
Social Media Index & Guidelines

A resource on social media at Portland State University

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Overview

Social media channels such as Facebook, YouTube, blogs and Twitter have become necessary tools for communication. Through social media, anyone with an Internet connection has the ability to create a dynamic online presence, update it from wherever they are whenever they want, and share content instantly with friends and colleagues anywhere around the world. Social media has given institutions like Portland State University an unprecedented opportunity to build community through engaging conversations about everything Portland State.

The Office of University Communications developed official social media sites to connect to our core audience comprised of current and prospective students, alumni, community members, and faculty and staff.

PSU social media channels were created to bolster pride and engagement and extend the community found on the PSU campus to the world. More specifically, PSU hopes to drive social media channels to:

- **Engage large base of students, alumni, community members, and faculty/staff for online social media participation/user generated content**
- **Demonstrate PSU's commitment to academic excellence, sustainability and community involvement**
- **Share University news and events**
- **Cross promote with existing official PSU-affiliated social media sites**
- **Establish social media platforms as engaging, informative resources for current and prospective members of the target audience**

These are the official guidelines for social media at Portland State. The following pages outline how PSU employees involved with social media and campus communicators can access PSU's social media websites as well as develop and grow their own social networking sites. Please use these guidelines as a resource to integrate social media into your departmental, group, or college communication strategy.

We expect all those who participate in social media on behalf of PSU to follow these guidelines. As new technologies and social networking tools emerge, these guidelines will evolve. You are encouraged to check back once in awhile to make sure you're up to date with Portland State's social media standards.

PSU & Social Media

Portland State University supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues, and more.

PSU's primary official social media presences can be found below. Units across campus, such as PSU Athletics and the Alumni Association, may also be using other channels to communicate with key audiences.

Please take time to connect with PSU's official social media presences:



www.facebook.com/portlandstatefans



www.youtube.com/portlandstateu



www.twitter.com/portland_state



www.flickr.com/photos/portland_state_university

Guiding Principles

Portland State University supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues and more. Social media tools enable the university to share what is happening on campus with the world and hear directly and immediately from our core audience about what is important to them. This “conversation” is what makes social media different from traditional forms of one-way institutional communication.

Before creating a social media site for a school/college, group, or unit, please take time to identify your marketing goals and audience. If you don't have the time or resources to engage regularly, we do not recommend that you create one.

These guidelines provide guidance on how to do so effectively, safely and within university guidelines. Here are our guiding principles:

Own your content

As a representative of PSU, what you write is ultimately your responsibility. Exercise common sense and don't forget that what you publish will be public for a long time – treat it with care and respect. Anything you post in your role as a PSU employee reflects on the institution.

Be accurate

Before posting, make sure you have all the facts by first verifying with a credible source first. Cite and link to your sources whenever possible – doing this will build credibility.

Seek advice from those authorized for messages that might be perceived as the “voice” of the university or a school/college/unit.

Be human. Be real.

Build trust with your audience by communicating to them in an authentic voice. Your audience will more likely connect and relate to you if you engage with them genuinely. When promoting an event or a program, be careful about tone. Instead, state your real intent and goals and let your personality shine.

One of the great benefits of social media is that the individuals running the sites personalize large and complex institutions like PSU. Use your own “voice” and be real.

Know your audience

Who is following you? What do they tweet about? What are their interests? Use this knowledge when you are building an online persona for yourself or your unit. Engage your audience by asking questions and inviting them to participate. Extend a warm welcome even to those who may not be affiliated with PSU.

Think twice

Refrain from comments that can be interpreted as offensive, demeaning, inflammatory, etc. Keep an open mind and remember that your audience is comprised of varied opinions. Always pause and think before posting. Do not engage in arguments or debates with naysayers on your site. That said, reply to comments in a timely manner when a response is appropriate.

If you are posting with a university username, other users do not know you personally. They view what you post as coming from the university. Be careful and be respectful. What you say directly reflects on the university. Check with your supervisor before making posts on sensitive subjects.

Be active

Success in social media requires diligent time and energy. Reconsider jumping into social media if you do not make time to check in on social media sites at least a few minutes each day and post fresh content several times a week.

Help build a community

The essence of community is the idea that it exists so you can support others and they, in turn, can support you. Balance talking at your audience with listening and responding.

Respect copyrights

Respect proprietary information and content, and confidentiality.

Monitor

While it is important to welcome comments on your social media site, remember to always keep a vigilant eye open to filter spam posts, commercial products or services, and offensive comments in a timely manner. Remember to maintain a warm, open, and safe online community.

