

# Virginia Union University



## Social Networking Policies and Procedures

March 9, 2010

Office of University Relations

Web-based communications are an excellent vehicle for sharing information, multimedia, event information, and building an online community presence.

Web sites and/or accounts that purport to represent information as Virginia Union University (including the colleges, departments, divisions, offices, centers, institutes, programs, series, etc.) on any publicly available web site must be coordinated, approved, and co-administered by the Web Content Coordinator in the Office of University Relations, who will also provide appropriate logos.

This includes all pages identified as representing Virginia Union University or its subdivisions, particularly on social networking sites such as YouTube, Facebook, Twitter, LinkedIn, etc. (see below for additional guidelines).

As with all electronic communication, an Internet presence only has impact and effectiveness when information posted on it is up-to-date and accurate, and comments and requests are managed and responded to in a timely manner. Outdated information or a poorly managed presence does not reflect well on the originator and the institution. Web sites/providers that host unauthorized accounts using identification as Virginia Union University or its subdivisions—in name or image, including logos—will be contacted for immediate removal of accounts.

## **FACEBOOK – WWW.FACEBOOK.COM**

Facebook is a ubiquitous and rapidly growing platform for social networking and sharing updates and information. The Web Content Coordinator works with the departments/offices of the institution that require outreach to a general interest mass audience (undergraduate and graduate admissions, alumni association) to establish a formal presence. Departments/Offices of the University with a demonstrated need for an official Facebook presence should contact the appropriate Dean or Department Chair for approval. Once approved, please contact the Web Content Coordinator.

### **Facebook Pages and Groups—What's the Difference?**

Pages in Facebook are organizational profiles, intended to be created and maintained by authorized representatives of the organization. Facebook pages do not display the identities of administrators to page users. Pages in Facebook must be coordinated, approved, and co-administered by University employees of the originating department and the Office of University Relations.

Groups are Facebook communities created by users. They range in levels of formality; any Facebook account holder who has interest in a topic/organization can create a group. Administrators of a group do not necessarily purport to formally represent the organization or provide definitive information, and the identities of administrators are displayed to page users. Groups in Facebook are freely created and maintained on an individual user level. Departments

are encouraged to seek out enthusiastic and knowledgeable representatives of their areas to administer a group.

## **Creating Facebook Pages**

All official Virginia Union University Facebook Pages must be connected to a personal/individual Facebook Profile. . The following guidelines should be implemented for all VUU Official Facebook Pages:

- An application to create a Facebook page associated with Virginia Union University, must be submitted to the Web Content Coordinator. Applications can be obtained from the University Relations' web page [http://www.vuu.edu/university\\_relations/policies.aspx](http://www.vuu.edu/university_relations/policies.aspx)
- The name of the Page should always include "Virginia Union University (name of department/function/etc)." For example: "Virginia Union University Office of Career Services."
- Official Pages have designated administrators within the originating department/office; the Web Content Coordinator must be listed as one of the administrators.

## **Creating Facebook Groups**

For colleges/schools/departments that do not have as broad a mass audience but wish to dedicate resources to a Facebook presence, we recommend creating a Facebook Group.

The Web Content Coordinator does not monitor nor administer Groups, unless the college/school/department creates a Group as their official Facebook presence instead of a Facebook Page.

## **Linking to Facebook Pages and Groups**

Since Facebook Pages and Groups exist on Web servers maintained by Facebook, users wishing to view those pages must be on [www.facebook.com](http://www.facebook.com) to access them. The pages may be accessed by a manual search from the Facebook main page or through a hyperlink from another Web site.

Hyperlinks from Virginia Union University Web pages to a Facebook page are allowed but in order to minimize user misunderstandings and to protect Virginia Union's identity on its Web pages, the following rules must be observed:

- Facebook logos or icons can appear on Virginia Union Web pages but must be smaller than the Virginia Union logo.
- Links from Virginia Union Web pages to Facebook pages should be in text or an image linking to the Facebook page.

## **TWITTER – WWW.TWITTER.COM**

Twitter is a limited communication method that allows you to post a message, up to 140 characters, for viewing by those who also have a Twitter account and have chosen to follow your postings. This method is very specific and requires the cultivation of an audience. It also is focused on ‘following’ the actions/thoughts of a specific person.

### **Creating a Twitter account**

. The following guidelines should be implemented for all VUU Official Twitter Accounts:

- An application must first be submitted to create a Twitter account associated with Virginia Union University. Applications should be submitted to the Web Content Coordinator and can be found on the University Relations’ web page- [http://www.vuu.edu/university\\_relations/policies.aspx](http://www.vuu.edu/university_relations/policies.aspx)
- The account name should always include "Virginia Union University, VUU or VAUnion and the name of the department/function/etc). On occasions there may be difficulty creating the name for the account. In those instances choose a name that clearly indicates your local affiliation with the university. Example: VAUnionSports, VUULibrary. Keep the name as short as possible. Only have 140 characters are allowed for typing. The less the name takes up, the better for retweeting.

### **Linking to Twitter Accounts**

Since Twitter accounts exist on Web servers maintained by Twitter, users wishing to view those pages must be on [www.twitter.com](http://www.twitter.com) to access them. The pages may be accessed by a manual search from the Twitter main page or through a hyperlink from another Web site.

Hyperlinks from Virginia Union University Web pages to a Twitter account are allowed but in order to minimize user misunderstandings and to protect Virginia Union’s identity on its Web pages, the following rules should be observed:

- Twitter logos or icons can appear on Virginia Union Web pages but must be smaller than the Virginia Union logo.
- Links from Virginia Union Web pages to Twitter accounts should be in text or an image linking to the account.

## **SOCIAL NETWORKING CONTENT**

All content must relate directly to university business, programs, and/or services. Content placed by administrators cannot promote individual opinions or causes which are not directly related to university purposes.

Content should be short and written in active voice (140 words or less for Twitter). Remember to consider the audience; the style and tone of content should be direct and student-oriented.

### **Photos and videos**

Uploaded photos and videos must relate directly to the university and/or student life and should not be used as a promotional tool for programs, products, or services outside the university.

### **Profile Image**

The profile image should directly reflect the university. The official University logo should be used.

### **Posting Policies**

Virginia Union has created several accounts on social networking sites to engage with all current and new community members while encouraging a dynamic conversation about news, events, and topics of interest to the VUU community.

### **Other**

Because the VUU pages on social media sites are interactive tools, administrators should monitor pages closely and frequently to supervise user conduct.

Please be aware that all content and posts are bound by the Facebook Terms of Use, Student Handbook and the Virginia Union University Computer Policies and Rules. In addition, VUU reserves the right to block or remove the content of any post that violates campus policies, including but not limited to harassing, threatening, or profane language aimed at creating a hostile or intimidating environment. Content may be removed at any time without prior notice for any reason deemed to be in the university's best interest.