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
Saint Xavier University
@stxavieruniversity

Twitter
Saint Xavier
@SaintXavier

Instagram
@SXUCougars

YouTube
@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
- College of Arts and Sciences
- Graham School of Management
- Office of Admission
- School of Nursing and Health Sciences
- 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.
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 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.
HASHTAGS
When using hashtags, capitalize the first letter of each word to avoid confusion: #CougarsCare, not #cougarscare.
Below is a list of commonly used SXU hashtags:
- #SXU
- #SaintXavier
- #SXUCougars
- #WeAreSXU
- #SXUBound
- #SXUSelfie
- #GoCougs
- #SXUStudentLife
- #SXUCougarDiaries
- #SXUCougarPride
- #New2SXU
- #SXUNews
- #CharacterCompetenceCareerSuccess
- #Character
- #Competence
- #CareerSuccess
SOCIAL MEDIA STYLE GUIDE

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.

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 or school.

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

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

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

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

• **YouTube**
  - Target audience: Current, incoming and prospective students
  - Post as video content is produced.
  - Showcase student activities on campus.
  - Give videos descriptive names and descriptions to support SEO.
  - Include relevant hyperlinks after descriptions.
  - Utilize appropriate tags for each video and add the video to the appropriate playlist.
  - When sharing videos on the website, do not include the name of the video in the coding to create a cleaner look.
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**
  - Highlight very successful alumni and talk about their experience at SXU and how it helped shape their career success.
  - Highlight alumni who are influential in their fields and what advice they have for current students.

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

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

- **Parents**
  - Showcase academic experiences such as professors and students working on a research project for the Research Expo.
  - Highlight students.
  - 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 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.*
**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

**YouTube**
- Channel cover images: 2560 x 1440 | maximum 4 MB
- Channel icon: 800 x 800
- Video thumbnail: 1280 x 720
**SOCIAL MEDIA AGREEMENT:**

I have read and agree to all of the guidelines set forth above. I understand that University Relations may ask me to remove a post that does not meet the style guide regulations.

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