ILLINOIS STATE
UNIVERSITY
Illinois' first public university

Social Media Guidelines 2.0

for Illinois State University accounts

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Social media has become increasingly important to how Illinois State University communicates with its students, alumni, supporters, friends, and other campus community members.

Social media gives campus units a unique opportunity to engage constituencies while supporting *Educating Illinois 2013-2018: Individualized Attention, Shared Aspirations,* the University's strategic plan. By taking advantage of popular social media sites such as Facebook, campus units can support the University's mission, represent its values, and help carry out the goals and strategies laid out in *Educating Illinois.*

Like all communication coming from the University, the message being sent needs to be consistent, accurate, and professional. This document aims to give guidance and share best practices with employees who oversee university-owned/managed/supported social media accounts (departments, schools, colleges, etc.), so that effective social media plans can be implemented.

Social Media Guidelines was developed by University Marketing and Communications through collaboration with campus stakeholders. Questions about this document should be directed to SocialNetworks@IllinoisState.edu or (309) 438-8404.

ILLINOIS STATE UNIVERSITY
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Social media glossary

SOCIAL MEDIA

Loosely defined as forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

FLAGSHIP ACCOUNTS

The social media accounts that represent the entire university, such as Facebook.com/Illinois StateUniversity or Twitter.com/IllinoisStateU. Managed by University Marketing and Communications (UMC).

MANAGER

A university employee primarily responsible for the administration of a social media account (a Facebook Page, for example) that represents a campus unit.

HASHTAG

A word or phrase, preceded by the pound sign, which social media users can include to help categorize their content. A tweet about the Super Bowl, for example, should include #SuperBowl.

FACEBOOK

The most popular social media site in the U.S. Initially created as a private social sharing space for college students, it has since expanded into an open digital destination for Internet users of all ages—and the brands that wish to reach them with their messages.

Facebook Page: The primary tool for a business or institution to reach Facebook users with text, photos, and video. A Page's posts are visible to users who have "liked" the Page, in their News Feed. A Page is the preferred account type for ISU campus units, with few exceptions.

Facebook Group: A space within Facebook that typically is built around a specific affinity, hobby, place, or profession, such as an ISU regional alumni network or major-focused alumni affinity group. Any user can create a Facebook Group, which can be Secret, Closed, or Open (Public).

Facebook Page Cover Photo: A larger horizontal image that also serves as an identifier for a Facebook Page. Chosen by the Page manager.

Facebook Page Profile Picture: The small square image that displays next to a Facebook Page's name in a user's News Feed. Chosen by the Page manager.

Facebook Page Event: Created by a Facebook Page as a mechanism to invite and inform users about a real-world event. You can track invitees, send them updates, and post photos from the event.

Facebook tag: When posting status updates, photos, or links, users and Page managers can reference other users and Pages by turning their name into a link, pointing to that user's profile or Page.

Facebook album: A photo gallery published by a Facebook Page or user.

FLICKR

A social media site for photo storing, oftentimes a repository for large amounts of photos. Flickr can also feed thumbnail-image links onto websites through RSS.

GOOGLE PLUS

A social media site that, like Facebook, allows users and brands to share updates, photos, video, links, and more.

INSTAGRAM

A social media site with users who post photos and short videos and engage using only mobile devices. Those photos/videos can be viewed on mobile devices or desktop/laptop computers.

LINKEDIN

A business-focused social media site primarily for working professionals and job-seekers.

LinkedIn Company Page: A Company page helps LinkedIn members learn about your business, brand, products and services, and job opportunities.

LinkedIn University Page: A University page helps LinkedIn members instantly connect to a community of prospective students, current students, alumni, and parents who are engaged with your school. This is a place to share information about brand, programs, news, and university resources.

LinkedIn Group: Groups provide a place for professionals in the same industry or with similar interests (such as ISU regional alumni networks or major-focused alumni affinity groups) to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.

