



UNSW Social Media communication guidelines

UNSW Marketing Services

Never Stand Still

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PURPOSE OF SOCIAL MEDIA GUIDELINES:

With the rapid growth and application of social media, it is important that employees who use social media either as part of their job, or in a personal capacity, are aware of the university's expectations regarding social media engagement.

These guidelines have been established to protect the interests of employees and the university. When using social media it is important that employees are clear about who is being represented and take responsibility for ensuring that any references to UNSW are factually correct and accurate, do not breach confidentiality requirements, and that respect is shown for the individuals and communities with which you interact.

It is important to note that this policy does **not** apply to employees' personal use of social media platforms where the employee makes no reference to UNSW. These guidelines are for University staff who engage in social media in the capacity as an employee of UNSW – the University of New South Wales.

DEFINITION OF SOCIAL MEDIA

“Social media” refers to websites and online media that allow people to interact, comment, share digital media and participate in discussions.

The following are the most prevalent forms of social media:

- **Social networks** eg Facebook, MySpace, Bebo, LinkedIn
These websites and networks allow you to add friends, create groups, participate in discussion and chat and post digital media such as videos and photos.
- **Blogs** eg sites hosted on or powered by Blogger or Wordpress
Blogs are websites that normally feature timely online journal-style content on a particular topic. Typically they allow and invite comments and feedback.
- **Micro blogs** eg Twitter
Micro blogs allow you as the user to post short messages that are open and public. You can 'follow' the posts of other users, which then appear in your stream.
- **Wikis** eg Wikipedia
Wikis are collaboratively created repositories of content. Wikis allow users to create and edit new and existing articles and content.
- **Photo and video sharing** eg YouTube, Vimeo, Flickr
These websites allow users to post video or photo content. They also allow you to comment or share other people's contributions.
- **Social Bookmarking** eg Delicious, Digg, Reddit
These sites allow users to share and rate their favourite content and comment on the submissions of others.
- **Question and Answer sites** eg Quora, Yahoo Answers
These sites allow users to post questions and invite answers from the public.
- **Location-based services** eg Foursquare
Location-based services allow you to 'check in' at physical locations, this is then shared online.



RISKS ASSOCIATED WITH SOCIAL MEDIA

As with traditional media, ill-considered comments and poor responses to particular issues and circumstances can rapidly develop into negative issues. This can have a damaging effect on our reputation. A particular nuance of social media is that both negative and positive stories can spread at a rapid pace and require an organisation to respond at a speed that is difficult within traditional organisational structures.

Another nuance is that audiences both consume content and participate in its creation, such that a negative issue can evolve and develop based on the contributions of others which may or may not have any factual basis.

SOCIAL MEDIA BRANDING

It is important that the university's social media channels are brand and embody our brand values. UNSW has employed mandatory branding for social media channels. Please review this on myUNSW

https://my.unsw.edu.au/unsw_secure/staff_secure/SocialMedia.html

BEST PRACTICES & RECOMMENDATIONS

General -

Before starting to develop a social media channel please consider the following:

1. Understand the difference between a business *page* and an individual *profile*: Social media feeds for organizations and businesses are different from individual user profiles. Eg Facebook - pages do not have an inbox or messaging capabilities. Pages are moderated by page administrators; these individuals must logon to Facebook using their personal Facebook page in order to post content on the page or monitor comments. Page administrators do not receive notifications when users take action (such as becoming a fan or creating wall posts) on an agency page.
2. Clearly define the objectives: Do you want to highlight content, spark action, or encourage awareness of an issue? Clearly defined objectives can help you create text with the most appropriate videos or photos.
3. Identify the best platform: decide whether you need to create a unique social media platform or whether you can instead post your message on the UNSW Corporate social media platform. Research which platform (facebook, twitter etc) would be most appropriate for your target audience.
4. Draft content appropriate for social media – in most cases, the general public (or a segment of the general public) is the intended audience for posts. Therefore the text posted should be short, simple, and easy to read.
 - Facebook: each post or status update can be a maximum of 420 characters including a link.
 - Twitter: each post can be a maximum of 120 characters including a link.
 - All text should be positive and encourage the viewer to take action or visit the UNSW website for more information.
5. Tone of voice – the tone of voice used on all social media platforms associated with UNSW should reflect the tone and personality of UNSW.



