



Social Media Policy

Social media is a powerful communication and marketing tool that has a significant impact on Viterbo University's reputation and image. This policy will help the Viterbo community follow brand standards and better connect the dozens of channels that represent the University.

Primary Presence

Viterbo's primary brand is managed by the Marketing Dept. and has active accounts on the following social media channels:

Facebook	Viterbo University	facebook.com/viterbouniversity
Instagram	@viterbouniversity	instagram.com/viterbouniversity
YouTube	Viterbo University	youtube.com/viterbouniversity
Twitter	@Viterbo_Univ	twitter.com/viterbo_univ
Snapchat	viterbosnaps	snapchat.com/add/viterbosnaps
LinkedIn	Viterbo University	linkedin.com/school/viterbo-university
Pinterest	Viterbo University	pinterest.com/viterbouniversity

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

Branded Hashtags

#ViterboUniversity	#vhawks	#ViterboBound	#ViterboArts
#ViterboServes	#ViterboGrad	#ViterboAlumni	

Related Accounts

There are dozens of social media accounts that are managed by Viterbo employees and students representing departments, programs, schools, teams, and clubs.

All accounts created to represent a Viterbo organization must be registered with the university's Marketing Dept. A list of Viterbo-related social accounts and the administrators are kept and updated on a master spreadsheet.

New Accounts

New Viterbo-related accounts must be approved by the Marketing Dept. before creation to make sure they are set up correctly, have proper university branding, and account managers have a social strategy.

Accounts for Class Projects

Social accounts for short-term class project should first be discussed with the Marketing Dept. to make sure there is a plan for when the project is complete to eliminate the possibility of social space junk, lost access to accounts, or pages that are irrelevant.



Lost Account Access

If you get locked out of an account, try the “forgot password” reset option. If the issue continues, contact the Marketing Dept. for additional assistance.

Closing Accounts

If social media admins want to discontinue use of a Viterbo–related account, contact the Marketing Dept. to make sure the account is deactivated/disabled/closed properly.

Account Management

- Accounts representing Viterbo programs, departments, or schools must provide admin access and login information to the Marketing Dept. for security and social crisis management.
- All Viterbo-related accounts must have at least two administrators for account security (in addition to Marketing Dept. access).
- Accounts must use a Viterbo-domain email address as the login.
- When social media administrators leave the university, the account must be formally transferred to an individual/admin team that remains at Viterbo. Please notify the Marketing Dept. to update the master spreadsheet of accounts and admins.
- 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.
- At this time, the only social account allowed to have a Review feature is the Viterbo Fine Arts Center because it's a venue.
- If an account is inactive for 6 months or more, it may be flagged for deactivation/deletion.

University Logo Use

- Reference Viterbo University Brand Guidelines for logo use for social media.
- Only the University's primary social presence can use the primary logo or just the icon as a profile photo.
- Profile photos for accounts representing Viterbo programs, departments, or schools must request a profile photo from the Marketing Dept. The graphic will include the University or Athletics icon and the name of the program below it.



Content and Social Takeover Guidelines

- Keep the password confidential.
- Use correct spelling and grammar.
- Use appropriate behavior and language, including abbreviations and GIFS/memes.
- Do not reference alcohol, parties, or drugs (e.g., no Solo cups, no matter what's in them).
- Do not insult or attack other schools or people, even in reference to sports.
- Follow state and federal laws (e.g., copyright law, wear a seat belt, etc.)
- Follow the social network's terms and conditions.
- Do not take or share photos/videos/audio recordings while driving or in the bathroom.
- Do not show minors without permission from a parent/guardian.
- Do not show private medical situations without permission from patient/parent/guardian.
- Do not post confidential information (e.g., home address, student ID card, flight info, etc.)
- If you make an error, correct it quickly.
- Be aware of your surroundings.

Tone of Voice

Viterbo's flagship social media accounts aim to be:

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

Accessible Content

Social media companies are working on ways to make their networks more accessible and screen readers help people with disabilities engage more on social. However, to make our social content more accessible we should do the following:

- **Include accurate descriptions and transcriptions**
 - Include open or closed captioning on all videos.
 - Check and correct auto-generated captions or upload a caption file, such as .srt.
 - Add descriptions to every image/meme/GIF and photo album.
 - Edit auto-generated alternative (alt) text or include your own.
- **Use CamelCase for hashtags:** Capitalize the first letters of compound words.
 - e.g., use #ViterboUniversity instead of #viterbouniversity
- **Use hashtags at the end of a post.**
- **Spell out acronyms upon first use.**
- **Avoid overuse of the same emoji in a post.**



Comment Guidelines

We keep visitor comments/messages on our social accounts unless:

- they are profane, racist, sexist, or derogatory
- they are off-topic or spam
- they contain an inordinate amount of errors or incorrect information

If you come across inappropriate content on a Viterbo–related social network or one that mentions Viterbo, take a screenshot, report it within the social network, and contact the Marketing Dept. The Dept. can also assist during a social media crisis.

Personal Use of Social Media

You have freedom of speech and academic freedom. However, please be mindful that what you say on social 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 (e.g., Tweets are my own.)

Non-Compliance with Viterbo’s Social Media Policy may result in limitation or revocation of University–related social media accounts, or corrective/disciplinary actions.

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