PINTEREST

A social media site that serves as a user's digital scrapbook, allowing them to post photos, fashion ideas, recipes, humor, and more.

REDDIT

A community-driven social media site powered by user-generated posts (primarily links) that are voted "up" or "down," moving higher ranked posts to more visible positions on the site.

TUMBLR

A microblogging social media site most popular with younger users, powered largely by visual content (photography, animated GIFs, humorous "memes") and some written content.

TWITTER

A social media site for users who read, send, and receive tweets (messages of 140 character or less) and photos from other Twitter users.

Twitter handle: A Twitter user's account name. @IllinoisStateU = Twitter.com/IllinoisStateU

Twitter mention: A tweet that refers to another Twitter user. By placing the "@" symbol in front of their name, you are notifying that user they've been mentioned, and linking others to that user's account.

Twitter reply: A semi-private tweet from one user to another.

VINE

A social media tool, owned by Twitter, that allows users to shoot and share short video clips (currently at a maximum length of 6 seconds) that loop automatically.

YOUTUBE

A social media site for video sharing and storing.

YouTube Channel: The main type of account within YouTube, for both regular users and brands. ISU's flagship channel, for example, is YouTube.com/ISUTube1857.

YouTube Playlists: A channel can have multiple playlists, each with its own theme or tent-pole event, to better organize its videos. A playlist can feature that channel's videos, other videos, or a combination.

Getting started

Are you new to your role as a social media manager, or are you managing a new account? Start here:

STEP 1

Why does my unit want to use social media?

Identify your primary audience (students, alumni, community members, etc.) and think about what kind of content you want to deliver and why. More importantly: What content do they want from you?

STEP 2

What social media site(s) should my unit use?

There's no 100 percent correct answer to this question. Your unit does not need a presence on every single social media site. For many units, one Facebook Page is sufficient for meeting social media goals for alumni engagement. Others may want both a Facebook Page and a Twitter feed.

Each social media site has defining characteristics to help you decide whether it's a good fit for your unit. Here are some examples to guide your decision-making:

SITE	WHAT TO POST	USE IT TO REACH...	QUICK FACT
Facebook	Photos, links, videos, status updates, questions	Alumni, students, community members, prospective students	For everyone. 84% of Internet users 18–29 are on Facebook, but so are 60% of those 50–64 years old. Significant growth among 65+ users.
Twitter	Links, photos, retweets, quick facts/numbers, standalone updates	Students and prospective students	Skews younger than Facebook. 18% of adult Internet users use Twitter, but that jumps to 31% among those 18–29 years old.
LinkedIn	Job postings, career service information, links, campus updates	Alumni, soon-to-graduate students, companies and employers; new Education Pages target prospective students	Students and recent college grads are LinkedIn's fastest-growing demographic.
Instagram	Photos, short videos	Students and prospective students	43% of cell phone owners ages 18–29 use Instagram.
Pinterest	Photos, fashion, comedy, humor, memes, recipes, apparel	Students and alumni	Women are about five times more likely to be on the site as men.
YouTube	Videos	Students, prospective students, and alumni	YouTube is the second most popular search engine.
Vine	Short videos	Students and prospective students	Fast-growing: 40 million registered users within one year of launch.
Tumblr	Animated GIFs, memes, humor, photos, links	Students and prospective students	Most popular with ages 18–29, as well as teenagers.

Source: *Pew Research Center, December 2013.* For examples of units using each of the above, visit IllinoisState.edu/Social.

Facebook   Twitter   LinkedIn   Instagram   Pinterest   YouTube   Vine   Tumblr
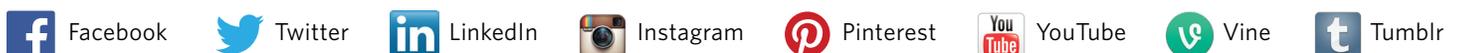
STEP 3

Do you really need to create a new account?

