, social channels, or any other form of user-generated content. Individual posters can be held liable for commentary deemed to be a copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts). Increasingly, employers are conducting web searches on job candidates before extending offers. Be mindful that what you publish will be public for a long time—be sure that what you post today will not come back to haunt you.

Be mindful that all posted content may be subject to review in accordance with WPC's employee policies and other guidelines. Warner Pacific does use social media monitoring services.

Maintain transparency by being thoughtful about your content and honest about your identity. If you identify your affiliation with WPC in your comments, readers may associate your remarks with the College, even with the disclaimer that your views are your own. We urge you to put a disclaimer in your "about me" section such as: "The postings on this site are my own and do not represent WPC's positions, strategies, or opinions."

Monitor comments. Social media platforms are not like websites. They enable two-way conversation with your audience. So please, converse with your audience. Reply to posts. Comment on items. Respond to direct messages. Some sites allow you to review and approve comments before they appear. At your discretion, delete spam comments and block any individuals who repeatedly post offensive or frivolous comments. We encourage you to discuss ideas and situations civilly. Don't pick fights online.

Maintain confidentiality and privacy; protect your identity. While you should be honest, don't provide personal information that scam artists or identity thieves could use. Don't list your home address or telephone number. It is a good idea to create a separate email address that is used only with social media sites. Do not post confidential or proprietary information about WPC, its students, alumni, or employees. Use good judgment and follow the College's policies and federal requirements, such as the Family Educational Rights and Privacy Act.

Avoid pseudonyms. Never pretend to be someone else. Tracking tools trace supposedly anonymous posts back to their authors.

Correct mistakes. If you make a mistake, admit it. Be upfront and quick with corrections. Take time to proofread posts before publishing.

Be accurate and make sure the facts you post are in fact, facts. Verify the information before posting. When possible, link to the source. You are encouraged to link to information and pages found on the Warner Pacific website (warnerpacific.edu).

Does it pass the publicity test? If the content of your message would not be acceptable for face-to-face conversation or over the telephone, it's not acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or 10 years from now?

Don't use the WPC logo or make endorsements on your personal sites.

Are you photos: in focus, germane to the subject matter of your post or page, and okay to use (meaning the people in it know your intentions to share).

Fundamental Guide

Our best guide on what to post and how to interact on social media can be found in the College's core themes:

- Cultivating a Christ-centered learning community
- Collaborating with and for our urban environment
- Fostering a liberal arts education
- Investing in the formation and success of students from diverse backgrounds

Also keep in mind that Warner Pacific College strives to create an environment and ethos that models inclusive excellence. Inclusive Excellence refers to creating a college environment for all Warner Pacific community members, which includes:

- Opportunity, access, and success
- Equitable climate and culture
- Learning development and engagement
- Transformational curriculum and scholarship for an urban context
- Institutional infrastructure – capacity building

Remember, you are an agent of the College. Everything should ultimately support the College’s mission to be a Christ-centered, urban, liberal arts college dedicated to providing students from diverse backgrounds an education that prepares them to engage actively in a constantly changing world.

Remember, social media is ever changing. New platforms are constantly added; students shift which platforms they are using as parents and authority of authority move in to that landscape. This guide is fluid, not definitive and will be updated as the communication mediums change.

Agreement

I have received and read a copy of the College’s Social Media Guideline and understand its contents. I understand that the College expressly reserves the right to change, modify, or delete its provisions without notice.

Name

Signature

Date

ADDENUM

Creating a Social Media Presence to Promote WPC

Before you create a social media presence intended to promote or represent the College, please consult with the WPC Web Content/Marketing Specialist (marketing@warnerpacific.edu).

Define your goals and create a strategy. Determine what you want to accomplish. Who are you trying to reach and with what information? Perhaps there are other established marketing avenues that will get you to your goal (WPC's official social channels or another established social presence, the Signpost/Shield, WPC website). Understanding your reasons for wanting a social presence will help you choose the appropriate tool(s), create relevant content, and understand the best way to reach and engage your target audience.

Identify administrators. These are the people who will be responsible for the content. There should be two or more and should include the WPC Digital Marketing Strategist. These administrators will have the primary responsibility for updating and monitoring the channel.