Bring value

Social media will pay dividends for you if you add value to your followers', readers', fans' and users' experiences. What is it about your site that distinguishes it from others? What makes your site uniquely yours?



URL	Portland State University's Official Flickr site http://www.flickr.com/portland_state_university
Description	Flickr is an image hosting and video hosting website, web services site, and online community created by Ludicorp and later acquired by Yahoo!. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.
Metrics	<ul style="list-style-type: none">• To generate traffic to showcase visual content based on photo views• To generate new and up-to-date photo content that appeals to target audience• To encourage viewer comments• To cross promote photos through Twitter and Facebook
Guideline	Use PSU's official site. Do not create a Flickr site for your department.
How to access	Touch base with Tracy Weber to identify your needs. She will create an album for you, provide login information to upload your photos, and give you tips for descriptions and tags.
Contact	Tracy Weber, 503-725-8555, webert@pdx.edu



URL	PortlandStateU's Channel http://www.youtube.com/portlandstateu
Description	YouTube is a video-sharing website on which users can upload, share, and view videos
Metrics	<ul style="list-style-type: none">• To increase channel views and video views (10,000 channel views and 27,000 video views as of June 8th, 2010)• To generate new and up-to-date video content that appeal to target audience• To encourage viewer comments• To cross promote videos through Twitter and Facebook• To increase integration into PSU's official website
Guideline	Use PSU's official site. Do not create a YouTube site for your department.
How to access	Touch base with Tyler Brain or Christian Aniciete to identify your needs. They will create a channel for you, provide the login information to upload your videos, and give you video tips.
Contact	Tyler Brain, 503-953-2170, tjbrain@pdx.edu Christian Aniciete, 971-563-5758, caniciet@pdx.edu



URL	Portland_State http://twitter.com/Portland State
Description	Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your profile or your blog or sent to your followers and are searchable on Twitter Search.
Directions	1) Log on to www.twitter.com and click on "Sign In" 2) Enter username and password 3) Type in message or "tweet" of 140 characters or fewer inside the box. 4) For advanced users, you can directly reference someone on Twitter by typing "@username" in your tweet update
Metrics	<ul style="list-style-type: none">• To increase followers from 1,190 (June 8th, 2010) to 3,000 by June 2011• To generate a minimum of 7 Twitter updates per week (this does not include RT's)• To generate Re-Tweets among followers• To initiate quality and interactive discussions among followers through interesting and engaging posts• To identify top keywords tweeted
Guideline	Use your own Twitter feed AND/OR assist with feeding content to PSU's official site.
How to access	If you develop your own site , please inform Christian Aniciete to learn how to connect with PSU. If you would like to contribute content for PSU's official site , please provide Christian Aniciete content ideas that you think would be appropriate.
Contact	Christian Aniciete, 971-563-5758, caniciet@pdx.edu

TWITTER TIPS

- Given the wealth of information your followers access on the Internet everyday, **don't tweet just for the sake of tweeting**. Share content that will resonate with your audience. Followers will stop paying attention if you overload them with information.
- Make sure your tweet messages, as well as your profile's design, **align with your specific goals**. Keep your profile and posts professional as you are an official representative of the university.
- **Understand who your audience is** by asking the following questions: who is following you? What do they tweet about? What are their interests? Follow individuals or organizations that suit you and that you may have mutual interests with.
- Take the time to reply to those who mention you in a tweet. A simple "thanks for your RT" goes a long way in **building solid online relationships**. Keep conversations going and don't hesitate in putting a question out to your followers.
- Unless you are live tweeting at an event, **try not to saturate your Twitter feed**. Balance out your posts if you plan to post more than four or five tweets a day.
- **Use hashtags and keywords to make yourself searchable**. For example, someone looking for events in Portland could search #pdxevents to bring tagged results to the top of the list.
- To **share content** on Twitter, people use terms like "RT" or "Retweet." Doing just this helps give credit to the original poster, disperses quality information, and helps place on the original poster's radar.



