

## **Social Media Policy:**

**Responsible Office or Person:** Enrollment Management-Marketing

This policy is intended to assist Viterbo University's social media users in effectively and properly portraying, promoting, and protecting the institution. Participation in social media on behalf of Viterbo University is not a right but an opportunity, so please treat it seriously and thoughtfully. Noncompliance with Viterbo's Social Media Policy may result in limitation or revocation of university-related social media accounts or corrective disciplinary actions.

## **Primary VU Social Media Accounts:**

**Facebook**

**Instagram:**

**YouTube**

**X (Formerly known as Twitter)**

**LinkedIn**

**TikTok**

Social media channels develop and change frequently. The Marketing Department will determine when to create a new primary account or modify an existing one based on social strategy.

## **Viterbo-Related Social Media Accounts**

Dozens of social media accounts are managed by Viterbo employees and students representing departments, programs, schools, teams, and clubs. If you think that social media might be helpful for your department, office, or program, consider the following *before* creating a new social media profile:

### **Creating Accounts:**

New social media accounts must be authorized by the digital marketing and media specialist. Social media accounts not authorized may be asked to be disabled. Before creating a Viterbo-related social media account, we recommend you take the following steps:

- **Determine if a similar social media account already exists.** Is there a social media account already active for your office, department, or club? If so, can you leverage those social media pages that already have a built-in audience?
- **Decide if you have the resources/personnel/time:** Can you produce consistent, quality content up to 2-3 times per week to meet your goals and maintain the account daily?
- **Define your goals and objectives:** How does social media fit with your overall goals? What results do you hope to achieve? How will you measure success?

- **Determine your audience:** What group(s) of people do you hope to reach? By identifying your audience, you can connect with the right audience on the right platform.
- **Identify your platform(s):** With your key audience and goals in mind, what platform(s) will serve you best?
- **Plan your content:** What, specifically, are you posting/sharing, and why? How often will you post? Do you have lots of unique, engaging, shareable news or events?
- **Decide how you will measure success:** Determine how you will evaluate success for each channel as it relates to your purpose and goals. Is it increased traffic to your website? Better communication with students? Increased event attendance? Increased engagement on your posts through likes, shares, and comments?

### **Account Set-Up and Registration:**

All Viterbo-related social media accounts must be approved and registered with the digital marketing and media specialist and provide administrative privileges and login credentials.

*\*Note: Viterbo athletics social media accounts must also register with the coordinator of athletics communications.*

Students interested in creating a social media account for a new Viterbo student club or organization must first follow Viterbo’s criteria to become a recognized organization or club.

Accounts must use a Viterbo-domain email address as the login.

Currently, the only social media account allowed to have a “Review” feature is the Viterbo Fine Arts Center because it is a venue.

All Viterbo-related social media accounts must include, “Viterbo University” in the title.

A master list of Viterbo-related social media accounts and log-in credentials will be maintained by the marketing department.

Once registered, related Viterbo accounts can be supported through the primary university social media accounts by re-posting, sharing, tagging, and commenting.

### **Account Management:**

Viterbo University’s marketing department reserves the right to log in to Viterbo-related accounts to assist in replying to messages or comments, editing or deleting content, and disseminating information on behalf of the university in the event of a crisis or emergency. The

marketing department also reserves the right to monitor and track social media accounts that identify themselves as being connected to Viterbo University, even if they have not registered.

**Staff Accounts Appropriately:**

All Viterbo-related social media accounts must have two faculty or staff members serving as administrators; one who regularly monitors the account and one who can serve as a backup. Students may assist as account contributors, but they should not be owners or sole administrators of Viterbo-related accounts, including student organizations or clubs.

When administrators leave the university or transition out of a social media management role, the account's page roles and/or passwords must be updated immediately. Social media administrators should contact the digital marketing and media specialist anytime a password is changed, or an administrator is added or removed.

It is recommended that student clubs and organizations work with their faculty advisor to figure out the best way to manage and transfer accounts when club officers change, or students graduate.