If you have multiple administrators posting to the page, create a schedule or content calendar to prevent over posting.

Choose the appropriate social media tool. Not everyone should have a Facebook **and** a Twitter account. Take time to determine what social media channel your audience uses. Choose the tool that best meets the goals and focus on building a strong presence there.

Allot the appropriate amount of time manage the page. Many social sites have internal algorithms that measure content, images, and followers to determine if and to whom the post will be served. Plan on posts only been shown to about 16% of the audience.

Name yourself clearly and concisely. Identify the program, club, organization, or group and its affiliation to WPC. A good example is the Associated Students of Warner Pacific College. This clearly shows that it is a page for the students, by the students.

Before you launch your social site (and after you have approval to do so), create the avatar, a cover photo (for Facebook) or background (for Twitter), and some content to post. Take time to research best practices on how to engage the audience and promote your social site.

Direct posts or links back to information on the WPC’s website when possible.

Use videos and photos on social media to drive engagement. Photos posted on social media pages should favorably portray the College and the persons depicted in the photos. The following guidelines should be used when posting photos:

- Photos of children should not be posted without express consent from their parents, except photos taken at public events. Even then, use great caution when posting photos of young children.
- Photos of public events can be posted on social networking sites, however they must be appropriate. Examples of photos that should be avoided include but are not limited to: photos involving alcohol, nudity, violence (even mocked), profanity, and graphic scenes.
- Photos taken on occasions that are not public, such as a workshop or class, should have a release or approval from the people included, even if verbal.

Platform Specific Tips

Snapchat

As a social platform, Snapchat is designed for transparency. Images on this social platform are taken with camera phones and generally not edited outside of the platform. Snapchat creates an experience for followers, making them to feel they are receiving behind the scenes peeks.

*For official Snapchat profiles managed for the College’s use, please provide your profile username to the Marketing Department to aid in promotion. Currently, Community Life and Admission Counselors are authorized to create and maintain a Snapchat profile representing the College, officially, to reach current students and prospective students.

