

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 you are talking about work or discussing topics closely related to your job and/or WPC on your personal page or feeds.

In both your professional role and personal life, 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 supplementary tips to aid your success. This 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 your job or commitments to our students

Warner Pacific's Social Channels

WPC's official social media presences are:

- <https://www.facebook.com/WarnerPacific>
- <https://www.facebook.com/wpcknights>
- <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>

You are encouraged to “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)

If you are an administrator (in some form) for one or more of the official WPC social media channels and/or you've created a page or profile in which you promote yourself as a WPC employee, department, club, or organization, please carefully consider the information below.

Follow 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 and/or online activity created by a poster or site moderator that violates these ordinances or contains/leads to the release of a student's private personal information is strictly prohibited and should be removed.

Protect confidential information with 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."

If you are an employee of the College or provide work for the College, 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."

The world of social media has changed the face of communication and recruiting in collegiate sports and all WPC employees are asked to abide by NAIA regulations when interacting and communicating on social media platforms. In addition, we ask that all employees 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.

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

If there is an option to add information on your site/page (unless it is an official WPC site/page), please add this disclaimer: All content posted here does not necessarily reflect the views/opinions of the College.

If you photograph a student with the intent of publishing that photo on social media, you should ensure your subject knows your intent. All students are advised on the Student Dashboard on the website that photos taken of College activities may be used to promote the College in various mediums.

Regarding the posting of faculty and staff pictures, it is recommended to 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. The key is to be respectful of employees' privacy considerations.

Sharing pictures of events and people is why most social platforms were developed. Please make sure all photos posted are in focus, their facial expressions are congenial, and there is nothing outrageous in the background.

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 our logo. Your social media icon/profile image for your entity 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. Your avatar should either be a photograph related to your entity, an approved logo image for your entity, 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 your duty to stay up to date.

Please understand that by posting content to third party applications such as social media sites, you are almost always releasing ownership rights to and control of that content. For this reason we ask that you 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.

Careful consideration of who you friend/follow should be taken. 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, it's wise to delay posting until you are 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 enable supposedly anonymous posts to be traced back to their authors.

Correct mistakes. If you make a mistake, admit it. Be upfront and quick with your correction. Take time to proofread your 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 may not be 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 adults move in to that landscape. This guide is not definitive but fluid 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

ADDENDUM

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 Web Content/Marketing Specialist. These administrators will have the primary responsibility for updating and monitoring the channel.

If you have multiple administrators posting to the page, please create a schedule or content calendar so you do not over post. Try assigning one person to cover certain events or topics.

Choose the appropriate social media tool. Not everyone should have a Facebook *AND* a Twitter account. You will want to take time to determine what social media channel your audience uses. You don't have to use every existing social channel just because it is available. Choose the tool that best meets your goals and focus on building a strong presence there. According to a 2013 Pew Internet study, most Twitter users are 18-29 years old black men, with some college, and live in an urban environment. The majority of Facebook users are 18-49 years old women, with some college, and live in urban areas. (NOTE, your audience may not exactly line up with these national statistics.)

Make sure you have the appropriate amount of time to devote to successfully managing your page. Many social sites have internal algorithms that measure content, images, and followers to determine if and to whom your post will be served. Your posts may, in all reality, not reach even a third of your followers or fans, especially on Facebook.

Name yourself clearly and concisely. Identify your 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 your 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 your audience and promote your social site.

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

No paid advertising on the social media channel is allowed at this time (see WPC Marketing & Communication Manger if you have questions).

Avoid using third party vendors to create contests or other features.

Using photos on social media is a great way to have your post seen. 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

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, make sure you’re using the default setting to only accept incoming pictures from “My Friends.”
- You get to 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.
- Screen capture is possible. So there’s no 100% 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, future love interests, or college administrations officers.

- You'll be notified (most of the time). Snapchat lets you know when your message has been opened and—usually—if it has been captured and saved by the recipient.
- There is no auto mass sharing unless you use the story feature on SnapChat so contact is one-on-one (keep the above guidelines about communicating to students in mind).
- As a very visual medium, there is no way to adjust a photo once it is taken other than to doodle on it before sending. That means if it the photo is poor quality, you can't improve it other than deleting it and taking another (advisable). You can snap photos of flyers and posters to send out (that would be a great way to promote events). Try drawing on a white board and snapping that out.
- There is no successfully way to track engagement – just keep that in mind if you are trying to measure effectiveness of SnapChat.
- Keep it real. Snapchat is designed for “real life” friends; 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:
 - Try scavenger hunt contests
 - Best doodle contest
 - Share photos during the setup for an event
 - Have exclusive “SnapChat” only offers
 - Utilize the college story feature
- Remember, you don't need to snap every day!
- Promote your SnapChat profile with the help of the Marketing Department. Since you can't invite friends, utilizing our official social media platforms and other marketing mediums, we can help you increase your SnapChat friend following.

Facebook

There are many ways to present information and maintain contact with fans of Warner Pacific on Facebook. Please consult with the Marketing Department before creating any presence on Facebook whereby you intend to represent the College.

Groups – user created assembly of individual profiles organized around a topic, interest, or event (such as Alumni). 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 may allow you to stay more connected.

Events – organize friends and fans around a single point in time. You can customize the security. You can also export your Facebook event to other calendars. Events can be set up through your personal profile or if you are the administrator of a page, you can set up an event there. Friends

can share the event via their profile to increase awareness. And you can invite friends to attend or support the event.