6. Branding – all social networking profiles will be branded with the UNSW logo – see details below.

Facebook

These are the key things to keep in mind while administrating a UNSW Facebook account:

- Use @ when mentioning other Facebook users. This will create a link to their Facebook page and alert them to the fact that you have mentioned them.
- There are very specific rules as to how you can use the banner image in the new “Timeline” look:
 1. You cannot have calls to action
 2. You cannot include contact info
 3. You cannot have price or purchase info
 4. You cannot have any reference to Facebook features such as “Like us” or “Share our page”
- Competitions must run through external apps and cannot rely on key Facebook functionality such as the “Like” button.

Documentation

- The Basics: <http://www.facebook.com/help/basics>
- Page Management: <http://www.facebook.com/help/pages>
- Home Page and News Feed: <http://www.facebook.com/help/newsfeed>
- Tagging: <http://www.facebook.com/help/tagging>
- Events: <http://www.facebook.com/help/events>
- Timeline: <http://www.facebook.com/help/timeline>

Twitter

These are the key things to keep in mind while administrating a UNSW Twitter account:

- Monitor the comments about your company, brand, and products
- Respond to compliments and feedback in real time
- Demonstrate leadership/, reference articles/links about the bigger picture as it relates to your business
- Retweet/reply publicly to great tweets by your followers and customers.
- Twitter users tend to prefer a direct, genuine, likable tone from your business.

Retweeting

One of the strategies we are using to recruit new followers is retweeting relevant tweets from the wider Twitter community. But retweeting also requires good judgement. Here are some things to bear in mind:

- Is it from a credible source (government, another university, verified account)
- What has the person tweeted in the past? Do they regularly advocate an extreme political/religious view that the ASB would not like to be associated with? If so, and the topic they are tweeting about is trending, there may be a more credible source that you can retweet.
- If the tweet includes a link, click on the link and read the contents.



Thing to bear in mind

- There is a fast turnover in Twitter, if you only tweet once about a key event most people will miss it. On the other hand you don't want to bombard their feed with messages about one event. So tweet about events with lots of lead time and at different times of the day to capture the attention of as many people as possible.

Resources

- HootSuite Social Media Dashboard: <http://hootsuite.com/dashboard>
- Basics: <http://business.twitter.com/basics/>
- Twitter best practices: <http://business.twitter.com/basics/best-practices/>
- One pager for business: <http://business.twitter.com/pdfs/Twitter-One-Pager-Local-Business.pdf>
- Trending hash tags by location: <http://trendsmap.com/>
 - <http://trendsmap.com/local/australia>
 - <http://trendsmap.com/local/au/sydney>

UNSWTV/YouTube/iTunesU

UNSWTV is the publishing mechanism for sending videos and podcasts to our official You Tube and iTunesU channels. Under our terms of engagement with Google and Apple, only official educational partner channels provide the necessary legal and IP protections for the University. For more information on how to tailor your video presence to your needs, or for help in having videos made, contact the UNSWTV Production Unit on 93852873 or 93853673.

Resources

- UNSWTV <http://tv.unsw.edu.au/>
- Uploading videos: <http://support.google.com/youtube/bin/static.py?hl=en-GB&guide=1719823&page=guide.cs>
- Organising videos on your channel: <http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=94626>
- Customising your channel: <http://support.google.com/youtube/bin/answer.py?hl=en-GB&answer=173735>

RULES OF ENGAGEMENT FOR STAFF

1. Know and follow relevant department policies including the [Code of Conduct](#).
2. Be aware when you mix your work and personal lives – the general public considers us 'the voice' of the department 24/7. Represent us well.
3. Be transparent and identify yourself when discussing department-related topics or issues - use your real name, declare you position with UNSW us and be clear that you are giving your personal opinion.
4. Consider what you say before you say it – it'll be on the web for a long time!
5. Be original and respect copyright.
6. Use discretion. Take care not to publish information that should not be made public. If you aren't 100% sure, seek advice.



7. Play fair; be polite, be considerate – don't pick fights or engage in them, remember what you say will be public for a long time.
8. Stick to your area of expertise and talk about what you know.
9. It's a conversation so be human - use your own voice and bring your personality into the conversation. It makes it more interesting!
10. Admit your mistakes – we all make them so when you do, be quick to admit and correct them.
11. Make sure your personal online activities don't interfere with your job performance. It is far better to own up to mistakes and maintain transparency than try to cover them up as they are often uncovered.
12. If it's official department communication, be dedicated, be constant – get permission, listen, plan, contribute regularly and keep listening.

GOOD CUSTOMER SERVICE – DEALING WITH POSTS

Most comments fall into four broad categories:

- Positive comments – Those that thank your brand for the value it provides the commenter.
- Constructive negative comments – Those that criticise your brands for flaws in your product or service.
- Disruptive negative comments – Non-constructive insults to your brand or other members of your fan community, and comments designed to distract and interrupt the conversation.
- Spam – Links or mentions of unrelated websites or brands.

