



Social Media Guidelines

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Introduction to DSU Social Media Guidelines

Social media has changed the way the world views communications and transformed each person from reader to reader, reporter and publisher. The medium has offered a new way for organizations to interact with their customers, stakeholders and greater audiences, allowing much more personal engagement than ever before.

That type of interaction can help build an organization's interactions into a stronger, more successful relationships. Using social media is a fun and rewarding way for people to share their lives and their opinions with family and friends.

Participation in social media on behalf of the DSU is an opportunity, but not a right. Please treat it with the respect it deserves. The guidelines for DSU employees who participate in social media, including blogs and other websites, such as Facebook, LinkedIn, Twitter, YouTube, Instagram, etc. These guidelines apply whether you are posting to your own sites or commenting on others'.

Be Honest

- Your truthfulness or lack of will get noticed fast. Please represent yourself and DSU with honesty and integrity. Using your own name and email address shows both transparency and accountability, which are the first steps toward credibility.
- Be forthright if you have a vested interest in the discussion at hand. Be yourself by writing what you know – let your professional expertise or your personal interests show through.
- If posting to an external site, please offer that your thoughts aren't necessarily the thoughts of DSU with a disclaimer such as "The postings on this site are my own and don't necessarily represent DSU' policies or perspectives."

Be Mindful

- Make sure your transparency doesn't violate any privacy or legal guidelines. On-line also means On-The-Record, forever. You are responsible for what you write. Whatever you publish must be factual, not misleading. Once you hit "share," you typically can't get it back.

Be Good

- Perception is reality and for social networks the lines between what is personal or professional are easily blurred. When you're posting, ask yourself if your content adds value or has already been said.
- There's a fine line between debate and argument, so be cautious in what thought-provoking discussion you enter into. And if you make a mistake, admit it. By being upfront and quick with a correction, the audience will continue to listen to what you have to say.

Be Open

- If you talk about DSU or DSU-related matters through social media, please disclose your connection with DSU.
- Be professional, use good judgment and be accurate and honest in your communications.
- Show respect and professionalism to fellow employees, business partners, competitors and students.

Governing Policies and Procedures

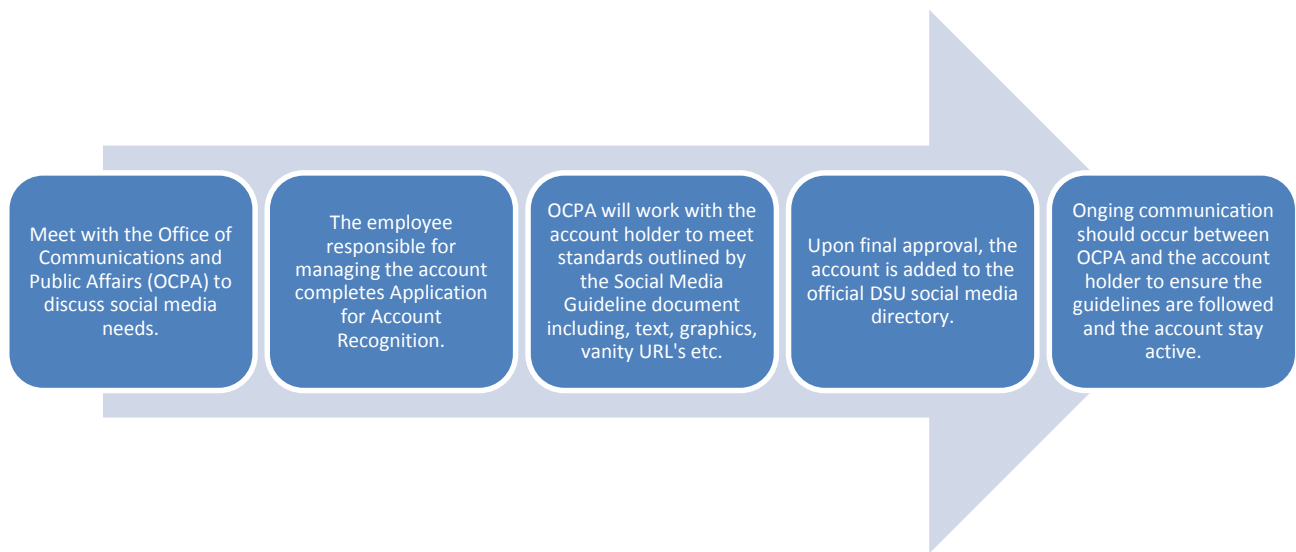
In addition to these guidelines outlined in this document, all students and employees must adhere to Dickinson State University (DSU), State Board of Higher Education (SBHE) and North Dakota University System (NDUS) policies and procedures including but not limited to NDUS 1901.2 Computer and Network Usage and SBHE 840 Contract Review. Students and employees must also adhere to their respective Codes of Conduct. Users of social media accounts must also follow the terms of service outlined by the service providers.

