BEST PRACTICES
OF
SOCIAL MEDIA

UK CAFE WORKSHOP • JULY 13, 2016
WHAT IS SOCIAL MEDIA?
SOCIAL MEDIA IS DEFINED AS MEDIA DESIGNED TO BE DISSEMINATED THROUGH SOCIAL INTERACTION, CREATED USING HIGHLY ACCESSIBLE AND SCALABLE TECHNIQUES ONLINE.
UK SOCIAL MEDIA POLICIES
Social media is a powerful communications tool that has a significant impact on organizational and professional reputations. Because the use of social media may blur the lines between personal voice and institutional voice, the University of Kentucky (“University” or “UK”) has established the following policies to clarify how best to enhance and protect the University, as well as personal and professional reputations, when participating in social media.

Both in professional and institutional roles, employees are expected to follow the same behavioral standards online as they would in the real world. The same laws, professional expectations, and guidelines for interacting with students, parents, patients, alumni, donors, media, the general public, and other University constituents apply.

*Employees are accountable for any institutionally related content they post to social media sites.*
PROTECT INSTITUTIONAL CONFIDENTIAL & PROPRIETARY INFORMATION

• **Do not** post confidential or proprietary information about the University, its students, employees, patients, or alumni.

• Employees must follow applicable federal requirements, including but not limited to:
  – FERPA
  – HIPAA

• Employees who share confidential information do so at the risk of disciplinary action or termination.
ADHERE TO ALL APPLICABLE UNIVERSITY REGULATIONS, POLICIES AND PROCEDURES

• Use Social Media in a manner that complies with University regulations, policies and procedures, including but not limited to:
  – Governing Regulations
  – Administrative Regulations
  – Human Resource Policies & Procedures
  – Ethical Principles & Code of Conduct
  – Policy Governing Access to & Use of University Information Technology Resources
  – Policy on Discrimination & Harassment
  – UK HealthCare Code of Ethics
  – Behavioral Standards in Patient Care
  – UK Hospital Policy on Photography & Video of Patients & Employees
DO NOT USE UNIVERSITY LOGOS OR TRADEMARKS WITHOUT PERMISSION

• Any use of UK logos, trademarks or other images must have prior approval.
• Do not use official logos, trademarks or any other University images or iconography on personal social media sites.
• Do not use UK’s name to promote a product, cause or political party or candidate.
• Please reach out to Becky Simmermacher if you have any questions about logo use!
ADHERE TO COPYRIGHT AND FAIR USE LAW

• When posting, be aware of the copyright and intellectual property rights of others and of the University.
  – If posting something from an article or news source, be sure to site where you obtained the information (remember to tag & thank them too!)
  – The same applies for photography & video…
• Questions about fair use or copyrighted material should be directed to UK’s Office of Legal Counsel:

  Campus Location
  301 Main Building
  Lexington, KY 40506
  (859) 257-2936
  http://www.uky.edu/Legal/
GENERAL
SOCIAL MEDIA
BEST PRACTICES
THINK TWICE BEFORE POSTING

• Privacy does not exist in the world of social media.
• Make sure you’re posting as the correct person.
• Consider what could happen if a post becomes widely known and how that may reflect both on the post and the University.
• Search engines can turn up posts years after they are created, and comments can be forwarded or copied.
• If you would not say it at a conference or to a member of the media, consider whether you should post it online.
• If you are unsure about posting something or responding to a comment, ask your supervisor for input or contact UK’s Office of PR and Marketing.
STRIVE FOR ACCURACY

• Check your facts before posting them on social media.
  – This is especially important when using a hashtag or slogan … make sure you know the proper meaning behind it first (DiGiorno Pizza #WhyIStayed)

• ALWAYS review content for grammatical and spelling errors, always.

• Be a team player – if you see another department’s post that is incorrect, false, or has grammatical errors, please reach out to that person or their supervisor in charge so the problem can get fixed asap. Chances are it’s just a simple mistake.
BE RESPECTFUL

• Understand that content contributed to any social media site could encourage comments or discussion of opposing ideas.

• Responses should be considered carefully in light of how they would reflect on the post and/or the University and its institutional voice.

• If a negative conversation escalates, it’s best to try and move the conversation offline for a resolution.
BE ACTIVE

• A social media presence requires diligent care and attention.
• An effective social media site requires regular updates and fresh or engaging content.
• Good housekeeping rule: Check your accounts at least 1-3 times each day.
  - The more you respond and stay on top of your followers comments, questions and shares, the more your engagement rate will go up and the more you'll continue to get interaction from those who follow you!

^ This is found on the left side panel of your page.