Managing a social media site (especially building an audience from zero) can be time-consuming. Consider your unit's goals and resources when weighing whether to create a new account:

- Will you have enough content (news, photos, links, or videos) to post at least 1–2 times a week?
- Can you dedicate 1–2 hours per week to content cultivation, curation, and creation?
- Will you have enough staff? Managing an account is a daily job.
- Could you reach more people by teaming up with a related unit in your college/division?

Does your unit need that new account, requiring an audience to be built from scratch, or can you achieve your goals by leveraging an existing ISU account with a large audience already in place? It may make more sense for your unit to regularly feed content to a larger unit's existing social media accounts.

STEP 4

Who's in charge?

Assign one manager for your unit's social media account(s), as well as one backup. Making social media one person's responsibility gives that person ownership and avoids too many cooks in the kitchen.

Be careful when making a student your social media manager. Students graduate, and your social media account should be consistent from semester to semester. (That doesn't mean students can't help out.)

Who's in charge later?

Use your main departmental email address, such as UniversityMarketing@IllinoisState.edu, as your social media account's primary contact email, rather than an individual staff member's. If that staff member leaves the University, you may lose access to that account. (It has happened.)

Also, to prevent losing access to a unit's Facebook Page if the manager leaves the University, make "State Normal" (UMC's Facebook profile, SocialNetworks@IllinoisState.edu) a manager of your Page. UMC will not post to your Facebook Page and will only access the Page after consulting with your unit.

Be careful

If you have your own personal, non-ISU Facebook account and also manage a Facebook Page for ISU, for example, be sure you are posting to the correct one. Especially when using a smart phone, double-check that you've switched over to your personal profile before you post about your vacation plans or dinner.

Consolidating accounts

If your unit already has social media accounts but is struggling to build an audience, consider teaming up with a related unit inside your college or division. Together, you may be able to post better content more often, with the added advantage of it being easier for some users to find.

Abandoned accounts

A stale or abandoned social media account that represents a campus unit is detrimental to the University's reputation—more so than not having that account at all.

If you need help recovering or reactivating an abandoned ISU-related account on a social media site, please contact SocialNetworks@IllinoisState.edu. UMC cannot guarantee that an account can be recovered or reactivated.

If your unit's social media account(s) has not been updated in the past three months, UMC will contact your unit for more information. If an ISU account has not been updated in more than six months, it will be removed from the University's Social Media Directory and UMC will move to deactivate it.

STEP 5

Choosing a name

When you create a new social media account for your unit, follow these naming conventions:

Facebook Page name: Unit at Illinois State, e.g. "Department of Technology at Illinois State"

You can also customize your Page Address (URL) to make it shorter, such as Facebook.com/ISURedbirds. Go to Update Page Info, then Page Info, then Web Address.

Preferred style: /ISUUnitName

Twitter handle: @ISUUnitName

Twitter name (displays to users): Unit Name at Illinois State

Instagram: @ISUUnitName

Facebook and LinkedIn Groups: Begin name with "Illinois State–"

Flickr screen name: UnitName at Illinois State

And choose wisely. Some sites limit the number of times you can change your account's name.

Please note: While "Illinois State" (not ISU) is the preferred way to reference the University in external communications and narrative text, ISU is acceptable in these Web-based naming conventions.

If you create a new account, either for your unit or an alumni affinity group, email SocialNetworks@IllinoisState.edu so it can be added to ISU's Social Media Directory (IllinoisState.edu/Social).

STEP 6

Build a strategy

Put your unit's social media strategy on paper, addressing each of these questions. You should craft (or at least discuss) this strategy with your unit's director, chair, or lead supervisor:

• Who is your manager? Who is your backup?
• What are your primary goals?
• Who are you trying to reach, and why?
• What kind of content will you be posting? Where will that content come from?
• How often do you want to post?
• What will be the name of your social media account?
• How and when will you measure the success of your efforts?

