Ripon College Social Media Policy

Adapted with permission from Seattle University's policy:
https://www.seattleu.edu/marcom/social-media/guidelines/

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Use of Social Media

Social media sites and apps such as, but not limited to, Facebook, Twitter, Pinterest, Tumblr, Instagram, Vimeo and YouTube are important and influential communication channels for our community. To assist in posting content and managing these sites in an effective and responsible manner, the College has developed policies and guidelines for official employee use of social media. These policies and guidelines apply to College faculty and staff, and are encouraged to be used in connection with any social media accounts associated with the College, including academic departments, programs, athletic teams and offices.

General & Safety Guidelines

- The purpose of using these communication channels on behalf of Ripon College is to support the College's mission, goals, programs and sanctioned efforts, including College news and information, marketing, content and directives.
- As faculty and staff, before engaging in any form of social media in which you publicly claim to represent Ripon College or an official Ripon College organization or entity, you must receive permission from your supervisor or department head. We also ask that you notify the Ripon College Office of Marketing and Communications (OMC) to ensure proper use of our name, logos and symbols.
- For students and student organizations, the advisor or other paid College employee must have administrative access to all social media accounts representing a recognized College club, group or organization.
- The Office of Marketing and Communications is responsible for distributing all alerts and other safety messages on social media accounts in the event of campus emergencies. It

is critical during a case of emergency that individual offices, departments and student organizations coordinate any updates through the OMC.

- When using an officially recognized social media channel, assume at all times that you are representing Ripon College.
- You may not use the Ripon College logo or any other College image in your personal social media sites in a manner that represents the site as an official college source.
- Ripon College does not endorse any product, cause, religious belief, political party or candidate, however, Social Media accounts managed by student clubs, groups and organizations may do so in accordance to their missions and the proper use guidelines included in this document.
- You must respect copyright and fair use laws. When posting, be mindful of the copyright and intellectual property rights of others.
- You must comply with the privacy rights of College students and your co-workers. Consequently, you may not disclose any confidential information related to a co-worker or any student, including but not limited to the student's educational records. Likewise postings about co-workers, students or any agent or representative of the College, even postings made to your personal accounts, must comply with College policies prohibiting harassment.
- Never provide contact info for any individual that is not directly affiliated with the College (faculty/staff) via a social platform. If you receive a request for contact info for a student, alumnus, parent or other community member who is not an employee of the College, respond offline (via direct message) to the individual requesting that information. Tell them you cannot provide the information they are asking directly. Obtain the requester's contact information, and pass the request directly to the individual. Thereby allowing them to decide if they want to respond or not.
- At all times, follow FERPA, HIPPA, and other federal and state laws restricting the release of personal information.
- Confidential or proprietary College information or similar information of third parties, who have shared such information with you on behalf of Ripon College, should not be shared publicly on these social media channels.
- Administrators of Ripon.edu, as well as Ripon College's main social media accounts may choose to post College-related social media content generated by faculty, staff, alumni and/or students. Ripon College's main social media accounts include:
  - Facebook: http://www.facebook.com/Ripon.college
  - Twitter: http://twitter.com/Riponcollege
  - Instagram: http://www.instagram.com/riponcollege
  - YouTube: http://www.youtube.com/RiponCollegeVideos
  - Vimeo: http://vimeo.com/riponcollege
  - Pinterest: http://www.pinterest.com/riponcollege/
  - LinkedIn: https://www.linkedin.com/company/ripon-college

- Exercise discretion, thoughtfulness and respect for your colleagues, associates and the College community.
- Avoid discussing or speculating on internal policies or operations.
- A healthy dialogue with constructive criticism can be useful, but refrain from engaging in dialogue that could disparage colleagues, competitors or critics.

