

## Guidelines for Launching a New Social Channel

**Naming:** Give careful consideration to the naming of your social media site. Your site's name should be concise so as to take up as few characters as possible while conveying clearly the identity of the channel. In many cases, for example, it would be better to preface the site name with WCU rather than Western Carolina University.

**Graphics:** Graphic elements (i.e. profile pictures, banner graphics, icons, avatars) must be properly branded, as outlined in the WCU Style Guide and should be consistent with all of your marketing collateral. See WCU's Intellectual Property Policy for more information on using photos and other graphics.

**Setting Community Guidelines:** Most social media sites allow visitors to post comments and otherwise interact within the virtual community. Convey expectations for community behavior on your site by posting the Community Guidelines in a visible area (where applicable). For Facebook posts to page, visit "Settings" and turn ON post moderation.

**Coordinating Across Campus and Beyond:** When your approved social media site is ready for launch, the social media manager will link to it from university listings and will help promote it to the appropriate audiences. Your site administrator(s) will become a member of the WCU Social Media Administrators group, which provides resources to users who are managing official social media sites.

**Managing Content:** Before your social media site(s) goes live, develop a strategy for the types of posts, content and interactions needed to accomplish your social media goals. The social media manager can assist you with developing this strategy to include elements of branded messaging and to foster the overarching goals of the Integrated Communications and Marketing Plan.

**Keep it professional:** Be sure before you submit a post to any platform that you have used proper spelling and grammar. In cases of character limits, use text-shortening tactics like numbers for words and abbreviations in moderation.

**Public Record:** Any thing you post to social media channels is a public record. This means that both the posts of the employee administrator and any feedback may be considered part of the public record.

**Ensure proper handling of trademarks and copyright:** By posting content to any social media site, you agree you own or otherwise control all of the rights to that content. Media such as photographs and videos are copyrighted, including those commissioned by the university. It is ideal to only post photos you have taken

yourself or have permission from the photographer to use; however, should you need to use graphic content created by someone else, please contact WCU General Council. Photographs create by WCU photographers available on Flickr and by calling the photography department are free to use without consent by general council.

Moderate comments and post by others: This specifically regards Facebook. Ensure your pages settings allow you to approve posts on your page by others before those posts are shared.

Understand crisis procedures: Read and ensure your understanding of WCU's Communications Crisis Plan. Understand the difference between 'communications crisis' (an instance of hacking or viral negativity on your own social media account or other accounts mentioning and tagging your accounts) and 'crisis communications' (the use of communications platforms such as social media to communicate to the public as well as students, faculty and staff, a crisis taking place on or near campus).