**Keep Accounts Active:**

To be considered an active Viterbo-related account, the minimum post frequency is 2-3 times per week.

**Dormant Accounts:**

The marketing department reserves the right to disable or temporarily un-publish Viterbo-related accounts that are dormant (no posts or activity) for more than three months. Stagnant accounts are vulnerable to hacking where inappropriate content about the university could be produced. They also reflect poorly on the university's brand image.

**Lost Account Access:** If you get locked out of an account, try the "forgot password" reset option. If the issues continue, contact the digital marketing and media specialist for additional assistance.

**Closing/Deleting Accounts:** Contact the digital marketing and media specialist before deactivating and deleting an account.

**Social Media Content and Engagement Guidelines:**

**Respect:**

Treat others with respect and inclusivity. Show proper consideration for the privacy of others and in consideration of FERPA and HIPAA. Be courteous towards our competitor schools and institutions. When posting under official university pages, know that you are representing the entire Viterbo institution—students, faculty, staff, alumni, friends, donors, etc.

### **Tone of Voice and Common Sense:**

With everything you post, your main objective should be to provide worthwhile information and perspective. Be mindful of the words you choose to convey your message. Social media is not the place for sarcasm, jokes, racial slurs, or distasteful comments. All Viterbo-primary and related social media accounts should aim to be:

- Franciscan: Kind, welcoming, and supportive
- Accessible: Inclusive, accommodating, and understanding
- Relevant: Modern, forward-thinking, and creative
- Educational: Innovative, collaborative, and honest.

### **Be Present and Responsive:**

Engaging with followers builds credibility and community, and keeps followers coming back. To maintain positive engagement on social media, comments on Viterbo’s primary social media accounts and Viterbo-related social media accounts are enabled.

A social media administrator from each Viterbo-related social media account shall monitor comments and messages daily, respond promptly to questions, address issues or crises, and elevate any issues or concerns to the digital marketing and media specialist.

### **Moderating Comments:**

Viterbo University reserves the right to hide or delete comments published on social media posts.

Viterbo’s primary social media accounts as well as all Viterbo-related social media accounts shall be monitored daily for anything that goes against university guidelines or contains spam, threats, or abusive content such as the following:

- Spam (spam links/URLs, clickbait, promoting personal or external business)
- Abusive content (hate speech, hateful or foul language towards other users) Leaves inappropriate comments, photos, or graphics in comments (profanity, nudity, unrelated photos or GIFs, etc.)
- Threats towards the university, university community members, or other users
- User displays several criteria that indicate a “troll” account
- Has no custom profile picture, repeatedly posts the same comment on each post, or doesn’t interact with other users but instead is only on the page to “troll” the account.

### **University News: Announcements: Crisis Communication:**

It's important to minimize the spread of misinformation and content shared out of context.

In the event of breaking Viterbo University news or a crisis (sensitive concern or dangerous situation), social media account administrators shall not post information on Viterbo-related social media accounts unless authorized to do so. This includes situations where the university is waiting to officially release information to the public and/or members of the press.

If this content is posted on Viterbo's primary social media account, social media administrators from other Viterbo-related social media accounts agree to only share information directly from that account.

### **Collaborate with Viterbo's Primary Social Media Accounts:**

Viterbo-related social media accounts may be asked to assist in promoting university events, by sharing posts from Viterbo's primary social media accounts.

Viterbo-related accounts shall refrain from posting original content about holidays and honorary days or months unless that department, office, or club is sponsoring or hosting them. Permission to do so must be granted by the digital marketing and media specialist. Viterbo-related accounts shall share this content from the primary Viterbo platforms to maintain consistency in messaging and institutional support. (I.e. MLK Day, Pride Month, Juneteenth)

To request that your event or content be shared on Viterbo's primary social media accounts, submit a social media request through the Workfront App> Social Media Request form at: <https://viterbo.my.workfront.com/requests/submitted>

Tag or mention Viterbo University in posts so they can be shared on Viterbo's primary social media accounts.

