Saint Xavier
UNIVERSITY

www.sxu.edu

SOCIAL MEDIA POLICY

SOCIAL MEDIA POLICY

Saint Xavier University has adopted this institutional policy to provide stewards of University-approved social media accounts with guidelines to uphold for all social media platforms.

Disclaimer: University Relations reserves the right to maintain the Social Media Policy and best practice as it pertains to content and design. University Relations also reserves the right to make changes to its policy as questions and concerns are brought to our attention.

PURPOSE
Showcase SXU as a Mercy-driven university that provides an affordable, transformative educational experience through high-quality academics, as well as leadership and service opportunities.

MAIN SOCIAL MEDIA ACCOUNTS
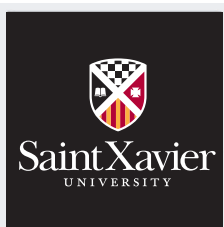
Facebook	Twitter	Instagram	YouTube
Saint Xavier University @stxavieruniversity	**Saint Xavier** @SaintXavier	@SXUCougars	@Xavs1846

APPROVED SOCIAL MEDIA ACCOUNTS
In addition to the main social media accounts, we acknowledge some social media accounts as University-approved accounts. As approved accounts, University Relations will provide personalized guidance to strategize and assist those departments/offices. Approved social media accounts that are managed by staff and faculty within SXU departments/offices, not students, are chosen based on their activity oriented toward recruitment and retention. Accounts that are not formally approved are not authorized to use the University logo.

Approved social media accounts include:
- Alumni Relations
- Athletics
- Office of Admission
- Shannon Center
- Student Life

Only content on approved accounts will be shared on the main social media outlets. If you are not on this list, your social media account is not approved, and all requests for event or program promotion through social media must be sent to urprojects@sxu.edu.

SOCIAL MEDIA POLICY

Specific Roles:

- Saint Xavier University owns all approved social media accounts. **Administrators** within the department and University Relations have the sole authority to approve, set up and control and maintain the login information (including passwords) and who has access to the accounts.
- The administrators of the accounts should appoint **managers** of the account. Managers are responsible for all content, regardless of who contributes postings to the account.
- Other staff or student interns can serve as **contributors** on an account and may post content, but the account must ultimately be owned by Saint Xavier University.

Administrators who set up social media accounts must adhere to the following:

- Social media accounts should be set up using a catch-all SXU email address, NOT a personal or individual's SXU email address.
- Departmental administrators must receive approval from University Relations prior to opening up any additional social media accounts
- Administrative points of contact MUST change passwords at least once a semester or prior to someone leaving the University who had access to the accounts.
- Passwords must be different for each platform and secure.

Managers and contributors must adhere to the following when managing accounts:

- Managers and contributors are not authorized to set up social media accounts under any condition.
- Any social media account changes (including password, name, handle, photo, email address, etc.) must be approved and made by the administrators.
- Any accounts initially started with an SXU name and handle cannot be altered or repurposed for personal use in any case.

Text that needs to be on approved accounts:

Saint Xavier University reserves the sole right to review, edit and/or delete comments it deems are inappropriate. Comments including, but not limited to the following, may be deleted or edited by the moderators:

- Abusive or hurtful comments about Saint Xavier University students, staff or communities
- Off-topic or redundant comments (this includes promotion of other events/groups, pages, websites, organizations, etc. not associated with the school)
- Comments that use foul language or "hate speech" (including but not limited to racial, ethnic, religious or gender bashing language)
- Personal attacks or defamatory statements
- Comments that violate the privacy of our students, staff and communities

Unofficial accounts must include one of the following disclaimers:

- All views expressed are my own and do not represent the opinions of Saint Xavier University.
- Opinions expressed are in no way affiliated with those of Saint Xavier University.
- Opinions are my own and not the views of Saint Xavier University.
- Tweets are not a reflection of the views of Saint Xavier University (for use only on Twitter).

SOCIAL MEDIA POLICY

SOCIAL MEDIA VOICE

TONE
The tone should be fun, enthusiastic and student-oriented yet also educated and professional.

WHO WE ARE
We are a diverse Sisters of Mercy institution. We educate for competence, character and career success. We are doers. We are supportive, uplifting and positive. We are SXU!

OWNERSHIP
While University Relations takes ownership of posts on the main social media accounts, all approved SXU accounts should not specify who is posting nor who is commenting. We are one community. We are SXU!

TRANSPARENCY
We must be consistent with our personality, representation and tone while being positive, honest and transparent in what we are posting to social media. We cannot post anything that is not true about the University or any of its constituents.