STEP 7

What and when to post

There's no right or wrong answer for how often your unit's social media site(s) should be updated. But if you are not able to post new content at least once or twice a week to your Facebook Page, Twitter feed, or other account, you may be overextended and should consider consolidating or shutting it down.

Develop a schedule

The best way to keep track of your content is to maintain a social media schedule for your unit—a Word document or Excel spreadsheet that allows you to organize and spread out your content.

An example of such a schedule is below:

Automation between accounts = Bad

Don't automatically send your Facebook posts to your Twitter feed, or vice versa. Treat each social media site independently, so you don't lose opportunities to drive comments or tag other users. (Tweets are limited to 140 characters, so a Facebook post may get lopped off midway through.)

Share, share, share

One of the best places to find easy, sharable content is on the Facebook page or Twitter feed of another unit. You should "like" other ISU Facebook pages and "follow" other ISU Twitter feeds and check them routinely. By sharing another unit's content, you're keeping your own account updated, and you help promote the other unit.

When possible, link back to a University website. If you're promoting an event or program, don't feel the need to cram everything into that post. Just share the basics and link to your unit's website.

You're representing ISU!

Consider what could happen if a post becomes widely known and how that may reflect both on the manager and the University. Be cautious of controversial content that may create issues for the University and you. If you have questions regarding posts, consult your supervisor.

When representing the University on social media, social media managers are encouraged to maintain a professional tone.

DATE	MY UNIT'S FACEBOOK PAGE	MY UNIT'S TWITTER
Monday 4/2	Link to newspaper article about a Unit alum	Link to article about alum
Thursday 4/5	Photo album of Unit event	Photo of event, w/ link to more
Tuesday 4/10	Question: What was your favorite Unit class?	Promote upcoming Unit event
Friday 4/13	Flashback Friday: Old photo of your Unit	#FlashbackFriday: Old photo

Facebook and Twitter (via Tweetdeck) both allow you to schedule posts/tweets to be published at a future date/time. You can also preschedule posts using third-party applications, such as Hootsuite.

Though scheduling posts/tweets is valuable, leave yourself the flexibility to post in real time, such as from a live event or during an important announcement. Not every post needs to be pre-planned.

While it is understood that each unit has its own culture and relationships with on-campus constituents, tone should be carefully considered so as not to alienate prospective students, alumni, and other off-campus constituents who may be removed from the campus culture. Always maintain a friendly, professional voice.

Double-check your posts/tweets for typos and grammatical errors before and after they're made public. Posts coming from the University should never contain such errors.

Emergency communications

The Campus Communications Group is responsible for providing timely updates and information relative to an emergency via the ISU homepage, email, and social media. ISU's flagship social media accounts will share the latest information and direct users to the ISU homepage for details.

To prevent outdated or inaccurate information from being shared, non-flagship ISU social media accounts should only share/retweet unaltered and timely posts from flagship accounts. If your unit has a cancellation, closure, or other urgent information to share specific to your unit, follow these steps:

1. Notify the Campus Communications Group at CampusCommunication@IllinoisState.edu.

2. After Step #1, you can share your unit's cancellation/closure information on your social media accounts. Do not add commentary or other information not directly related to your unit's status.

During an emergency, if you see false rumors or direct requests for assistance on social media, please notify the Campus Communications Group at CampusCommunication@IllinoisState.edu.

When an emergency situation develops, please review your pre-scheduled content for appropriateness and consider rescheduling those posts for another day.

Measure your success (or lack of)

There are easy ways to measure your success on social media. Most social media sites offer free, on-board analytics tools that show you data about your audience's size and engagement level.

Facebook Insights: This easy-to-use tool, available to all Facebook Page managers, provides recent information about Page "likes," the number of people each post reaches, and how many of those people interact with your post in some way, such as liking it, sharing it, commenting on it, or clicking it.

