SOCIAL MEDIA STANDARDS

Authorization
Only authorized representatives may create accounts on behalf of Southeast Missouri State University. If you are interested in creating a social media account for your division, department, college, unit or organization, you must contact the Office of University Communications and Marketing (UCM) to discuss your goals and plans for your account(s) to receive authorization. All individuals who manage a University social media account must undergo social media and brand training with UCM.

Strategy
Social media success depends upon strategy and goals. Based on your target audience, your social media platform (Facebook, Twitter, etc.), content, media and insights should all be part of a specific strategy. These strategies should align with the University’s strategic plan and goals. UCM will help you assess your strategy. Prior to meeting with UCM, you should answer these questions:

● What are your goals?
● What resources will you provide (personnel, budget, time, etc.)?
● Who will be responsible for the page and communicating with UCM about social media strategy? This should be a maximum of three full-time Southeast employees. Students should not be responsible for social media accounts.
● Who are you trying to reach? Who is your audience?
● Are you committed to crafting an engaging content strategy and creating relevant content?
● How will you respond to your audience when things don’t go as planned?
● How will you define success for your social media accounts? How will you measure your success?

Creation
Aligning with the Southeast Missouri State University Brand
Utilize the University’s appropriate graphics and components that appear in the Brand Guide. This guide is vital in promoting and protecting the University’s identity.

Naming Standards
SEMO must be listed prior to the division, college, department or unit for the official name of the social media channel (Ex. SEMO College of Education).

Management
Everything posted to an account is connected to Southeast Missouri State University and is a public representation of the Southeast Missouri State University brand. Posts can have consequences that affect the University and your organization/department/division. Content is
required to remain professional and positive at all times. **Content administrators are responsible for the content that they post.**

- The department chair/director is responsible for the appointment of administrative rights to appropriate personnel. Suggested appropriate content providers are departmental chairs/directors and full-time faculty/staff. We strongly discourage University departments/divisions to allow student employees access to official University social media accounts.
- Passwords and content administrator contact information should be shared with UCM.
- If one of your administrators leaves your department, it is your responsibility to immediately revoke their administrative privileges to your social media accounts and transfer to the new social media contact.
- UCM should be contacted as soon as possible after a social media contact has been changed.

*Due to the everchanging nature of social media, University Communications & Marketing reserves the right to update these guidelines at any time. An updated version will be sent to a list of social media contacts. All social media contacts will be responsible for being familiar with updated guidelines.*
Facebook

Profile Photo (180 x 180 px)
- Should be something representative of your department.
- Official University logo should only be used by official accounts operated by UCM. Sub-branded logos may be used.

Cover Photo (851x315px)
- Should be representative of Southeast Missouri State and your department.

About Section
- Content should be concise and must be approved by UCM.

General Guidelines
- Aim for consistent postings and updates. University-affiliated accounts must include a minimum of two posts per week. UCM recommends you create a content plan prior to setting up the account. UCM can assist in the creation of this plan.
- Messaging should be clear, so your audience understands what you are communicating. Social media must be relevant, so make sure you are adding value to the online community by posting useful information. Check insights at least every two weeks to see what is performing well and adjust accordingly.
- Photos and videos usually perform better than text only posts.
- Always ensure any facts shared on your page are valid prior to posting. In addition, all grammar, spelling and punctuation should be double-checked. If a mistake is made, it should be honestly identified and corrected.
- Always respond to and address any feedback received on your page. We urge you to check your Facebook page a minimum of once per day in order to respond to either public comments or private messages.
**Twitter**

*Profile Photo (400 x 400 px)*
- Should be something representative of your department.
- Official University logo should only be used by official accounts operated by UCM. Sub-branded logos may be used.

*Header Photo (1500 x 500 px)*
- Should be representative of Southeast Missouri State and your department.

*Biography Section (160 characters)*
- Content should be concise and must be approved by UCM. UCM can provide guidance on how to best represent your department

**General Guidelines**
- Tweets with photos or videos drive more engagement. Tweets that include a link or image should be 120 characters or less in length to leave room for an image/link. All Tweets should be a maximum of 140 characters.
- Always ensure any facts shared on your page are valid prior to posting. In addition, all grammar, spelling and punctuation should be double-checked. If a mistake is made, it should be honestly identified and corrected.
- All Tweets should maintain the tone of the University and be consistent with University branding. Accounts that have personality get more engagement, but keep in mind that all messages that are posted on social media directly represent Southeast Missouri State University, so maintain a professional tone.
- Consistency is key on Twitter, as it is a fast-paced environment. In order to maintain a presence, you must update with relevant information constantly.
- UCM recommends creating a tentative 6-month content plan before creating an account. Plans should include no more than 10 Tweets per day and a minimum of 5 Tweets per week. All Tweets should be aligned with the goal of the account.
- Most feedback should be acknowledged and responded to appropriately when your account is tagged. We urge you to check your Twitter account for updates at least once per day to ensure quick responses to inquiries. Any questions about responding to feedback should be directed to UCM.
Instagram

Profile Photo (110 x 110 px)
- Should be something representative of your department.
- Official University logo should only be used by official accounts operated by UCM. Sub-branded logos may be used.

Biography (150 characters)
- Should reflect the purpose of the account and be approved by UCM. UCM can provide guidance on how to best represent your department

General Guidelines
- All content should be sensitive to the demographic the account is trying to reach. All images and content should maintain a voice and tone that is in line with the University’s brand and the account’s purpose.
- To ensure audiences are responded in an efficient manner, we recommend that Instagram is checked at least once every 24 hours.
- To maintain relevance to audiences, we recommend that content is uploaded to Instagram accounts at least once per week.


**Blogs**

Before creating a blog for your department, keep in mind that building a blog following takes time, consistency and effort. A meeting with UCM to discuss your goals and targeting audience is required before creating a blog. UCM can also assist in creating a content schedule so that content is prepared in advance and stays relevant.

**General Guidelines**

- For a blog to maintain relevancy, we recommend posting at least one blog post per week. Creating a content schedule before creating a blog can assist with knowing what and when to post.
- All blogs associated with Southeast Missouri State University need to be set up through the Web Communications office, a division of UCM.
- Blog posts should maintain a consistent voice and topics that are in line with the blog’s goals and University brand.

**Other Social Media Outlets**

(e.g. Snapchat, LinkedIn, Pinterest, Tumblr, Google+, etc)

Since social media is an ever-changing landscape, all social media outlets are not listed on this page. As other mediums evolve and become relevant to our marketing efforts, these guidelines will be updated accordingly. As discussed above, before any additional social media accounts are created, a discussion with UCM must take place to discuss goals and objectives. UCM will help your department decide which mediums are relevant to market your department.

**Official Terms & Conditions/Best Practices Resources:**

These are the official terms and conditions of each social media platform. Please pay special attention to these rules when creating and posting content to your account. Due to the everchanging nature of social media, these rules are subject to change at the discretion of the social media company. It is your responsibility to stay up to date on these rules and best practices.

**Terms & Conditions:**

- Facebook
- Twitter
- Instagram
- Wordpress

**Best Practices Resources:**

- Facebook’s Posting Best Practices
- Twitter
- Instagram