SOCIAL MEDIA POLICY

STYLE TIPS

- **Active voice:** If the subject performs the action, the verb is active voice: The tornado destroyed the home. If the subject is acted upon, the verb is in passive voice: The home was destroyed by the tornado. When given a choice, use active voice.
- **a.m., p.m.** - Always lowercase with periods. Avoid the redundant 10 a.m. this morning or 10 p.m. tonight. When referring to 12 a.m. or 12 p.m., always refer to as midnight and noon, respectively.
- **Ampersand (&)** - Use the ampersand when it is part of a company's formal name or composition title: House & Garden, Procter & Gamble. The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: B&B, R&B and if needed to save space on Twitter.
- **Champ** – Champ should remain gender neutral. Please refer to Champ without saying he/him or she/her.
- **Contractions** - Avoid excessive use of contractions.
- **Dates** - Always use Arabic figures without st, nd, rd or th.
- **Days of the week** – Capitalize; do not abbreviate.
- **Links** - Links should be shortened for Twitter using the bitly to save characters. Add a space between the link and the URL to make sure it is legible. For example if you want to link to an SXU News story, say: Read more on #SXUNews.
- **Mentions** – Instead of simply naming someone mention/tag their account. For example: "Congratulations to the Saint Xavier University Football team on their win" becomes "Congratulations to the @SXUFootball team on their win! #GoCougs #WeAreSXU". No more than three mentions in one tweet.
- **Numbers** - Spell out one through nine; use figures for 10 or above. Figures of any number are always used for academic course numbers, room numbers, page numbers, ages, dimensions/measurements/weights, percentages, dates, sport statistics, monetary units, temperatures, times and more. Do not spell out if you need to shorten for the Twitter character limit.
- **Saint Xavier University** - Spell out on first reference. "Saint" is never abbreviated. On second and subsequent references, it may be referred to as "Saint Xavier" or "SXU." Capitalize "University" when referring to Saint Xavier: Saint Xavier University is closed today. The University will open tomorrow.
- **Social media platforms** - Always capitalize the name of the social media platforms, i.e. Facebook, Instagram and Twitter. Follow the spacing of the username as it appears on the platform: The Saint Xavier University Facebook page and @SaintXavier Twitter account. Note the use of the @ symbol. This symbol is used only for Twitter accounts. If SXU is used in the account name, always uppercase SXU.

HASHTAGS

When using hashtags, capitalize the first letter of each word to avoid confusion: #CougarsCare, not #cougarscare. Avoid using #SXU as a hashtag. Below is a list of commonly used SXU hashtags:
- #SaintXavier
- #SXUCougars
- #WeAreSXU
- #SXUBound
- #SXUSelfie
- #GoCougs
- #SXUStudentLife
- #SXUCougarDiaries
- #SXUCougarPride
- #New2SXU
- #SXUNews
- #CharacterCompetenceCareerSuccess
- #Character
- #Competence
- #CareerSuccess

SOCIAL MEDIA POLICY

SOCIAL MEDIA DO'S AND DON'TS

Do protect your password and grant permission to trustworthy people.

Do post appropriate, engaging and relevant images and videos to attract your target demographic.

Do cater your messages to each platform and your audience.

Do be mindful of what you are posting for content and digital images and video.

Do check your page insights to see what times are the best to post and monitor the activity on your social media pages(s) to strategically coordinate the timing and content of your posts.

Do edit your content for grammar and punctuation.

Do post news and event updates for your department.

Do create a social media schedule to stay on track and organized with your postings.

Do share appropriate posts on your page from other reputable sources, especially from approved SXU social media accounts, including the institutional social media platforms.

Do invite people to "like" your page.

Do tag people or mention anyone that is relevant to the post.

Do interact with people that "like" your page by commenting on or liking their comments.

Do respond to messages within 24 hours to be seen as trustworthy and responsive.

Do contact University Relations if you are unsure of how to handle a negative comment or mention; situations can easily escalate without proper treatment.

Do contact University Relations for advice on how to reach a larger audience and encourage engagement.

Do contact University Relations if you need a header or profile image created.

Do notify University Relations when content contributors are added or removed.

Do change the email address associated to the social media account to an email that can be accessed once the person who oversees/manages the account is no longer employed with the University or changes departments or offices (i.e. urprojects@sxu.edu) to avoid losing the social media account.

Do remember that everything you post online can and will live forever.

Do respect copyright materials; give credit where credit is due.

Do try Facebook Live and Instagram Live. Make sure you have planned the content you are covering in the live videos and advertise that you are doing a live video so that you have an audience.

Do utilize hashtags to increase reach. When choosing a hashtag, do a quick Google search to ensure that the hashtag is not associated with a topic that violates our image.

Do notify UR when using a specific hashtag for an event.

Do NOT use music that you have not purchased.

Do NOT advertise other universities or colleges unless it directly relates to Saint Xavier University.

Do NOT speak negatively about the University or of issues surrounding the University as you are representing SXU.

Do NOT post personal student, faculty or staff information on social media, so as not to violate FERPA.

Do NOT go overboard with postings; posting two to four times a day is appropriate.

Do NOT post back to back, or minutes apart, as it can appear like spam.

Do NOT post content that is politically biased. As a representative of the University, you are obligated to remain neutral to promote critical discussion and inclusivity for all your followers.

Do NOT promote your own personal beliefs, ideas and/or products on behalf of the University. Individual accounts independent from the University would be the appropriate avenue for that content.

Do NOT engage in any conversation regarding social issues, politics or degrading another University or institution's policies, views or ideologies.

Do NOT post anything that is characterized as a weapon.