Twitter: This hard-to-find analytics tool is located in the Twitter Ads section of your account, though you don't need to buy Twitter advertising to use it. The tool can quickly tally up your new followers (and unfollows) for the month and rank your most retweeted and most favorited tweets.

You can quickly see what types of posts/tweets are most popular and adjust your strategy based upon that information. For example, if you learn from Facebook Insights that your audience loves historic photos of your alums from the 1970s, you should consider posting even more historic photos. If you find students

aren't responding much to your 9 a.m. Facebook posts, consider posting it at 7 p.m. instead.

In most cases, these tools allow you to export data files that you can use/analyze in Excel or elsewhere.

There are also more sophisticated social media analytics and monitoring tools available for a cost, such as Adobe Social or Google's Wildfire. Start with the free tools before considering these products.

Facebook tactics

Here are some best practices for managing a Facebook Page representing an ISU campus unit:

Page Cover Photos

These horizontal "front door" photos (851 pixels wide by 315 pixels tall) are important for your Page, so change them out every month or two (at least). If you need help finding campus beauty shots for your cover photo, you can download some at IllinoisState.edu/Flickr or make special requests via SocialNetworks@IllinoisState.edu.

Page Profile Pictures

These small, square icon-like images appear next to all of your posts in a user's News Feed. They need to be uploaded at least 180 pixels wide by 180 pixels tall. Your Profile Picture should not be changed regularly. Consistently using the same photo will allow your audience to develop familiarity with your image as it appears on posts and in their News Feed.

- Facebook recently changed the size of Profile Pictures, so check your current picture to make sure it's fitting properly into the new square size.

Consistent formatting of Profile Pictures aids in branding. UMC's graphic standards for Profile Pictures apply:

- Preferred: Standard University seal with white background. Available at UniversityMarketing.IllinoisState.edu/Social.
- Alternative: Your unit's established and official UMC-approved logo or icon.

Not recommended:

- Rectangular logos or other graphics that are cropped/cut off in square format.
- Logos featuring smaller text, which will not display well at this size.
- Group shots of students, which will also not display well at this size.

Consult UMC's *Graphics Standards* for how official University logos can be used for marketing purposes.

You can also request a custom Profile Picture be created by the UMC design staff by emailing SocialNetworks@IllinoisState.edu. Your unit may incur a small design fee.

Your Facebook posts

- Use a mix of text-only posts, links, photos, and video.

- Keep it short and sweet. Posts should rarely be longer than 2–3 sentences.

- Engage your audience, ask questions, and try to stir up conversation. Facebook's algorithm for determining what appears in a user's News Feed is based on how many users have already commented or liked a post.

- When you copy-and-paste a link into a post, Facebook automatically recognizes it and turns it into a link with a thumbnail and headline. All you need is a sentence or two of teaser text. Do not include the URL.

- When posting a link, make sure a good thumbnail displays. If it doesn't, you can click "Upload Image" to add a custom thumbnail.

- Tag other Facebook users, especially other ISU units, whenever possible. (You can do this by typing "@User Name," and a drop-down menu of possible tags will pop up.)

- Consider repeatable themes, such as "Throwback Thursday" (posting photos from the archives) or "Fill in the Blank Fridays," where you ask users to answer a question.

- Photo albums are a great way to engage. It's best to keep an album to fewer than 20–25 photos, so that your users get all the way through it.

  For larger albums, you might want to consider creating a Flickr account for your unit, which gives you the flexibility to post large volumes of full-size, high-resolution images.

Twitter tactics

Here are some best practices for managing your unit's Twitter feed:

Mentions

Whenever possible, "mention" other Twitter users in your tweets. That means you use their Twitter handle (if they have one), such as @ISUDepartment or @CommunityLeaderJane, when referring to them. That sends them a notification they've been mentioned, and increases the likelihood they'll retweet you.

You can find other ISU Twitter users on the Social Media Directory at IllinoisState.edu/Social.

You can easily find non-ISU Twitter handles by searching Google, i.e. "American Airlines Twitter."

