Social Media Guidelines

Atlantic Technological University

Atlantic Technological University (ATU) Social Media Guidelines

1. Creating your account

Social media accounts should only be set up for ATU departments, schools, campuses or services. Avoid creating accounts for temporary initiatives or events. In these cases, it can be more effective to use a hashtag which can be promoted through existing ATU social media accounts.
ATU social media accounts should ideally be managed by at least one member of staff. Students can assist with accounts if appropriate, but need to be briefed and monitored by a member of staff.
Include a statement outlining your "Moderation Policy" on your social media account, for example:

"We love to receive feedback on this page, however, we reserve the right to moderate and remove content we believe to be inappropriate (such as commercial solicitations), or content which contravenes our Social Media Policy.

Include a "Privacy Statement", for example:

"Any email addresses, names, or contact information received through this platform will not be shared or sold to anyone, unless required by law enforcement investigation."

Contact the Marketing and Communications Office before setting up an account, to get advice and register your account. Online accounts and contacts generated during the course of employment in ATU remain the property of ATU.

2. Naming your account

For now, the request is for all social media administrators to update the **branding** of current social media profiles e.g. update the social icon and the cover image **only**.

In this phase of changes, we ask all administrators to refrain from updating social media usernames and social media handles.

In following phases of brand changes all social media accounts created for ATU should begin with "ATU".

For example:
Facebook/YouTube: ATU [*Insert department/school/campus/service here*]
Twitter: @ATU [*Insert department/school/campus/service here*]
Profile Name/Username: ATU [*Insert department/school/campus/service here*]

Note the space after "ATU".

In all cases, the first letter of department/school/campus/service should be capitalised.
Avoid the use of dashes, underscores or special characters.

3. Choosing your Avatar/Profile Picture

The official ATU logo is used on the main Institute and campus accounts only.
It is recommended that you use a photo commonly associated with your department or service as your Avatar/Profile Picture.

4. Persona and tone of voice

Maintain a friendly but professional tone.

Speak in first person plural - "We are delighted to…", "We are having an Open Day….."

Use active rather than passive words.

Do not use slang or jargon.

5. What should I post?

Think about the content that your audience would find interesting, entertaining, or valuable. For example:
Updates relevant to your department, school, campus, or service.

Reminders of upcoming events or deadlines.

Photos/videos from events, field trips, student learning activities, student work, awards etc. Photos and videos tend to get the greatest engagement on social media, just make sure you get consent

Links to relevant articles, videos etc. Add value to these links by adding a comment about what you found interesting/entertaining.

6. Best Practice

Try to follow these best practice guidelines, whether your post is public or private:

Be social – if someone comments on a post, either reply **or** Like/Favourite their contribution to show that you are listening.

Less is more – try to keep your text as short as possible. Generally, the quicker you can get your message across, the higher the engagement will be.

Accuracy – double check your facts, spelling and grammar before you post. If you make a mistake, acknowledge your error and correct it as quickly as possible.

When in doubt, do not post – if you are unsure whether content is appropriate for social media, then it probably isn't. If you wouldn't say something to someone's face, then do not post it on social media.

7. Answering Queries

Queries should be acknowledged in a timely manner.

Avoid giving the impression that queries are unreasonable, or that the information could have been easily found elsewhere.

If you are not authorised/qualified to answer the query, or do not know the answer, refer it promptly to the appropriate person/department in ATU.

8. Dealing with negative posts

Negative comments - Decide whether you should respond or leave the negative comment. Generally, ignoring the comment is the best option.

Abusive comments – If a comment is abusive, it can be deleted in accordance with the account's Moderation Policy and ATU's Social Media Policy. It is good practice to screenshot, save and/or report any abusive comments.

9. How can I promote my social media account?

By putting it at the centre of everything you do! For example:
Include a hyperlink to the account in the footer of your email and encourage your colleagues to do the same.

Include account details on your presentations and website pages.

Include account details on printed material such as course/department brochures, business cards etc.

Tag relevant stakeholders and individuals in your posts, so they can help disseminate your content.

10. Keeping your account secure - password hygiene

Follow these best practices to help maintain secure control of your social media account:
- Choose length over complexity
- Have different passwords across accounts
- Don't change passwords too frequently
- Use Multi-Factor Authentication
- Don't leave old accounts unmonitored
- Limit staff access
- Follow the ATU Social Media Policy and monitor the security of the devices used