SOCIAL MEDIA POLICY

POSTING GUIDELINES
When posting to social media, review your insights to view the optimal times to post and follow the guidelines below:

- **Facebook**
  - o Target audience: Parents and alumni
  - o Post up to three times per week.
  - o When sharing another page's post on your page, add a personal message about it before hitting "share."
  - o Use line breaks to make posts more readable.
  - o When linking to a web page or website, delete the text URL from your post and utilize the link preview.
  - o Hide spam comments from posts and the page.
  - o Like comments from users when appropriate.
  - o Invite people who have liked your posts to follow/like your page.
  - o Hashtags should be used sparingly.

- **Instagram**
  - o Target audience: Current, incoming and prospective students
  - o Post four to seven times per week.
  - o Share video content.
  - o Focus on the University experience.
  - o Do not use links in the posts; if needed, use the link in the bio.
  - o If tagging more than two or three hashtags, put the hashtag in a comment on the post to keep the caption concise.
  - o Like pictures that are SXU related.

- **Twitter**
  - o Target audience: Graduate students
  - o Post up to three times a day.
  - o Retweet (RT) or quote tweets but never modify original tweets.
  - o Blend RTs with original content.
  - o Include at least one to two focused hashtags in your tweet.
  - o Include any relevant mentions to active accounts, but do not do more than three mentions in one tweet.
  - o Like tweets from your followers and that fit our brand.

SOCIAL MEDIA POLICY

CONTENT
As a University, our audience consists of alumni, current students, prospective students and parents. Make sure you are catering your messages and use the following guidelines to create your content:

- **Alumni**
  - o   Highlight very successful alumni and talk about their experience at SXU and how it helped shape their career success.
  - o   Highlight alumni who are influential in their fields and what advice they have for current students.

- **Student Highlights**
  - o   Showcase student success stories:
    - • First-generation students
    - • Students who overcame personal hardship
    - • Student athletes who excel academically
  - o   Highlight a student-athlete, commuter students, student employees, Saint Xavier Council members, Student Ambassadors, etc.

- **University Experience**
  - o   Highlight the student experience at SXU including discussions, events, athletic events and what they can do on campus.
  - o   Highlight what students can do in Chicago and near campus during their downtime.
  - o   Highlight the graduate student experience.

- **Parents**
  - o   Showcase academic experiences such as professors and students working on a research project for the Research Expo.
  - o   Highlight students.
  - o   Inform parents about how they can make college affordable.

It is important that all social media content and graphics support the successes of the SXU community and highlight the University's academic and co-curricular programs and activities that promote the college experience we offer. Content should be neutral, inclusive and fair for the SXU community.

We encourage you to move any content or graphics that does not fit these categories to your personal pages.

ORGANIZING AND SCHEDULING YOUR CONTENT
When creating your content, utilize a social media planner to plan and schedule your content. Recommended platforms are Sprout Social, Hootsuite and Buffer.

If multiple people are managing the account, utilizing the social media planner will ensure consistent and appropriate content. A scheduling assistant also ensures your content is up to date without worrying about adding new content daily.

REGISTERED STUDENT ORGANIZATIONS
Registered student organizations (RSOs) must follow the guidelines above. Content should be created based on the audience they are trying to reach. For example, Unidos should utilize their accounts to encourage students to join Unidos. Their content should focus on all the fun things Unidos is doing on and off campus, as well as highlighting their student leadership and successes.

RSOs must share the passwords of any social media account they have with their advisor as to not lose the social media account once they are no longer involved with the RSO.

NOTE: Any student-generated content must be approved by a faculty or staff member of SXU prior to posting.

SOCIAL MEDIA POLICY

IMAGERY
Posts on Instagram should be:
- Airy yet vibrant, especially with imagery
- Consistent with brand guidelines and evidently represents SXU
- Engaging and showcasing all the opportunities that students have on our campus

When videos are added, they must have simple cover photos to match the branding of the images.

Graphics must also comply with the Saint Xavier University Graphic Standards Style Guide to ensure proper use of the logo. If you are unsure if it does, please send to urprojects@sxu.edu for confirmation.

IMAGE SIZES IN PIXELS
Facebook
- Cover image: 820 x 312 (minimum 400 x 150)
- Profile image: 180 x 180
- Shared post image: 1200 x 630
- Shared link preview image: 1200 x 628
- Event image: 1920 x 1080

Instagram
- Profile image: 110 x 110
- Image thumbnail: 161 x 161
- Shared photos: 1080 x 1080
- Shared videos: 1080 pixels wide
- Instagram Stories: 1080 x 1920 (minimum 600 x 1067) | maximum 4 GB"

Twitter
- Header image: 1500 x 500 | maximum 5 MB
- Profile Image: 400 x 400 (displays 200 x 200 on most devices) | maximum 2 MB
- In-stream image: 440 x 220

SOCIAL MEDIA POLICY

SOCIAL MEDIA AGREEMENT:

I have read and agree to the policy set forth above. I understand that University Relations may ask me to remove a post that does not
 meet the Social Media Policy.

_____
Contributor print name   Contributor signature   Title   Date

_____
Manager print name   Manager signature   Title   Date

_____
Administrator print name   Adminstrator signature   Title   Date