Hashtags

When space allows, use unique hashtags to help social media users find and share your content. Major campus events, such as Family Weekend (#RedbirdFamily), already have designated hashtags that should be used. To see a full list of current ISU event hashtags, visit UniversityMarketing.IllinoisState.edu/Social.

If you're using a new hashtag, search for it on Twitter and Facebook first to make sure it's not already being used elsewhere. That could make it more difficult for ISU users to find your content.

Looking for guidance on which hashtag to choose? Email SocialNetworks@IllinoisState.edu.

Reply and Retweet

You should monitor all replies to your tweets (either on your phone or computer) and, if possible, reply to those replies. If someone retweets you, it doesn't hurt to thank them via reply.

Use your Twitter account to follow similar Twitter accounts, such as other ISU users or users in your industry, field, or profession. If you see something your users would find interesting, retweet it. That will help build your audience, gain you credibility from other users, and provide you regular new content.

Don't start tweets with a handle, because Twitter will interpret that as a reply and limit its audience. If necessary, start your tweet with a period, then the user's Twitter handle.

Best: "Software from @Google helps power Illinois State laboratory schools."

Correct: ".@Google software helps power Illinois State laboratory schools."

Incorrect: @Google software helps power Illinois State laboratory schools."

Profile and bio

Include a link to your unit's official ISU website in your Twitter profile, as well as a full description of your unit in the "bio" section.

If possible, use the same Profile Photo for your Twitter profile that you do for your unit's Facebook Page Profile Picture. Both are small squares.

Big ISU hashtags

#RedbirdProud
Commencement and alumni success stories

#ISUPreview
Preview

#RedbirdWelcome
Welcome Week

#RedbirdMoveIn
Move-in

#FestivalISU
Festival ISU

#RedbirdHomecoming
Homecoming

#RedbirdFamily
Family Weekend

#RedbirdFamily
Sibling Weekend

Know and follow the rules

Do not post confidential or proprietary information about Illinois State University, its students, alumni, faculty, or staff. Please review all current policies and procedures, and if you are not sure, ask before sharing. Do not share information that is not meant to be common knowledge.

Federal laws (including the Family Educational Rights and Privacy Act, or "FERPA"), state law, and Illinois State University policies (found at Policy.IllinoisState.edu) governing the confidentiality of student and applicant records (and information from such records) apply to social media use. Make sure you are not posting any information that is confidential and/or highly restricted or restricted data. See the following procedure for a list of data classifications and applicable protections: Policy.IllinoisState. edu/Technology/9.8.1.php

Photo releases

As a public university, Illinois State often uses photographic and electronic images of public campus life, events, ceremonies, and other activities to advance the mission of the institution. The images may appear in print publications, videos and/or websites associated with Illinois State University. The images are not published for commercial purposes and do not violate the privacy of any individual or group.

Important: If you take a one-on-one photograph of an adult and plan to publish it in an Illinois State publication/website, or take any photograph of a child under 18 years of age and plan to publish it in an Illinois State publication/website, you must first have the individual and his or her parent (if minor) sign a photo release form.

Sample release forms are available for download at UniversityMarketing.IllinoisState.edu/Identity.

Copyrighted material

Do not post work by others without the proper permission, particularly copyrighted work, including music, videos, photos, text, works of art (or photos of works of art), and other forms of media. All permissions must be in writing and the permission letter should include a short description of how the work will be used. In addition, make sure to appropriately credit and/or cite all copyrighted material you have permission to post.

There are a few limited circumstances where it is acceptable to use a copyrighted work without permission. For example, it is generally acceptable to link to other websites that host copyrighted material without securing permission. In addition, the doctrine of fair use authorizes use of a copyrighted work for "criticism, comment, news reporting, teaching, scholarship, and research."

Note that fair use does not normally allow use of whole copyrighted works—even for criticism, teaching, scholarship, etc. More information about copyright and fair use can be found on the Technology Support Center website's Knowledge Base: SupportCenter.IllinoisState.edu.