Share or repost content that comes from other Viterbo-related social media accounts to share great Viterbo content and expand the content's reach.

### **Copyright:**

Copyright infringement is illegal and could expose Viterbo University to financial liability and reputational risk.

- You may not reproduce, screenshot, modify, or redistribute content (including text and images) that does not belong to Viterbo University.
- Give credit to photos where applicable.
- Ask permission to use photos or videos not taken by Viterbo University.
- Any video materials using music must adhere to copyright law.

- If you are sharing specific information or referencing something in the news, include the source/URL from where you obtained the information.

### **Accessibility:**

Be mindful of accessibility best practices when posting on social media accounts.

- Use Closed Captioning when applicable.
- Avoid excessive emojis.
- Add captions to videos.
- Write alt-text for photos and graphics.
- Use camel case for hashtags. Capitalize the first letter of each word in a hashtag (i.e., #ViterboUniversity).
- Use a URL shortener like Bitly to minimize the number of characters in your hyperlink.

### **Brand Guidelines:**

The Viterbo brand is one of the university's most valuable assets. It helps define the university and make it distinctive in the marketplace. A common and consistent visual identity is a crucial component of the brand, and the graphic standards in this manual are designed to maintain the integrity of the university's visual images. The Brand Guidelines can be found here:

<https://viterbou.sharepoint.com/sites/Communications/Shared%20Documents/ViterboBrandGuide.pdf>

Although online graphic design programs such as Canva are free and readily available to use, creatives (graphic images) for social media shall be created by the communications department and can be requested through the Workfront App> Social Media Request form at:

<https://viterbo.my.workfront.com/requests/submitted>

### **Use of Staff, Faculty, and Students in Photos/Videos:**

Viterbo University assumes that its faculty, staff, and students are excellent resources for marketing the institution and they welcome involvement in these activities. However, social media administrators should communicate when a photo or video is being taken and allow the individual(s) to decline participation. See Student Handbook Policy on Implied Photo Consent at

[https://www.thezonelive.com/SchoolStructure/WI\\_ViterboUniversity/handbook.pdf](https://www.thezonelive.com/SchoolStructure/WI_ViterboUniversity/handbook.pdf)

## **Personal Use of Social Media**

You have freedom of speech and academic freedom. However, please be mindful that what you say on social media platforms could impact the university. If you have personal social media accounts and wish to disclose that you are a Viterbo employee, be sure to use a personal profile picture and include a disclaimer that your posts are not opinions of the university.

## **Social Media Takeover on Viterbo's Primary Social Media Accounts:**

By allowing a student, alumni, faculty, or staff member to take over our account for the day, we can provide a distinct point of view, personalize a program or experience on campus, and help facilitate peer-to-peer conversations.

### **Takeover Goals**

- **Facilitate Peer-to-Peer Conversations:** Connect prospective students with current students.
- **Brand Awareness:** Provide prospective students with a glimpse of what life is like as a Viterbo student.
- **Increase Engagement:** Generate new levels of excitement on our social media platforms.
- **Greater Authenticity:** Make life at Viterbo more relatable and authentic to prospective students.

### **Marketing Department Responsibilities**

- Promote social media takeovers to the Viterbo community.
- Recruit hosts for takeovers.
- Train hosts on takeovers.
- Schedule takeover days.
- Monitor takeover days for appropriateness and engagement.
- Gather data from takeover days and prepare engagement reports.

### **Takeover Occurrences and Themes:**

Takeovers will be held at least one time per month, with the goal of being held weekly.

Takeovers should showcase student experiences within one or more of the following themes:

- Student Life
- Residence Life
- Hands-on Learning
- Research Opportunities
- Mission Trips
- Study Abroad
- Community Service
- Community Building
- Athletics or Club Sports
- Recreation and Wellness
- Student Leadership and Involvement
- Spirituality
- The Arts

- Dining

### **Marketing will lead the recruitment for takeover hosts by:**

- seeking out students who are positive about our mission and values.
- seeking out students who are engaged with VU in a club or organization.
- seeking out students who are having a great academic or athletic experience.
- asking faculty or staff for student referrals based on the above criteria.