This guide covers specific social media services but should be considered general guidelines for social media services not specifically listed within this document.

Officially Recognized Accounts

www.dickinsonstate.edu/socialmedia will house a master list of all officially recognized social media accounts. All social media accounts linked to from www.dickinsonstate.edu must be on the officially recognized list. To become an officially recognized social media account, the account must adhere to the recommended guidelines outlined in this document. ***It is recommended that the Office of Communications & Public Affairs is consulted prior to creating a new social media account that is intended to become officially recognized.*** If the accounts do not adhere to the recommended guidelines, there is no guarantee they will become an officially recognized account.

The Office of Communications & Public Affairs' staff are happy to discuss opportunities to enhance our social media presence. There are many logistics related to account creation that are important to consider to protect students, employees, and the university as a whole.



Once an account becomes officially recognized ownership of the social media account transfers to the university with liability for content and usage falling to a designated individual(s) based on a signed agreement.

If you are included in the official directory you have ability to brand the approved social media account as a Dickinson State University entity which includes the use of trademarked protected images and words. We can also provide recommendations and training for appropriate use of social media. Using paid time to access social media account not officially approved may be a violation of SBHE Policy and NDUS procedures.

Advertising should be placed through the Office of Communications and Public Affairs. The offices will not management ad placement for social media accounts not officially listed in the directory.

Application for Account Recognition

An application must be completed by the employee seeking to develop and maintain an account to be listed on DSU's official directory.

Account Access/Login Credentials

By signing the initial agreement, you assume responsibility and liability for content and account usage. Sharing access could make you personally liable for the content and usage of a specific account by another individual. Please refer to NDUS 1901.2 Computer and Network Usage and specifically 3.5.1 Sharing of access. If the social media account allows for the assignment of roles (i.e. Facebook), roles may only be requested by the individual responsible for the account per this agreement and liability may fall to that individual for usage and content delegated to other individuals.

Upon termination or exit from the university, the accounts must be relinquished. You will be required to log into the specific account with the current credentials and a member of the Office of Communications and Public Affairs team will manually change the password.

Account Directory

Accounts listed on the directory at www.dickinsonstate.edu/socialmedia are officially recognized by Dickinson State University. Please note that opinions expressed do not necessarily reflect the views of Dickinson State University. To have your account considered for inclusion contact the Office of Communications & Public Affairs. Account not listed on the official directory cannot be referenced, linked or included on the any Dickinson State University print or digital medium.

Inactive Account Closure

Accounts must remain active. After six (6) months of inactivity, the Office of Communications and public affairs may contact you and/or your supervisor to determine the intent of continued maintenance of an account. After thirty (30) days from the initial notice, the listing may be removed from the official directory and the account itself may be terminated.

Photos of People

Dickinson State University does not regularly use model releases nor seek written permission for most of the photography or videos created for both internal and broader university use. Written permission is not required when making photographs or videos of individuals in public settings. However, care should be exercised to ensure that published context and the caption do not imply details about an individual that are not known to be true.

Whenever possible, identify yourself and seek verbal permission when taking photos for use on your social media page. Inform subjects about the potential uses of the photo. Please respect instances when an individual asks to not be photographed.

Written permission is required, for photos or videos of children, patients in medical settings, or subjects who are primarily being featured in advertisements in which a person's name, image and/or likeness are being used in a context that implies endorsement. A waiver form is available from the Office of Communications & Public Affairs.

Copyright Restrictions

Copyrighted materials cannot be used with or altered without written permission of the copyright holder (generally the creator or source of the original photo). Please be aware of this when creating content for your social media pages.

Photographs should be considered to be copyrighted materials. Photographs should not be altered without written permission from the copyright holder, even if the image belongs to DSU. If you obtain permission to edit photo, please keep in mind that you should not alter the meaning or context of the photo.

Appropriate Content

If inappropriate content is noticed on an account, please refer to the following recommendations for reporting such content:

1. Contact the department who would be managing the account
2. Contact your supervisor
3. Contact the Office of Communications and Public Affairs

In addition to these guidelines outlined in this document, all students and employees must adhere to Dickinson State University (DSU), State Board of Higher Education (SBHE) and North Dakota University System (NDUS) policies and procedures. Students and employees must also adhere to their respective Codes of Conduct. Users of social media accounts must also follow the terms of service outlined by the service providers. If something is in violation of university standards it may be deleted

Promotion people, products, services or organizations must meet one of these requirements:

- Sponsored by a recognized DSU Club/Organization or an official DSU event
 - Events sponsored by a DSU Club/Organization must receive approval through the Office of Student Involvement and Leadership Development before ads can be submitted to the Office of Communications and Public Affairs for approval and display.
 - Held on the DSU campus
 - Sponsored by a local healthcare organization
 - Sponsored by the Dickinson Parks and Recreation Department
 - Affiliated with the DSU Heritage Foundation, Hawks Point, the TR Center, the Theodore 52 Roosevelt Library Foundation Board, or the Biesiot Activities Center
 - Medical Benefit for DSU community member

Exceptions will be reviewed on a case-by-case basis by the Public Relations and Communication staff.