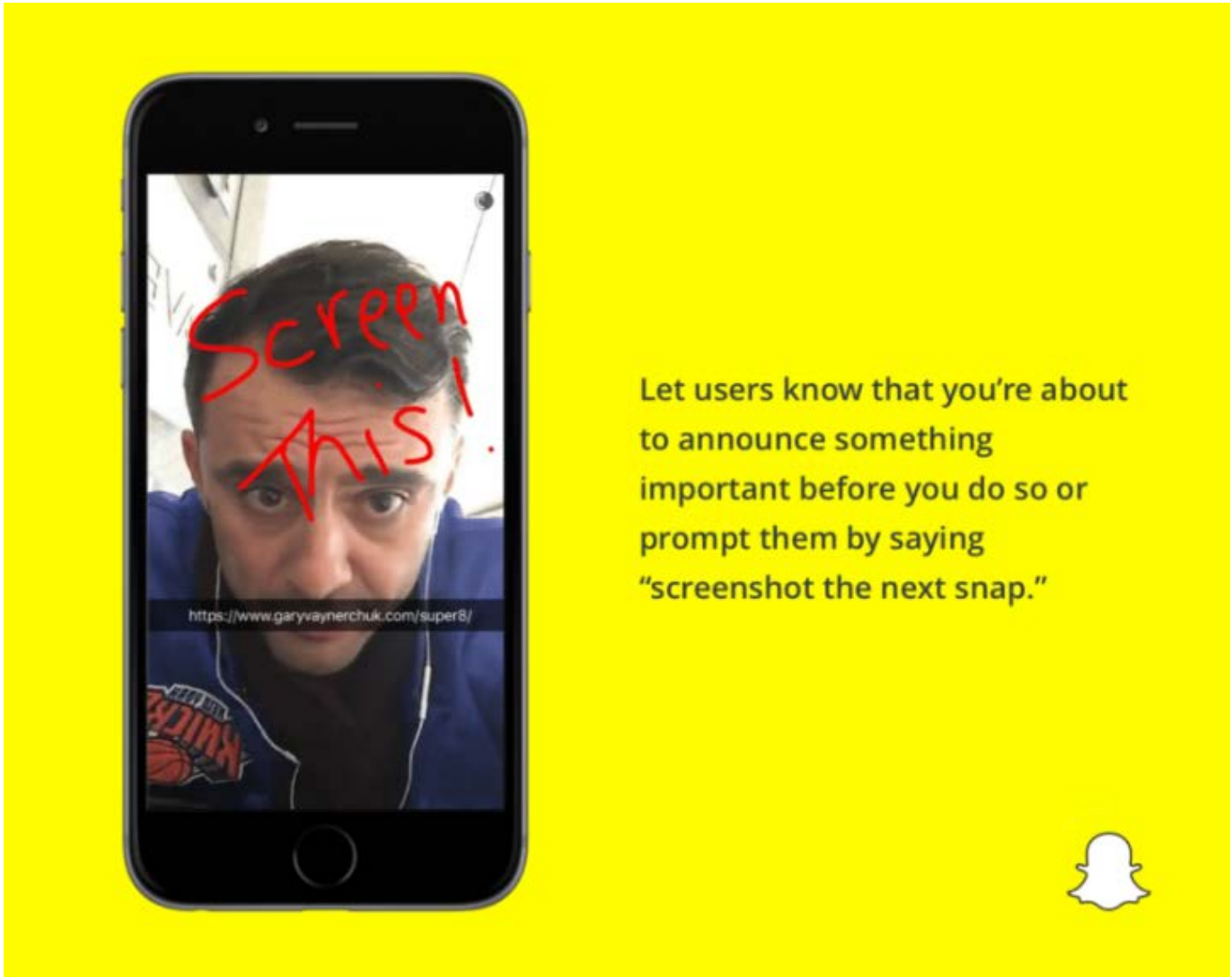
- Manage your settings. Snapchat’s settings are pretty basic, but there’s one setting that can help a lot: if you don’t want just anybody sending you photos or videos, use the default setting to only accept incoming pictures from “My Friends.”
- Decide how long your photo can be viewed. Mix it up; have some snaps last the full 10 seconds and others just 1 or 2 seconds. Think through overall message before snapping. Grubhub provides great ideas for using Snapchat to drive sales for T’s and C’s pizza. The food delivery service mixes slides of text with videos of a coupon code being revealed before asking for people to visit a webpage.(See image from Adespresso blog below)



Modify the example above to announce a student event, share an uplifting story, etc.

NASA and The Washington Post both capture what it means to use Snapchat to tell stories.

Do you want users to visit a link? Tell viewers to screenshot the image with the link posted. (See example from Buffer's blog posted April 20, 2016)



Let users know that you're about to announce something important before you do so or prompt them by saying "screenshot the next snap."

- Like anything posted on social, there's no guarantee that photos and videos will disappear forever, and it never hurts to remind users never to send media that could be embarrassing to them or anyone depicted if seen by grandparents, employers, or college administrations officers.
- Snapchat lets you know when your message has been opened and—usually—if it has been captured and saved by the recipient.
- To share content with everyone, use the Stories option.
- To track successfulness of Snapchat, daily record the number of views and divide by the number of snaps. This creates a VPS, or views per snap. This metric partnered with tracking the number of followers will give a good indication on the success of the content.

Need a better measurement of Snap's effectiveness? Offer a unique promo code. Use of this code isolates traffic from the platform from anywhere else.

- Keep it real. Snapchat is designed for “real life” friends and in the moment spontaneity. It doesn't enable people to search for new “friends,” but there are still ways to find people you don't know (such as finding their Snapchat username on other services and “adding” them to your Snapchat friends list). Engage your snappers:

- o Try scavenger hunt contests
- o Best doodle contest
- o Share photos during the setup for an event
- o Have exclusive “Snapchat” only offers

- Remember, you don't need to snap every day!

Facebook

There are many ways to present information and maintain contact with fans of Warner Pacific on Facebook. Consult with the Marketing Department before creating any presence on Facebook representing the College.

Groups – Groups have varying levels of privacy and security. These are a terrific option for clubs since members can talk directly to each other, share information, and set notification levels. Often posts from a group will appear in an individual member's newsfeed whereas those by a page won't. Groups allow the audience to stay more connected.