### **Requesting a Takeover:**

Email the digital marketing and media specialist or call 608-796-3041 with your request and provide details about your takeover. For your takeover to be approved, it must answer at least one of the following questions:

- Why Viterbo?
- What I have learned at Viterbo?
- What have I gotten out of my time as a student at Viterbo?

### **The Takeover is Approved:**

If your takeover idea is approved, a short meeting will be scheduled with the digital marketing and media specialist. The following will occur at the meeting:

- Discuss your takeover in more detail.
- Schedule a date for the takeover. Keep in mind, that your takeover may need to be scheduled out further than desired if another takeover is planned or marketing activities are occurring during your requested time frame.
- Review and sign the social media policy and guidelines. The digital marketing and media specialist will not provide social media login details until this is completed.
- Your takeover day will be promoted on Viterbo's main social media platforms. Along with some general information about you, such as your major or year in school, we will also obtain a photo of you for our takeover day promotion. You can email a photo of yourself to the digital marketing and media specialist or a photo can be taken during this meeting.

### **During the Takeover**

- Posts or stories should be done at least once per hour, throughout the day. However, you are not required to do any posts or stories in the late evening unless you want to.
- You are not expected to post during class time.
- Use a mix of content videos, photos, texts, emojis, and boomerangs throughout your takeover.
- Vary your video backgrounds if you are able.



- Feel free to feature others in your takeover, if they give the OK.
- Max video length for each story clip is 15 seconds. You can string multiple 15-second clips together to make a longer video sequence.
- Hosting a Q&A during your takeover is encouraged, but not required. If you choose to do a Q&A, you are not required to answer questions that may come late in the evening.
- If possible, save videos, photos, or stories for Viterbo's marketing department to use in future marketing posts or ads. These can be sent directly to the digital marketing and media specialist.

### **Takeover Guidelines:**

Hosts are not permitted to share, change, or alter the account's handle, or password. If you forget the password, please contact the digital marketing and media specialist, or marketing director to reset it.

- The account is monitored and Viterbo reserves the right to delete any posts or stories.

### **Takeover Don'ts!**

- Use of profanity.
- Post about drug/alcohol use.
- Personal attacks.
- Use hate or racist speech.
- Insults or attacks other colleges or universities, even about sports.
- Pictures or videos containing nudity.
- Pictures or videos of parties or gatherings where alcohol is involved.
- Sharing personal information about other people without their permission.
- Sharing confidential information (e.g. home address, student ID card, etc.).
- Showing private medical situations without permission from a parent/guardian.
- Sharing photos or videos of others without their knowledge (unless it's a group activity shot out in public).
- Showing minors (under 17) without permission from a parent or guardian.
- Promoting your business or event.
- Sharing opinions about politics or university policies.
- Creating content or posting while driving.
- Creating content in a bathroom, or rooms where individuals are undressing.

### **Takeover Tips:**

- Follow all state and federal laws (e.g., copyright law, wear a seatbelt, etc.)

- Think of your audience as someone who does not know much at all about Viterbo.
- Plan! What are you going to say? What are you going to take a photo or video of? Prepare a storyboard or outline before you snap your videos or photos.
- Promote your takeover leading up to the day on your own social media platforms, encouraging others to check out your content.
- Be mindful of noise levels if you are shooting videos.
- Prepare an introductory post. Start the takeover with a selfie video, introducing yourself and what you will be showcasing.
- Introduce yourself in groups and announce that you're snapping so those who don't want to be featured can say, "no."
- Be positive. Represent VU and its students, faculty, staff, and the larger community in a positive light. Consider our mission and values in your takeover.
- Interact with the viewers. We strongly recommend doing a Q&A and saying, "Have any questions for me as a Viterbo....? Ask it here and I'll answer them throughout the day." If you are unsure how to answer a question, contact the digital marketing and media specialist for help.
- End with a video selfie or image to recap the takeover and let the audience know you are done.

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