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. We encourage you to speak to the Marketing Department before going down this path as utilizing the Warner Pacific page or a group may be a viable 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, you might want to think of a Facebook page as an interactive web page. To be seen by fans, you need to spend considerable time creating and curating relevant and interesting content that will elicit likes, shares, and comments by your fans. Facebook has a complex algorithm that measures over 100,000 factors before serving your post up to the newsfeed of your fans. (See image from a July 2015 TechCrunch.com article below.) This is why we really encourage clubs and organizations to consider a group or providing content to the student body compilation Facebook page (under ASWPC).

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

Interest Interest of the user in the creator	Post This post's performance amongst other users	Creator Performance of past posts by the content creator amongst other users	Type Type of post (status, photo, link) user prefers	Recency 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.
- Be creative in your post writing but don’t get so complex that your point is not clear. Always proofread before publishing (you can go back and edit if necessary).

- Timing impacts visibility for posts on a page. To increase the likelihood your post will be seen, refer to your Facebook page insights that will show you when more of your fans are on Facebook. In general, the best times to post will be during lunch or after dinner.
- Scheduling posts is easy for page managers. When you type a post, you will see the blue “publish” button. When you click the caret, you will find more options, including the ability to schedule a post. This will save you time since you can schedule posts to appear when you are offline.
- Less is more with the number of posts on Facebook pages. Try to keep it to 1 – 2 posts per day and only post 2 – 3 times a week. With the exception of creating a photo album, avoid making multiple updates in a short time span.
- Be engaged with your fans. Like their comments to your posts and reply to their comments. Converse with them.
- Ensure your photos are in focus, contain good content, and the people in them are okay with you posting the photo.

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.

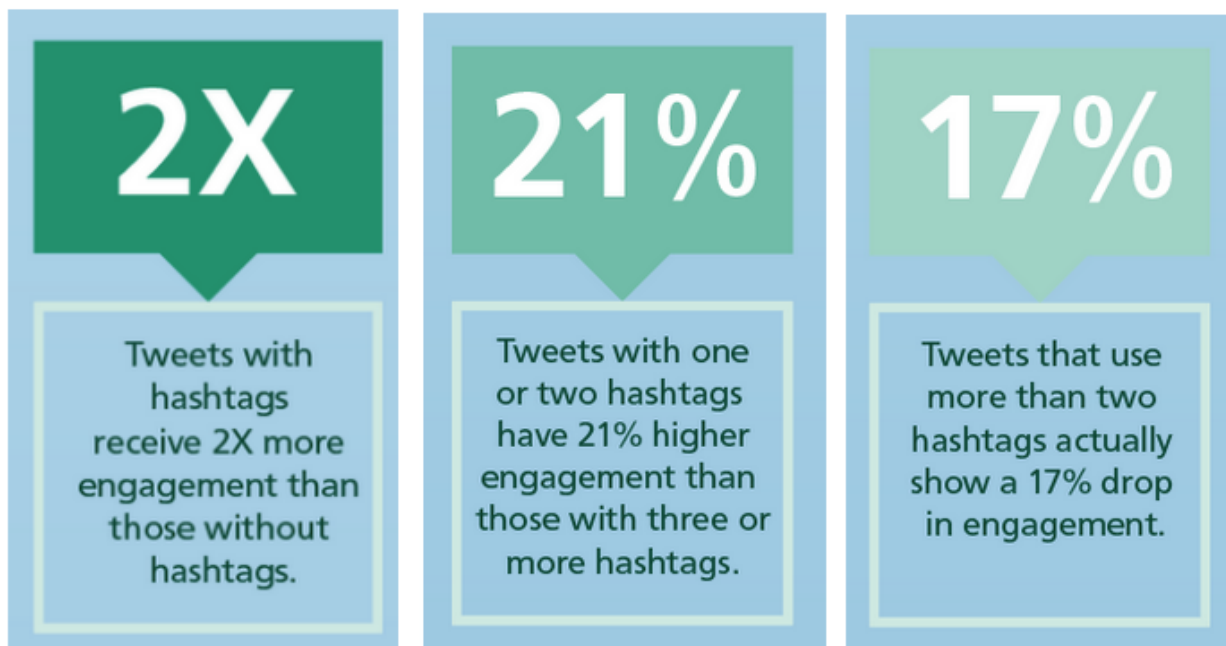
A hashtag (the pound sign # followed by a word or string of words) immediately expands the reach of your tweet beyond just those who follow you, to reach anyone interested in that hashtag phrase or keyword. It organizes content for ease of access.

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. It is best to leave up to 10 extra characters to allow for re-tweets from other users.
- Use a URL shortener such as bit.ly or TinyURL to limit URL length.
- Tweet regularly to build a following. Once or twice very few hours every day is acceptable.
- 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 but may dilute your

tweeted message. You can also stay in touch with news and events by following certain hashtags. (See image below.)

- 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 your 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 them. Don't follow out of obligation, follow who is relevant to you. You want 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.

You are encouraged to send video to the Marketing Department to be considered for inclusion on the official feed.

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 may also be shared to others through this account.

We try to capture the vibrancy of our active campus. To that end, you are encouraged to forward photos of events and gathering for inclusion in the College's Instagram feed.

As with all other social media platforms, you are advised to speak to the Marketing Department if you think 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 your activities more attention than opening another account.

Please make sure your photos are in focus, timely, in line with the tone of your feed, 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.