- Be mindful that all posted content is subject to review in accordance with Ripon College's employee and student policies.
- Please refrain from reporting, speculating, discussing or giving any opinions on College topics or personalities that could be considered sensitive, confidential or disparaging.
- It's important to remember that rules found in the [Student Handbook](#) and Employee Handbook apply on social media just as they would in any other interaction. Violators will be held accountable as laid out in the policies provided in these documents.
- Ripon College logos and/or visual identity cannot be used for personal social media without College permission. Please visit Ripon College's Marketing and Communication section on the [myRipon portal](#) for guidelines or contact Ric Damm, Director of Creative and Social Media, at dammr@ripon.edu with questions regarding logo use.
- If you have College information and news that you would like to announce to the public or media, please contact Ric Damm, Director of Creative and Social Media, and/or Jaye Alderson, College Editor, at aldersonj@ripon.edu
- Ripon College does not monitor personal websites but will address issues that violate established employee and student policies and graphic and social media guidelines.
- Ripon College encourages faculty, staff and students to use social media but reminds users that at any time they can be perceived as a spokesperson for the College.

In Conclusion…

If you have any doubt about how to best engage with College audiences on social media sites, please consult Ric Damm, Director of Creative and Social Media. Because of the evolving nature of social media, these policies and guidelines are subject to revision by the Ripon College Office of Marketing and Communications. We also welcome feedback from the campus community. Ripon College students and staff, please reference the Social Media Guidelines below to maintain and create accounts associated with Ripon College.

Social Media Guidelines

Getting Started

If you are thinking of creating a new social media account that will be associated with Ripon College, please consult this guide and contact the Office of Marketing and Communications for assistance with strategy, setup, etc.

Tips for getting started:

Create a personal account and spend some time learning how the site/app works. Look at what other colleges or other similar groups have done to be successful. Research social media trends and read recent articles about social media(The Marketing and Communications team also can direct you to helpful articles.)

General Guidelines

- If you wouldn't put it on a poster, say it aloud in front of your supervisor, project it large-scale on a wall in Pickard Commons at lunch or want it published on the front of the Wall Street Journal; or if you wouldn't want your parents or a future employer to see it, don't broadcast it via social media channels.

- Consider social media platforms as places to hold conversation rather than a static source of information. To ensure this interactivity, make sure you are providing fresh, relevant content and actively listening to the conversation and contributing to the dialogue. Make sure you are posting a variety of relevant, valuable and engaging content that people will enjoy so much that they will want to share them. Examples include articles, links, photos, videos and events.

- Someone on your team needs to check the sites you establish at least once a day for comments, etc. Before establishing a social media site, make sure you have what it takes to keep up with it. Know what you want to talk about and have a plan for posting regularly.

- Social Media is about creating community and trust; please identify who you are and who you represent on the official platform by providing your full name and title and affiliation with Ripon College when possible (depending on the social media platform).

- Remember, you first must build trust with your audience. It takes time. After trust is established, you will begin to see community involvement grow.

Naming Guidelines

Naming your social media channel is very important from the start. Some social media platforms will allow you to change your name after the accounts are created, but some do not.

Please make sure that Ripon College or RC is listed prior to your department, program, office, organization, athletic team or student organization. Red Hawks may be used in the case of entities that are part of the Ripon College Athletic Department.

Facebook: Ripon College [insert name]
Example: "Ripon College Department of Biology"

Twitter and Instagram: @RC[Insert Name] or @Ripon_[Insert Name]
Example: @RCClubs or @RiponClubs

YouTube: RC[Insert Name] or Ripon [Insert Name]
Example: RCClubs or RiponClubs

Moderating Comments

When managing a social media site, it's helpful, when possible, to have clear guidelines for moderating comments. Please feel free to use the following to moderate comments on your site and to post these guidelines to your blog or social media account when appropriate.

Ripon College Guidelines to Moderating Comments

Ripon College encourages you (fans, followers and friends) to share your thoughts with one another by commenting on a story, feature, tweet or post that speaks to you. We encourage lively, thoughtful and civil conversation with the following guidelines:

- Comments must be relevant to a topic discussed and to the point.
- Keep your comments clean and constructive.
- Posts that are off-topic, abusive, contain profanity, are threatening in tone or devolve into personal attacks will be deleted.
- Anonymous comments will not be published.
- Please do not post links unless you identify, by name who you are and explain where your link goes, especially if you are a for-profit organization. This is to distinguish spam from legitimate opportunities for the Ripon College community.
- Ripon College reserves the right to review all comments and remove comments that violate any of the conditions noted above.