For personal social media accounts where your connection to DSU is apparent, you should be careful to avoid implying that an endorsement of a person or product is on behalf of DSU, rather than a personal endorsement. As an example, LinkedIn users may endorse individuals or companies, but may not use DSU's name in connection with the endorsement, state or imply that the endorsement is on behalf of DSU, or state specifically that the endorsement is based on work done at DSU.

Unless approved by the Office of Communications and Public Affairs, your personal social media name, handle and URL should not include DSU's name or logo.

If you have any questions about what is appropriate to include in your social media profile(s), contact the Executive Director of Communications & Public Affairs.

Social Media Account Guidelines

Username and Vanity URL's

Non-Athletic Accounts

For consistency purposes the following naming conventions are recommended in priority order.

	Title	Vanity URL	Username
1	Dickinson State _____	/dickinsonstate_____	dickinsonstate_____
2	DSU _____	/DSU_____	DSU_____

Intercollegiate Athletic Accounts

For consistency purposes the following naming convention is recommended.

	Title	Vanity URL	Username
1	Blue Hawk _____	/bluehawk_____	bluehawk_____

Proper use of the term "Blue Hawk"

The words "Blue Hawks" are to be used when describing **one or more individuals**.

One individual: DSU Blue Hawk

Multiple individuals: DSU Blue Hawks, "Go Blue Hawks!"

The words "Blue Hawk" are to be used when describing a **group or entity**.

For example: Blue Hawk Volleyball, Blue Hawk Football, Blue Hawk Boosters

The words **should not** be combined. "Bluehawk", "BlueHawk", "Bluehawks", and "BlueHawks" are **not** acceptable.

All names are subject to review and approval prior to being accepted into the official directory. To increase likelihood of approval the above guidelines should be followed.

Profile Photos

Profile photos must be approved by the Office of Communications and Public Affairs. This is to ensure protection of the Dickinson State University brand and to also eliminate any confusion related to the source of posted content.



The Biesiot Activities Center, Theodore Roosevelt Center, are exceptions to these profile standards. The logos must still be approved by the Office of Communications and Public Affairs.

Cover Photos

Cover photos may be customized but must follow DSU, SBHE, and NDUS policies and procedures. Images may not have copyright restrictions and must incorporate or reflect values of the institutions.

#BestPractices: Hashtag Dos and Don'ts

- Keep your messages focused and on point by using only one or two hashtags per communication. This clearly defines your vision and brand with your audience.
- When developing a social strategy that includes unique hashtags, research the hashtags your brand wants to use to tell your story. Read the hashtag in all uppercase, all lowercase and a combination of the two to ensure your meaning won't be lost.
- The best hashtags are easy to spell, easy to remember and short. Some experts recommend limiting them to six characters or less. That may not always be realistic. Consider an abbreviated hashtag but don't sacrifice the right hashtag for a shorter one.
- Spaces, special characters or punctuation will end the hashtag: #Bill'sShop will truncate to #Bill. Tumblr is the exception to the space rule. Most platforms allow underscores.
- Include a blank space before and after the hashtag.
- Incorporating hashtags into the words of your post instead of adding them to the end saves space and makes your posts look more fluent.
- Capitalizing the first letter of multi-word hashtags makes them easier to read.
- Consider context. A tweet can cause a PR crisis if a hashtag is used out of context. Likewise, consider other meanings that the hashtag may have, including in other languages, as your post may gain global exposure.
- Consider the particular network. Hashtags are used differently on different social media networks and have varying degrees of functionality. For instance, LinkedIn doesn't use hashtags at all.

Facebook Guidelines

Who should have a Facebook page?

The Office of Communications and Public Affairs will approve Facebook pages after a thorough review of the specific pages in question or the proposal for page creation. The following outlines decisions already made about the types of pages that will/will not be approved.

Departments

Academic Departments are allowed to have one page per department to represent their academic programs.

Program within a department

Individual programs should utilize the departmental pages to promote content.

Offices

Administrative offices on campus will not be approved to maintain official Facebook pages. These offices should utilize other existing pages (i.e. the official DSU Facebook page) or other communication channels (i.e. listservs) to communicate their messages.

Centers

Centers are allowed to have one page per center to represent all of their services.