Events – organize friends and fans around a single point in time, customize the security, and export the Facebook event to other calendars. Events can be set up through personal profiles or if you are the administrator of a page, it can set up an event there. Encourage friends to share the event via their profiles to increase awareness.

Profiles – individual pages in Facebook used to interact with friends and share information, photos, and thoughts. Some users are also creating alternative profiles based around their work to engage a specific audience without sharing personal information and details. Such profiles need to be created with the same care as a page. Reach out to the Marketing Department before going down this path – the Warner Pacific page or a group may be a better solution.

Pages – a public profile specifically created for businesses, brands, celebrities, causes, and other organizations. Unlike personal profiles, pages do not gain "friends," but “likes” (fans) - which are people who choose to follow a page. With updates and changes to how Facebook allows posts by pages to be seen by individuals, think of a Facebook page as an interactive web page. To be seen by fans, spend time creating and curating relevant and interesting content that will elicit likes, shares, and comments by fans. Facebook has a complex algorithm that measures over 100,000 factors before serving the post up to the newsfeed of fans. (See image from a July 2015 TechCrunch.com article below.)

This is why it makes more sense for clubs and organizations to provide content to the student body compilation Facebook page (under ASWPC) or create a group.

How Does Facebook Choose What To Show In News Feed?

News Feed Visibility = * I x P x C x T x R

Interest Post Creator Type Recency

I Interest of the user in the creator	P This post's performance amongst other users	C Performance of past posts by the content creator amongst other users	T Type of post (status, photo, link) user prefers	R How new is the post
---	---	--	---	---------------------------------

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

- Content is key. Images are incredibly effective, in some cases garnering 39% more engagement. Consult Facebook’s image guidelines for the best sizing.
- Create simple and engaging content and always proofread before publishing.

- Timing impacts visibility for posts on a page. To increase the likelihood content will be seen, refer to Facebook page insights that will show when fans are on Facebook.
- Scheduling posts is easy for page managers. After typing a post, the blue “publish” button appears in the lower right side of the screen. Click the caret to find more options, including the ability to schedule a post. This time saving tip allows users to post even when not online.
- Less is more with the number of posts on Facebook pages.
- Be engaged with your fans. Like their comments to your posts and reply to their comments. Converse with them.
- Ensure photos are in focus, contain good text, and the people in them are okay with the photo being used.

Twitter

Twitter is a micro-blogging site that allows you to post short messages (140 characters) as well as images and video. All your posts show up in your followers’ stream. Twitter encourages frequent posting and reposting of others content you find interesting and relevant. While proper grammar is encourage, due to the message size constraints, clever wording and abbreviations are allowed.

When referencing Warner Pacific in your tweets, please include #warnerpacific or @WarnerPacific to link your tweet to the College.