Recent photos taken by University Marketing and Communications photographers do not need to be credited.

Questions about federal or state law should be directed to the Office of General Counsel at (309) 438-8999 or GeneralCounsel@IllinoisState.edu.

Terms and conditions

Each social media site has its own terms and conditions, in addition to ISU-specific policies. Facebook, for example, has some strict (and frequently changing) rules regarding how Page managers administer promotions, giveaways, and contests. Facebook also prohibits third-party advertising on Pages.

The manager of your social media account is responsible for following each social media site's terms and conditions, which can change without notification.

Finding content

In addition to content from your unit, here are a few of the many places to find additional content:

- Media Relations: Press releases, event information, feature stories
- UMC: Stories from *Illinois State* magazine and the campus blog *STATEside*
- Stories.IlinoisState.edu: A hub for articles, photos, and more about ISU
- Alumni Relations events
- Athletics stories, game previews, recaps, and more on GoRedbirds.com
- Events.IllinoisState.edu listings
- Your unit's Facebook Page News Feed, Twitter timeline, or LinkedIn feed
- External media outlets*

Before you post a link to an external media outlet's story about ISU, read it closely to confirm its accuracy. Also, review the media outlet itself to determine whether it is an organization you want associated with your unit and your university. Questions? Contact MediaRelations@IllinoisState.edu.

Comments and questions

Social media is a conversation, not a megaphone. That means half the job of managing a social media account is listening to what users are saying to you and about you.

If someone posts a question in the comments under one of your Facebook posts, reply to it. If someone sends your Facebook Page a private message asking a question, respond to it.

If you're not sure of the correct answer, tell the user that you'll look into the question and get back to them. Find the correct person(s) on campus who would know the answer and try your best to respond. If you're still struggling with crafting a response after those steps, contact SocialNetworks@IllinoisState.edu.

Deleting comments

Illinois State University affirms and encourages community and a respect for differences by fostering an inclusive environment characterized by cultural understanding, ethical behavior, and social justice. Social media users sometimes do not share those values, and post inappropriate comments on ISU unit accounts. Many social media sites give managers the ability to delete such comments on their posts.

ISU's social media managers reserve the right to delete off-topic harmful, threatening, abusive, vulgar, obscene, defamatory, libelous, hateful, or harassing material (i.e. material based on race, color, ancestry, national origin, religion, pregnancy, sexual orientation, order of protection, gender identity and expression, age, marital status, disability, genetic information, unfavorable military discharge, status as a veteran, or sex/gender, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking). ISU's social media managers may also delete comments promoting a commercial site or product (i.e. "spam") that has no relevance to the post on which the comment appears.

If there are materials posted that are harassing or harmful, the social media manager may be required to share that information with appropriate University departments such as Community Rights and Responsibilities, or Office for Equal Opportunity, Ethics and Access, or Illinois State University Police.

Some things to consider when handling negative feedback:

- First priority: Protect our students. Personal attacks on our students should be deleted.
- Can you answer their question with a simple, accurate response? If so, do it.
- Do not engage in lengthy back-and-forth exchanges with critics, because that will reflect negatively on the University and, ultimately, on you personally.
- Keep it friendly and professional. Emotional responses are not appropriate.

Each unit's social media manager should confer with the unit's director/chair on their preferred approach to handling negative or other abusive comments. If you're unsure of whether you should delete a comment or need additional guidance, contact SocialNetworks@illinoisState.edu.

Reporters/media

Any questions posed on ISU social media sites from reporters, journalists, or any other member of the news media should be directed to Media Relations for response.

Video

The University uses its YouTube channel (YouTube.com/ISUTube1857) as both a library and a server for its online video content. ISU's YouTube channel houses videos for various units around campus so they can embed, share, and link these videos on websites or via social media accounts. These videos range in length from a few seconds to a few hours, and collectively they cover nearly every event, college, unit, division, and topic on Illinois State's campus.