Clubs and Organizations

Clubs or organization may have one page per club to represent all club related activities. This must be approved by the Student involvement and leadership director (SILD)

Athletics

The Athletics program may have one page to represent the entire program and may contain aggregate information related to all sports.

Individual Sports

Individual sports may have one page per sport to represent all activities related to that individual sport. They can share content between their page and the official Athletics page.

Other Pages

Other page requests will be considered on a case-by-case basis.

Facebook Roles

All Facebook Pages listed on the university’s official directory must have all “Admin” roles assigned to the official Office of Communications and Public Affairs account. Approved employees and students may have access to other roles as described below (with the exception of “Admin”). Centralized administration of Facebook page “Admin” roles limits the possibility that the university will lose access to the pages.

To request the addition or removal of a Facebook page role, you must complete the “Facebook Role Request Form” located at www.dickinsonstate.edu/socialmedia

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who posted as the Page	✓	✓	✓	✓	✓

Facebook Ad Placement

All advertisement placement should be initiated by the office of Communications and Public Affairs. This allows for centralized advertisement tracking, enforcement of branding standards, and centralized financial management amongst other benefits.

Facebook Graphic Sizes

If you're unsure of whether or not your picture meets this requirement, you can right-click on the picture to see the photo properties, which should include the photo dimensions (ex: 100 x 91 would be too small).

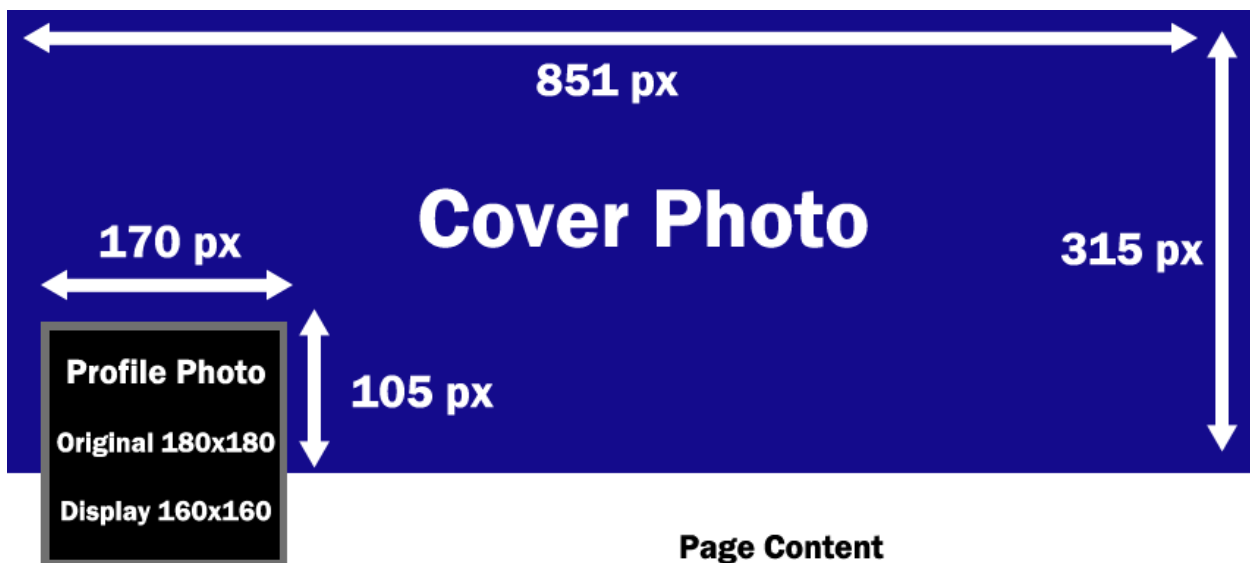
Profile Photo

Your profile picture must be at least 180 pixels wide. This photo will be provided to you or approved by the Office of Communications and Public Affairs.

Cover Photo

Since your cover photo goes across the entire width of your profile, the image you pick has to be at least 720 pixels wide. This means you may not have the option to choose certain photos as your cover photo, or you may get an error if you try uploading a photo that isn't big enough. If the photo you want to use is too small, try uploading the photo in high resolution or choosing a different photo.

Keep in mind that the profile photo will sit on the top of the cover photo and may block certain aspects of the image. Use the image below as a reference for ideal cover photo size and image placement.



Twitter Guidelines

At this time, the Office of Communications and Public Affairs will only approve two twitter accounts to be added to our official social media directory.

<http://www.twitter.com/Dsubluehawks>

<http://www.twitter.com/Dickinsonu>

Tumblr

The only official Tumblr account will be administered by the Office of Communications and Public Affairs.

www.dickinsonstate.tumblr.com

Other Social Media

At this time, no other social media services will have accounts listed on the official DSU Social Media directory.