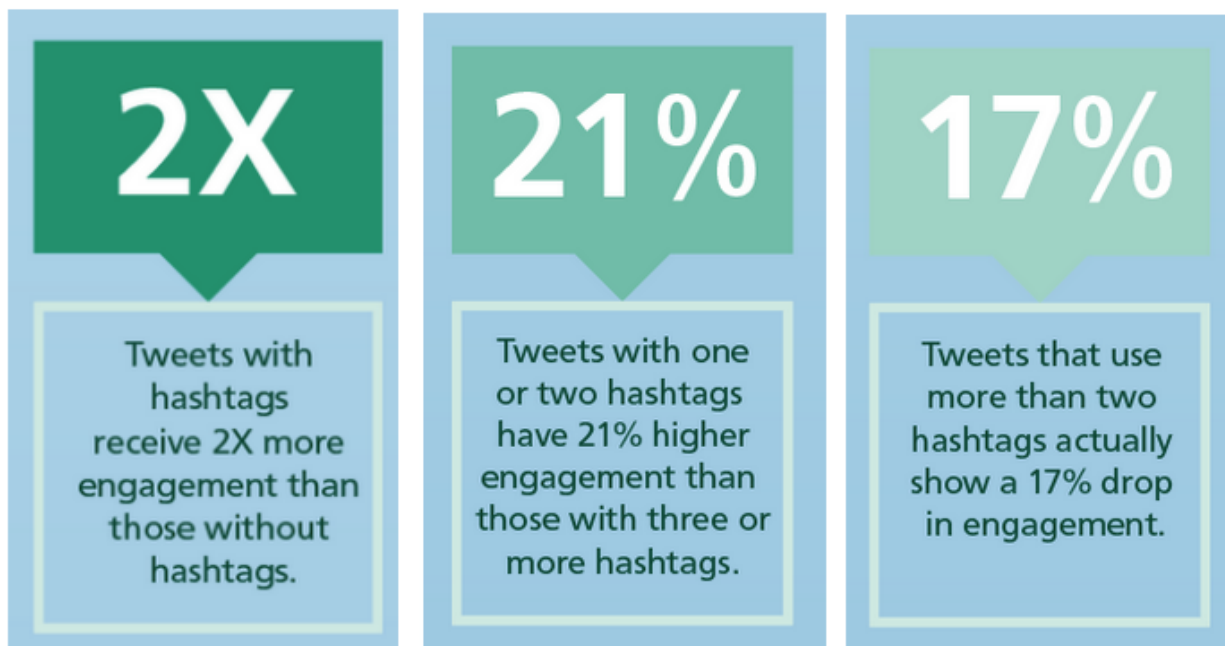
A hashtag (the pound sign # followed by a word or string of words) immediately expands the reach of your tweet beyond just those who follow you, to reach anyone interested in that hashtag phrase or keyword. It organizes content for ease of access.

The College maintains one official Twitter account; we encourage you to create your own Twitter account if you’d like to share ideas and news that interests you.

- Stay under the 140 character restriction.
- Use a URL shortener such as bit.ly or TinyURL to limit URL length.
- Tweet regularly to build a following.
- Use hashtags to group content and create a following. Hashtags consist of using the # symbol followed by subject words such as #WarnerPacific or #pdx. However, using too many hashtags in a tweet will not only take up character space dilutes the

message.

- Tweet (re-tweet) the content posted by another Twitter user that is relevant or interesting to you (and those who follow you).
- Incorporate other Twitter accounts. Using the @ sign allows other Twitter accounts to be included in the tweet, such as @WarnerPacific.
- "Favorite" tweets on your feed that you agree with but may not want to share or re-tweet. It is like "liking" on Facebook.
- Who should you follow? Just because they follow you doesn't mean you have to follow back. Don't follow out of obligation, follow who is relevant to you. Being selective on followers ensures your Twitter feed to contain the tweets you want to see.
- Because Twitter feeds contain all the tweets from those you follow, the shelf-life of a tweet is pretty short. You will still want to consider carefully the information you tweet; it is permanently in your feed and could be found with a search of keywords or hashtags.



YouTube

The College maintains a YouTube account that contains all the school's videos such as promotional, Chapel, events, testimonials, and commercials.

To get your video featured on Warner Pacific's official account, send it to the Marketing Department.

Instagram

The College maintains an open Instagram account (wpcollege) that shares photos from events, the campus, activities, etc., as well as images specifically created to inform about a major, event, our mission, or academic reminder. Photos from followers are also shared through this account.

As with all other social media platforms, speak to the Marketing Department if you'd like to open an account to represent a Warner Pacific club, department, or organization. Often, including your photos in the main feed will garner more attention than opening another account. Make sure photos are in focus, timely, and if there are people in the photo, you have permission to post it.

If you post photos pertaining to Warner Pacific activities on your personal Instagram feed, we urge you to tag Warner Pacific (@wpcollege) and/or use our hashtag #warnerpacific.

Hashtagging in Instagram is a great way to get your photos seen by a lot of people, if your account is open. Practically any word can and is a hashtag on this platform. Interactions are highest on Instagram posts with 11+ hashtags.

Recently, Instagram began to order images from the time you post the original image, not when you added a hashtag. This means that you will no longer be able to add hashtags to your Instagrams after the fact and expect them to show up at the top of hashtag searches. It is important that you include all the necessary hashtags at the time of posting. Be thoughtful and thorough - create hashtag lists if you have to.