

# Warner Pacific College Social Media Guidelines



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# **#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.





















**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

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

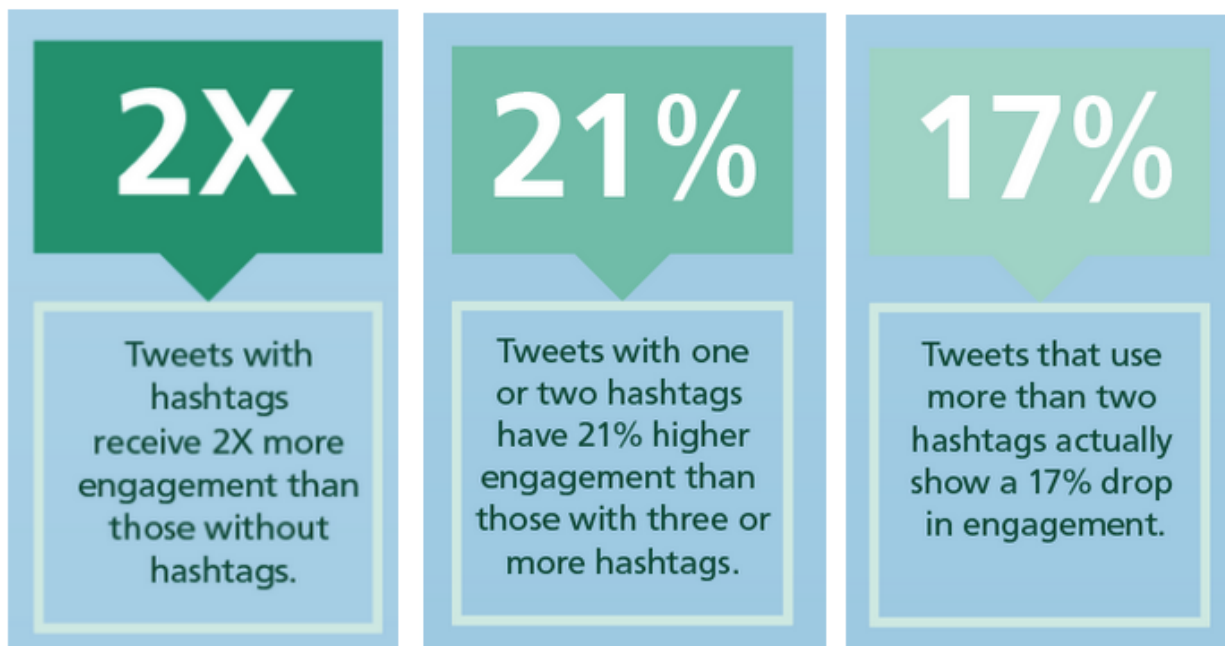
A hashtag (the pound sign # followed by a word or string of words) immediately expands the reach of your tweet beyond just those who follow you, to reach anyone interested in that hashtag phrase or keyword. It organizes content for ease of access.

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.