The actions recommended for each of these categories are:

- Positive and constructive negative comments – we respond asap
- Disruptive negative comments – see below for response
- Spam – generally we delete

If the comment is a disruptive or negative one you can action as follows:

1. **Ignore it.** You don't have to respond to every negative comment. If you get a lot of traffic then the negative post will drop off the front page quickly. Responding to a negative post can legitimize it or invite others to jump in and escalate it. So not responding is an option especially if it is one of those off-the-wall or bizarre negative comments.
2. **Delete it.** If a negative post goes over the line or violates your brand's standards – then delete it.
3. **Let your fans handle it.** They can be your best defenders when negativity erupts.
4. **Redirect it.** Many times posters on Facebook aren't really trying to be negative at all, but have a problem that needs to be solved. Help them by redirecting them to someone that can help them.
5. **Deal with it.** If all else fails then you're going to have to deal with it.

We try not to delete posts unless they are offensive, as this is not in the spirit of social media, opens us up to criticism and possible further posts. Our fans generally defend UNSW which is more powerful than us entering into an argument and encouraging an escalation of a negative discussion.



BREACH OF POLICY

As is the case with all of UNSW's company policies, if you do not comply with this Policy you may face disciplinary action under UNSW's Conduct Management process. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with UNSW. UNSW may recover from you any costs incurred as a result of a breach of this Company Policy. If you break the law you may also be personally liable.

RULES OF USE FOR FANS/FOLLOWERS

The following statement should be included on all UNSW Facebook pages and other UNSW social media platforms where possible:

Thanks for taking the time to connect with UNSW – The University of New South Wales. This Page is your place to ask questions, share links, photos and comments that relate to the University.

We welcome your thoughts, however we ask that you remain respectful and follow these simple house rules:

- *Firstly, please comply with [Facebook's Terms of Use](#).*
- *Play nice. Please keep your comments clean - no trolling, no abusive, bullying, threatening or defamatory posts.*
- *Keep it appropriate. I.e. no spamming or posting offensive or inappropriate posts.*
- *Take care. No posting of fraudulent, deceptive or misleading content that is in violation of copyright or any law or regulation.*

This is your fan page and we encourage you to interact with our community. To safeguard our fans any comments or posts that do not meet our house rules will be removed and repeat offenders may be blocked from the page. Please understand that comments posted to this page by our fans do not represent the opinions of UNSW.

STAGES OF BANNING A USER ON FACEBOOK:

If a user of the UNSW Facebook page breaches the above rules, then UNSW has the option of banning them from posting/commenting on the UNSW Facebook page. It is recommended that the following steps are taken before banning a user:

1. If a post/comment is in violation of the page rules, we delete it.
2. If they post another comment/post that is in violation of the rules, the user will be contacted via their university email or privately messaged on Facebook with a first warning.
3. If they post another comment/post that is in violation of the rules, the user will be contacted again via their university email or privately messaged on Facebook with a second and final warning, informing them that they will be banned should they continue to act in a way that contravenes our code of conduct.
4. If they post yet another comment/post that is in violation of the page rules, UNSW has the right to ban the user from the page.



CRISIS MANAGEMENT

In a circumstance where there has been a critical or serious incident on campus, or there is any other serious issue in the public domain that could impact the University's reputation, the following protocol in relation to the use of social media should be followed:

- All official comments posted on behalf of the University must be authorised by the University's Director of Communications.
- The Director of Communications will liaise with the University's Director of Marketing in regard to any communications to be posted on the corporate Facebook or Twitter accounts or any other official UNSW social media channels.
- Staff including Faculty, Research Centre or Administrative, who are responsible for content on UNSW social media channels outside of the corporate sites must liaise with the Director Marketing, before posting any comments during or related to critical incidents.
- If a serious issue that could impact the University's reputation or violate current legislation becomes evident through posts on a UNSW social media channel, the office of the Director of Marketing should be alerted immediately - or where this is not possible, the University's Director of Communications should be notified

UNIVERSITY SOCIAL MEDIA CONTACTS

UNSW Corporate channels including Facebook, Twitter, Google+ and LinkedIn

Laura Rigby

E-Marketing Officer, UNSW Marketing Services

laura.rigby@unsw.edu.au

02 9385 8079

If Laura Rigby is unavailable, please contact Marketing Services directly and another member of the team will be happy to assist.

UNSWTV (YouTube/iTunesU)

Mary O'Malley

Executive Producer, UNSWTV

Deputy Director of Communications

m.omalley@unsw.edu.au

02 9385 2873