Should you create your own YouTube channel?

Campus units should use the main ISU channel to host their videos. ISU's channel is divided up into many playlists tailored to different colleges and campus events. New playlists can also be created.

There are many advantages to using ISU's channel for your unit. Your potential audience will be much larger, because the ISU channel is the University's flagship presence on YouTube. The ISU channel allows for the same flexibility as does creating your own account, including selection of title, description, and keywords. And because the UMC multimedia team manages the ISU channel, you will not have to spend time administering an entire account after the initial upload—freeing you up to work on other projects.

Playlists

Playlists allow the ISU channel to house many different videos under one account, while still giving other units, such as a college, their own "mini-channel." This will allow you to have all or some of your videos under the same label—making it easier for your target audience to view related videos or a series of videos. There is no limit as to how many playlists a channel can have, so UMC can create as many as you need.

Uploading to ISU's channel

To upload a completed video to the ISU channel, send an email to SocialNetworks@IllinoisState.edu with "Video submission" in the subject line. The UMC multimedia team will reply within one

business day with instructions, which will include a quick form that asks basic information about the video—desired title, description, keywords, playlist, etc.

Once received, your video will be uploaded within 24 hours and ready for you to share.

Video standards

While UMC accepts and uploads videos from other campus entities, there are some standards and guidelines in place for videos that will appear on ISU's channel:

VIDEO

Shoot with anything from your iPhone to a high-end cinema camera. Just make sure your lighting is good (don't shoot in the dark!) and the footage is steady (use a tripod).

AUDIO

Easily the most important part of video. Using a microphone or audio recorder, place it near the sound or voice you want, and get good, clean audio that a viewer can easily understand. If it's not clear or coherent, viewers are less likely to watch your entire video.

EDITING

There are a lot of options here, just make sure you know what you're doing with whatever tool you have available (iMovie, Movie Maker, AVID, Final Cut Pro, Premiere, etc). A video edited and compressed for YouTube will need to be different than a video edited and compressed for a DVD.

VIEWING

Even on YouTube, your video represents the University. It is your responsibility to give your audience the best quality product you can. UMC's multimedia team is always available to help answer questions and troubleshoot issues you may have.

CLOSED CAPTIONS

Videos uploaded to any ISU YouTube channel or website must be closed captioned for accessibility. The video's original producer is responsible for providing text for closed captioning. Since many videos are based on pre-written scripts, you can use that script to add captions to your video.

Advertising

Many social media sites, including Facebook, Twitter, and LinkedIn, offer paid advertising opportunities to help businesses, nonprofits, and other institutions increase the reach of their message.

As per University policy, UMC strives to coordinate all advertising to ensure consistency and accuracy of messages, maximization of institutional brand awareness, and cost-effectiveness to the University. Any unit looking to use paid advertising on social media should first submit a draft of the ad copy and visuals to UMC (SocialNetworks@IllinoisState.edu) for approval.

Spread the word

There are several ways to spread the word about your social media efforts:

• Add links on your unit's homepage, using the official icons of each social media site.
• Add your link(s) to the ISU Social Media Directory at IllinoisState.edu/Social
• In some cases, the ISU flagship social media accounts can share/retweet your content by request. Contact SocialNetworks@IllinoisState.edu to make that request.
• Promote your sites on printed materials, using official icons and Web addresses, i.e.

　　　 /IllinoisStateUniversity

　　　 @IllinoisStateU

　　　 @IllinoisStateU

• On-site digital and/or print signage.
• Add a Facebook or Twitter widget to your homepage, fed by your latest posts/tweets. Contact Web and Interactive Communications for assistance adding a widget.

Updated Spring 2014

For updated guidelines, visit
UniversityMarketing.IllinoisState.edu

Questions?

(309) 438-8404
SocialNetworks@IllinoisState.edu

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