→ This is found on the right side panel of your page.
CONSIDER YOUR AUDIENCE & ITS POTENTIAL REACTION TO YOUR CONTENT

• Be aware that a presence in the social media world is or easily can be made available to the public at large.
• This includes prospective students, current students, current employers, colleagues, peers and the general public.
• Consider this before publishing to ensure the post will not alienate, harm, or provoke any of these groups.
ON PERSONAL SITES, IDENTIFY YOUR VIEWS AS YOUR OWN

• Do not use UK’s social media pages to promote your own ideas, thoughts, opinions, or promotional materials.

• If you identify yourself as a UK faculty or staff employee online, it should be clear that the views expressed are not necessarily those of the institution.
DO NOT ANNOUNCE UNIVERSITY NEWS

• Do not be the first to announce University or departmental news on a social media site unless pre-approved by the Office of Public Relations.

• The Director of Public Relations is the official spokesperson for the University.

• Only WUKY is authorized to announce University news without prior approval from UK’s Office of PR and Marketing.
NOTIFY THE UNIVERSITY

• Departments or University units that have a social media page or would like to start one, MUST contact UK’s Office of PR and Marketing to ensure all institutional social media sites coordinate with other UK sites and their content.

• All institutional pages must have a full-time appointed employee who is identified as being responsible for content.
  – Ideally, this should be the unit head of the department.
  – If you have multiple people in charge, make sure you get together and establish roles and responsibilities so there’s no confusion or miss-communication.
HAVE A PLAN

• Departments should consider their messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date.
• UK’s Office of Public Relations and Marketing can assist and advise you with your social media planning.
  – This is good to have in a crisis, or if the main person who monitors your social media accounts is gone or on vacation, someone can step in and know exactly what to say and do.
LINK BACK TO THE UNIVERSITY

• Whenever possible, link back to the College website or the University website.
• When sharing information off of either website, make sure to tag the College and/or UK
  – This will make your social platform look credible, trusted and a part of the “bigger picture”
PROTECT THE INSTITUTIONAL VOICE

• Posts on social media sites should protect the University’s institutional voice by remaining professional in tone and in good taste.

• No individual unit should construe its social media site as representing the University as a whole.

• Consider this when naming pages or accounts, selecting a profile picture or icon, and selecting content to post.

• Names, profile images, and posts should all be clearly linked to the particular department or unit rather than to the institution as a whole.

  – Please get with Becky Simmermacher to do update your profile images (Due date Aug. 15th)
WHAT IS ENGAGEMENT?

THE INTERACTION BETWEEN PEOPLE AND BRANDS ON SOCIAL NETWORKS.

EX: LIKES, COMMENTS & SHARES.
IMPROVING ENGAGEMENT

• Content is King – Quality content encourages viewers to take note, consume information and share feedback.

• Invite your viewer and audience to be a part of the community & play along
  – Tag them in the photo
  – Ask questions →
  – Run a contests or Q&A →
  – Post an article including a specific statement or pointing to specific content
  – Have a call to action!

• Make it more personal than promotional
WHAT IS REACH?

Reach is the number of eyeballs your content is getting.

“Total reach” is the number of people that have seen your post on a platform.
UNDERSTANDING REACH

- **Organic Reach** – The number of unique people who saw your post on their feed.
- **Viral Reach** – The number of unique people who saw your post published or shared by a friend.
- **Paid Reach** – The number of unique people who saw your post through a paid and targeted ad.
LEAVE THE GOOD.
LEAVE THE BAD.

GET RID OF THE UGLY ...
WHAT IS BAD?

NEVER ➔ DELETE BAD POSTS
....SO, THEN WHAT IS UGLY?
BEST PRACTICES FOR FACEBOOK.
FIND YOUR VOICE

• Assign someone on your team (Facebook Ambassador) to establish a consistent voice across all of your accounts.

• Encourage and reach out to co-workers and colleagues to bring their ideas to the table for collaboration, that way everyone on board has a stake in the success.

• Don’t be afraid to be personal – not all of your posts have to be serious. Incorporate some of your department’s personality …
  – Show your audience what’s happening in your department, such as fun events. Let the community see how AWESOME you are 😊
  – Share information about what your students are participating in …
  – Or you can do inspiration posts, quotes, or memes that directly relate to your department and speak to your audience.
IMAGES, VIDEOS & LINKS

• USE IMAGES OR VIDEO IN POSTS WHEN POSSIBLE.
  – Research demonstrates that posts containing images and video get more engagement than posts with just text.

• If you’re posting a link, be sure to include a 1-2 sentence tease on the article or video so that the viewer can get a preview on why you’re sharing it, and why they should take the time to click on it.

• Update your cover photos frequently to keep your pages fresh and seasonal.
When mentioning a friend or a business page, use the “@” symbol in your status post to tag him or her; i.e., @SusanSmith ... Facebook will auto-populate the name and the person/business page will get a notification that they’ve been tagged in the post!