Guidelines for Social Media Sites & Accounts

Please refer to the guidelines below if you are managing or considering creating a specific social media account. These provide more detailed information on the culture, logistics and best practices of individual social media websites.

Twitter Guidelines

Step One: "Who Am I?" Ask yourself the big questions

- What are your goals? Who is your targeted audience? Is this desired audience using Twitter? How many followers are enough to justify the existence of an account?

- Who is responsible for this account? An individual should own your Twitter account to ensure a consistent voice for the account.

Step Two: Set Up Like a Professional

- If the account is specifically from the point of view of one person, use a professional photo of your face for your avatar. If you are an organization, office or department, use a representative image. When in doubt, ask the Office of Marketing and Communication for assistance.

- Add a short bio. Refer to the Ripon College (twitter.com/RiponCollege) bio as an example.

- Always include a URL to your department/program/etc. website. If you do not have one, please use www.ripon.edu

- Contact Marketing and Communications if you would like assistance with a background image.

- Concentrate first on establishing who you are. Begin to build trust and interest, and you will build an audience.

Step 3: Tweet Intelligent Content Intelligently

- When composing your tweets, read them back to yourself. If it wouldn't be interesting enough for you to click on it, someone else probably won't find it interesting, either.

- Tweet when people are listening. This is dependent on your audience, clearly, but scheduling a tweet for 3 a.m. is unlikely to reach many followers. To learn

more about when your audience is most likely to interact with your account, you can use free tools such as Tweriod: http://www.tweriod.com/

- Avoid posting more than three items in 24 hours, unless tied to a specific promotion or event.

- Post at least three to four times per week.

- If followers reply, be sure to reply back. If their comments are lewd, unfollow them and handle the situation off-line. Never engage in a negative dialogue on social media accounts linked to the College.

- Leave enough characters empty in your post to allow someone to easily retweet it. Try to shoot for 60-100 characters whenever possible.

Step 4: Twitter Conventions: Know and Use Them

- Use the @username when replying or referring to other Twitter members and @riponcollege when referring to Ripon College.

- Retweet frequently, provided the content relates back to your goals. For example, if someone says how much they love your program, retweet it.

- Always spell-check your tweets before sending them. While Twitter abbreviations are fine, sloppiness will reflect poorly on you and the College.

- Follow back your followers when appropriate. Take the time to look at each profile; you do not want to follow spammers, robots or questionable profiles advertising casinos, clubs or bars. You should follow @riponcollege and other Ripon Twitter accounts to help spread the love.

- Know your Twitter abbreviations/shorthand and other conventions. There are plenty of great articles, but Twitter's own introduction is an excellent place to start.

Step 5: Contingency Plans & Lines of Succession

If you are graduating or leaving the College, have a plan ready at the end of your time as a member of the on-campus community. If the account is not going to continue, please Tweet a farewell message, delete the account, and contact the Office of Marketing and Communications to update our social media inventory. If it is going to continue, be sure to change the Account Information (the email address associated with the account, in particular) and pass the privileges along to your successor. Remember, the advisor to any student organization account

should have administrative access to your accounts and can assist during this transition.

Facebook Guidelines

Step One: "Who Am I?" Ask yourself the big questions

- What are your goals? Who is your targeted audience? Is this desired audience using Facebook? How many likes and how much interaction will be enough to justify the existence of an account?

- Who is responsible for this account? An individual should be appointed to oversee the account to ensure a consistent voice and accountability for all content.

Step Two: Set Up Like a Professional

- Use the right Facebook Tool:
    - If your primary audience is **external**, please create a Page. (Select the appropriate entity type here: https://www.facebook.com/pages/create/)
    - If your primary audience is **internal**, please create a "Group" Page. (https://www.facebook.com/groups/?create=true)

- Identify at least one person who is responsible for your Facebook page and try to establish a consistent voice and accountability for updates/moderation of Comments.

- Customize the page as much as possible but adhere to logo and graphic style guides so your fans know you are affiliated with Ripon College. (View our guide online).

- For your Profile and Header, select pictures that speak broadly about the College, your department, program, office, organization or student-run organization.

- Always include a URL to your department/program/etc. website. If you do not have one, then use www.ripon.edu

Step 3: Post Engaging Content at Times When Users are Engaged

- When composing status updates, read them back to yourself; if it wouldn't be interesting enough for you to click on, like or share, someone else probably won't find it interesting, either.

- Always spell-check your posts before sharing them.

- Avoid posting more than once in 24 hours.

- Try to post two to three times per week, but if you don't have anything compelling to share, wait until you do. People won't "Un-Like" or "Hide" you for posting too rarely, but they'll definitely do so if you post too often.

- Move beyond simple text posts and links: actively build your page by adding photos, videos, event postings, etc.

- Share the Love. Please make the Ripon College Facebook Page (https://www.facebook.com/ripon.college) a "Favorite Page" of your department, program, office, organization or student-run organization.

Step 4: Contingency Plans & Lines of Succession

If you are graduating or leaving the College, evaluate your page and have a plan ready at the end of your time as a member of the on-campus community. If the account is not going to continue, please delete the account and contact the Office of Marketing and Communications to update our online listings. If it is going to continue, be sure to change the Account Information (the Administrator and email address associated with the account, in particular) and pass the privileges along to your successor. Remember, the advisor to any student organization account should have administrative access to your accounts and can assist during this transition.

Instagram Guidelines

Step One: "Who Am I?" Ask yourself the big questions

- What are your goals? Who is your targeted audience? Is this desired audience using Instagram? How many followers are enough to justify the existence of an account?

- Who is responsible for this account? An individual should own your Instagram account to ensure a consistent voice for the account.

Step Two: Set Up Like a Professional

- Identify at least one person who is responsible for your Instagram account and try to establish a consistent voice and accountability for updates/moderation of Comments.

- Customize your profile as much as possible but adhere to logo and graphic style guides so your followers know you are affiliated with Ripon College. ([View our guide online)](#).

- For your Profile image, select a picture that speaks broadly about the College, your department, program, office, organization or student-run organization.

- Always include a URL in your profile to your department/program/etc. website. If you do not have one, then use www.ripon.edu

Step 3: Post Engaging Content at Times When Users are Engaged

- When composing posts, read them back to yourself; if it wouldn't be interesting enough for you to like or comment, someone else probably won't find it interesting, either.

- Always spell-check your posts before sharing them.

- Avoid posting more than once in 24 hours, but feel free to use your story more often.

- Try to post two to three times per week, but if you don't have anything compelling to share, wait until you do. People won't "Un-follow" you for posting too rarely, but they'll definitely do so if you post too often.

- Share the Love. Please follow [Ripon College](#) and other college-related accounts with your department, program, office, organization or student-run organization account.

Step 4: Contingency Plans & Lines of Succession

If you are graduating or leaving the College, evaluate your page and have a plan ready at the end of your time as a member of the on-campus community. If the account is not going to continue, please delete the account and contact the Office of Marketing and Communications to update our online listings. If it is going to continue, be sure to change the Account Information (the Administrator and email address associated with the account, in particular) and pass the privileges along to your successor. Remember, the advisor to any student organization account should have administrative access to your accounts and can assist during this transition.

YouTube Guidelines

Before creating any Ripon College related account on YouTube, you must consult with Ric Damm, director of creative and social media, and Ben Cleveland, digital media and video services.

Step One: "Who Am I?" Ask yourself the big questions

- What are your goals? Who is your targeted audience? Is this desired audience using YouTube? Do you have the time and means to produce at least six videos per calendar year?

- Who is responsible for this account? An individual should be appointed to oversee the account to ensure a consistent voice and accountability for all content.

Step Two: Set Up Like a Professional

- When establishing the account, use your ripon.edu email address or that of your organization. This will ensure continuity in account access should you or your account manager graduate or leave the College.

- Customize the account as much as possible so your viewers know you are affiliated with Ripon College.

- Contact Marketing and Communications if you would like assistance with a background image.

Step 3: Create and Post Videos People Will Find and Watch

- Make sure videos are shorter than two minutes unless they are compelling enough to warrant something longer.

- Post at least two times per month.

- Make sure to add a title, descriptions and keywords that match your content for searchability. For a list of Ripon College keywords, please contact the Office of Marketing and Communications.