If someone comments on your post, make sure you respond to their comment and tag them using the “@” symbol; i.e., “Thank you @SusanSmith, we hope you’re having a great day too!”

A follower might “check-in” to your page ... be sure you like their check-in, and then comment on their post; i.e., “Thanks for stopping by the Arboretum.” Or “We hope you enjoy your day at the Arboretum!”
SHARES & LIKES

• If you haven’t already, **LIKE ALL OF THE CAFE SOCIAL PAGES!!** If you’re not sure how to find the page, then ask the people in this group! You can also search for them in the search bar...
  – Bookmark all of the UK CAFE Facebook pages in a separate bookmark folder on your browser. Since there are so many FB accounts, this is a great way to access a page quickly.

• Check your Pages Feed once a day to see what’s happening on your department’s social network. NOTE: Your personal News Feed will not include your Pages Feed posts unless you personally follow those pages yourself.
  – This is a great way to get ideas from those pages you follow - clicking the “Share” button to repost items from other pages.
  – **SHARE** at least a Pages Feed post once per week to engage with your audience (however make sure to tag them in the post!)
  – **LIKE** your Pages Feed posts every day! Again, it will boost your engagement and get others talking about you. Another great way to get your name out there! Feel free to also comment on others posts!

• If a follower shares your post, then like it! If there’s room to comment on the post, go for it (and tag them in your comment!)
VISITOR POSTS

• If you have your settings open so that your followers can post to your wall, make sure to monitor their posts.

• Review it, then respond accordingly:
  – Leave the good, Leave the bad, get rid of the ugly.
  – If it’s good, LIKE it! If it merits a comment from you, feel free to leave a comment 😊
  – If it’s bad, leave it alone, but don’t encourage the behavior by liking or commenting on the post.
    • If they continue to harass and/or spam your account, then reach out to them and explain to them it’s not the platform for this type of behavior and then decide if you think appropriate to hide their posts or leave it.
  – If it’s ugly, then contact them via messenger explaining why that behavior is not tolerated and that you’ll be hiding their post.
    • If it really escalates, then reach out to UK PR for guidance.
MESSAGES

• If a follower or non-follower messages you, make sure to answer them in a timely manner. Remember you are the face and voice of the University, so respond with great customer service use phrases like, “Hello!” “Kind Regards” and “Thank you for your message.”
  – Have pre-written responses set up so that you and anyone who is active on the account can stick with the same tone of voice.
  – If you’re unsure of the answer, point them in the right direction to find an answer.

• If you’re not sure of the correct answer to their question, reach out to a few people in your department to get the correct answer, and then respond back.
DON’T SPAM.

• Don’t jump in on irrelevant conversations and posts just to market your department or program.

• Tagging businesses or people in your posts that have nothing to do with the post, can be seen as annoying and spam.

• Auto-sharing from Twitter & FB can also be spam and uninteresting to your followers ... Be aware →

• Keep posts relevant, concise, entertaining and helpful to your followers! You know them best, so post things you think they’ll be interested in, don’t post just to post.

• Avoid posting more than 3 posts in 24 hours. Give your posts time to “marinate” 😊
BEST PRACTICES FOR TWITTER.
AGAIN, DON’T SPAM.

• Don’t jump in on irrelevant hashtags and conversations just to market your department or program.

• Mentioning every person in your feed to draw their attention to a piece of content or offer is annoying.

• Keep tweets relevant, concise, helpful to your followers and spam-free.

• If someone follows you, follow them back. Let them know that you’re a real person and care. However, make sure to check their account first to see if they are a spammer …

• Don’t overuse hashtags! 😊
DIRECT MESSAGES

- DMs are great for when you need private information, such as a phone number or address.
- You’re only able to DM someone who follows you and vice versa.
- Do not send auto-DMs to your followers, it’s considered spam.
  - They are not engaging and you aren’t reaching out personally for relationship building.
@REPLIES

• Respond and interact with other tweets by using their @username.

• If you want more people to see it, just put a period or other marker in front of the username or rephrase your sentence so that the @username isn’t first. Example: “.@username Thanks!”

TWITTER HANDLES

• If you’re talking about someone who is on Twitter, use their @username.
  – It’s polite
  – Your community wants to know when you’re talking about them
  – Great ego boost
  – Encourages those who are mentioned to share what you’ve posted and to engage with you and your community in the future!
HASHTAGS

- By using #hashtags, you’re exposing yourself to a wider audience.
- They are meant as a shortcut to explain what your tweet contains or to show that you are a part of a conversation or event.
- If you decide to jump into a hashtag conversation, make sure that you’re contributing value to the conversation instead of just promoting your page.
RETWEET (RT)

• Retweet’s are a great way to boost your community’s members content and make them feel good!
• If there’s a link you want to track or a grammar/spelling issues you want to fix before RT’ing, you can edit the tweet and post it as “RT @username: Ag is awesome!”
SCHEDULING TWEETS

• Great for when you’re not able to be online, publish content when your community’s most active, or just want to plan your content in advance!