- If your organization, department, team or College entity has a web page, provide the URL at the conclusion of the video to encourage further interaction.

Step 4: Contingency Plans & Lines of Succession

If you are graduating or leaving the College, evaluate your account and have a plan ready at the end of your time as a member of the on-campus community. If the account is not going to continue, please delete the account and contact the Office of Marketing and Communications to update our online listings. If it is going to continue, be sure to update the Account Information (the Administrator and email address associated with the account, in particular) and pass the privileges along to your successor. Remember, the advisor to any student organization account should have administrative access to your accounts and can assist during this transition.

Blogging Guidelines

Step One: "Who Am I?" Ask yourself the big questions

- Identify your audience. What are you trying to achieve with your blog? What are your top goals for the blog? Why would a visitor read your blog? How often should you post? How long should your posts be?

- What blogging platform will work best for your goals? There are many choices, including Tumblr, WordPress, Squarespace, Blogspot and others. An excellent overview of some of these choices is available via Lifehacker here: http://lifehacker.com/5878847/which-blogging-platform-should-i-use

Step Two: Set Up Like a Professional

- When establishing the account, use your ripon.edu email address or that of your organization. This will ensure continuity in account access should you or your account manager graduate or leave the College.

- Customize the account as much as possible so your readers know you are affiliated with Ripon College.

- Contact Marketing and Communications if you would like assistance with a background image.

Step 3: Write and Post Effectively

- Keep your blog interesting by creating unique, useful, insightful content your readers can't get elsewhere.

- Don't write enormous blocks of text; keep your content scannable by writing short paragraphs.

- Break up text with headlines, sub-headlines, bullets, images and more. Using images in your post can draw your reader's attention and add interest to your post.

- Separate your posts into categories. Try to have one topic per post. This will keep your blog posts shorter and increase your ease of writing.

- If you allow comments, try to respond to them in a timely fashion. Don't ignore comments visitors make.

- Start with an excellent title; it's your first impression. Keep your title simple and accurate to grab your reader's attention.

Step 4: Contingency Plans & Lines of Succession

If you are graduating or leaving the College, evaluate your blog and have a plan ready at the end of your time as a member of the on-campus community. If the account is not going to continue, please post your farewell message along with an announcement of the blog's final date of existence. On that date, delete the account and contact the Office of Marketing and Communications to update our online listings. If it is going to continue, be sure to update the Account Information (the Administrator and email address associated with the account, in particular) and pass the privileges along to your successor. Remember, the advisor to any student organization account should have administrative access to your accounts and can assist during this transition.

LinkedIn Guidelines

Step One: Evaluate your Goals

The main purpose of creating a presence on LinkedIn is to help foster professional communication between Ripon College alumni and other Ripon College groups and individuals. If this is not your goal, you should consider a different social media platform.

Step Two: Set Up Like a Professional

- Please add a link in your group to the main Ripon College LinkedIn community, the Ripon College Professional Network which is maintained by the Alumni Office and the Office of Marketing and Communications. If you would like your new group announced/introduced in that venue, email publications@ripon.edu

- Contact the Office of Marketing and Communications if you would like assistance with a properly sized background image.

- Your LinkedIn Manager(s) must act as moderators for these pages and monitor them daily. The Manager should respond to questions and requests posted to the group.

- The LinkedIn Manager's role is not only to moderate, but to assist in making sure the relevant information on LinkedIn is included on the official Ripon College website and vice versa.

Step Three: Post Like a Professional

- Because LinkedIn is devoted to professional networking, the content and manner in which content is posted should be clean, clear and direct. It also should be of interest to an audience attempting to connect in ways related to their profession, their workplace, and prospective employers and employees.

Step 4: Contingency Plans & Lines of Succession

If you are graduating or leaving the College, evaluate your account and have a plan ready at the end of your time as a member of the on-campus community. To guarantee the continuation and viability of the LinkedIn group, be sure to update the Account Information. In particular, be sure to appoint at least one person who will continue on in the Ripon community as an administrator of the group. Remember, the advisor to any student organization account should have administrative access to your accounts and can assist during this transition.