• The key is to monitor your scheduled posts.
  – Could be a detrimental in times of crisis, e.g. global disasters, national tragedies, etc.
  – Turn off any scheduled posts in times of crisis even if it’s not directly related to your brand.
  – Global events can erupt, creating an unsightly environment for off-topic content.
  – Posts could unintentionally become the source of controversy during a crisis.

  • EX: LiveNation scheduled tweet at RadioHead concert →

  Help us create a @radiohead photo album from the show! Share your Instagram photos from the show tonight with the hashtag #RadioheadTO

  Reply Retweet Favorite

  12 RETWEETS 3 FAVORITES

  0:01 PM - 16 Jun 12 via TweetDeck: Embed this Tweet

  Corey Hirs ( @alanguru )
  well done managing your pre-scheduled tweets @LiveNationON
  Details

  Jason Hudson ( @jasnchudson )
  PR 101: Cancel your scheduled Tweets. RT @LiveNationON Help create @radiohead album! Share photos from the show a/v the hashtag #RadioheadTO
  Details

  Paisley Rae ( @paisleyrae )
  Wish @LiveNationON You might want to check in on your scheduled tweets for tonight...NOW. #SocialMediaFAIL OnThatLastTweet
  Details

  Ryan Allen ( @alen_24r )
  @LiveNationON are you guys being stupid? Here’s your photob you thoughtless fools. pic.twitter.com/SUJK3iAx
  Details

  Judy ( @1325April )
  @LiveNationON concert is canceled
  Details
SHORTENING LINKS

• Twitter now auto-shortens your links, however consider using a separate shortening service with built-in analytics.

• Examples are:
  – Bit.ly
  – Buffer
  – HootSuite
  – Tinyurl

• YouTube is great at leaving the link out and making a linked image instead ➔
TWITTER LISTS!!!

• A great way to organize accounts that you follow and to put them in categories.
• Lists can be private or public:
  - These 3 are private ➔
  - This one is public ➔
BE THE BIGGEST FAN OF YOUR FANS.
Ben Conner shared University of Kentucky College of Agriculture, Food and Environment's video.
March 14 - 4h

This place has helped me "grow" as a future agriculture professional!
Show Attachment

Like Comment Share

Brittany L. Irving shared University of Kentucky College of Agriculture, Food and Environment's video.
March 14 - 6h

Proud to say UK College of Ag is where I grew! Awesome education, and experiences that have changed my life.
Show Attachment

Like Comment Share

Tommy A. Nelson, Jr OK
Like - Reply - March 15 at 9:12pm - Edited

Write a comment...  

Brian Volland shared University of Kentucky College of Agriculture, Food and Environment's video.
March 9 - 2h

Grow, burn, study, repeat.
Show Attachment

Like Comment Share

You and 6 others

Nathan Sangerster That's cool BRAN. I wish that we had a drone when Tim and I highjacked Griffith Woods a few years ago.
Like - Reply - March 9 at 6:23am

Chris Musgrove Very cool! The majority of my students are from College of Ag.
Like - Reply - March 14 at 5:30am

Chris Musgrove And you're an entrepreneur and connections!
Like - Reply - March 14 at 3:25pm

Debra Lockert Griffin What an honor!
Like - Reply - March 14 at 10:29am

University of Kentucky College of Agriculture, Food and Environment Liz, we're proud to have you be a part of this family!
Like - Commented on by Tiffany Cochran - Just now

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Like - Commented on by Tiffany Cochran - Just now

University of Kentucky College of Agriculture, Food and Environment We agree, Patricia! In 2014 & 2015, we had 36 counties who participated in the program. We’re hoping this number will increase for this upcoming summer and for years to come.
Like - Reply - Commented on by Tiffany Cochran - March 29 at 1:01pm - Edited

Patricia T Gunderle What an awesome program. I wish every county would do this. It appears to make the teens think about the consequences.
Unlike - Reply - Message - March 28 at 12:37pm

University of Kentucky College of Agriculture, Food and Environment We agree, Patricia! In 2014 & 2015, we had 36 counties who participated in the program. We’re hoping this number will increase for this upcoming summer and for years to come.
Like - Reply - Commented on by Tiffany Cochran - March 29 at 1:01pm - Edited
TIME TO SET SOME GOALS...