URL	Portland State University http://www.facebook.com/portlandstatefans
Description	Facebook is a social networking website where users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Facebook's mission is to give people the power to share and make the world more open and connected.
Audience	Primarily current and prospective students, alumni, and faculty and staff
Metrics	<ul style="list-style-type: none">• To increase fan base from 3,683 (June 8th, 2010) to 6,000 by June 2011• To generate a minimum of 7 Facebook posts per week (this does not include comments)• To generate a minimum of 5 fan "likes" per post• To initiate quality and interactive discussions among fans through interesting and engaging posts• To generate Portland State University tags/mentions (ie. "@Portland State University")
Directions	1) Log on to www.facebook.com and type in personal log in information 2) Click on Search, type in the name of your Fan Page 3) Once you are on your page, type in a message inside the "What's on your mind?" box. This serves as your "status update" and enables you to update Facebook friends of exciting news, opportunities, or happenings with your unit
Guideline	Create your own Facebook page AND/OR assist with feeding content to PSU's official site.
How to access	If you would like to contribute content for PSU's official site , please provide christian content ideas that you think would be appropriate. If you develop your own profile , please inform Christian Aniciete to learn how to connect with PSU.
Contact	Christian Aniciete, 971-563-5758, caniciet@pdx.edu

FACEBOOK TIPS

- Though a Facebook site may provide a casual atmosphere, remember to maintain a look of **professionalism**. Remember to use an approved PSU logo or a photo that accurately depicts your department or group.
- Make sure to have **current, up-to-date information** under your profile including contact information as well as official website, Twitter, YouTube, and LinkedIn sites.
- **Check your page regularly** to monitor activity and update your status with meaningful, interesting, and relevant content.
- **Monitor both new and old posts** to make sure you don't miss any questions or comments that may have come in at a later time. Facebook's new fan page layout allows moderators to receive automated notifications for posted fan comments.
- Use Facebook **fan page landing tabs to convert new fans**. When a potential new fan visits your group or unit's Facebook page for the first time, a targeted landing tab is more successful in converting a visitor into a fan than the default Facebook Wall.
- **Optimize your Facebook Wall content** for the News Feed. Create content that generates comments, likes, and shares by keeping your status updates brief, asking interesting questions, and mixing in photo and video posts to capture your audience's attention
- Create a **sense of exclusivity** by offering your fans content that they cannot find anywhere else such as exclusive behind-the-scenes photos or prize giveaways
- Ensure to have clear **moderation guidelines and procedures**.
- Pay attention to **Facebook Insights data** to better understand your audience and to chart the growth of your page over time.

Questions & Answers

How should I identify our PSU-related presence?

Clearly and concisely identify your specific unit when naming your Facebook group or page. Always add the institution's name "Portland State University" before your unit name, i.e. "Portland State University Orientation," not "Orientation at Portland State University" nor "Orientation – Portland State University," or simply "Orientation."

Make sure not to name your page in such a way that it might be confused with a general page representing the entire university or with any other PSU unit. Also, there may be instances when you face a restricted length for your title. Proceed in simply using "PSU" in your title but it is important to include "Portland State University" in the description of your page to prevent confusion with other institutions that share our initials.

Correct usages may include the following:

- Portland State University School of Business Administration
- Portland State University – Library
- Portland State University Bookstore

How do I get recognized as part of PSU's official social media presence on Facebook, Twitter, YouTube or another social media platform?

Your group is eligible to be included on the University's official Social Media Index as long as you've followed all naming conventions and you comply with University Identity Standards.

Once you have followed these standards, please e-mail the Office of University Communications at ucomm@pdx.edu with exact links to your PSU-affiliated social networking sites.

Terms and Conditions

If you'd like to have social media presence for your school, college, department, or group, University Communications asks that you follow and comply with the terms of service and conditions of your chosen platform:

Oregon.gov Social Media Policy

http://oregon.gov/DAS/EISPD/EGOV/BOARD/social_networking_guide/twitter.shtml

PSU Office of information Technologies Policies & Procedures:

<http://oit.pdx.edu/topics/Policies%2B%2526%2BProcedures>

PSU Student Code of Conduct

<http://www.pdx.edu/dos/codeofconduct>

Facebook

<http://www.facebook.com/terms.php>

Twitter

<http://twitter.com/tos>

YouTube

<http://www.youtube.com/static?gl=US&template=terms>

Flickr

<http://www.flickr.com/atos/pro/>

Should I create a Facebook Group or Facebook Fan Page?

Ultimately, you can decide that for yourself. Listed below are some explanations of what they are and how they work.

Characteristics of Groups

Facebook Groups are designed for small group communication and for users to share common interests. Groups allow Facebook users to come together around a common cause, issue, or activity to organize, express goals, discuss issues, and post and share content like photos.

- Group membership capped at 5,000 members
- Group administrators appear as themselves when posting
- Not indexed by external search engines
- Does not allow applications
- Does not allow for analytics and tracking
- Does not resemble a regular profile page
- Facebook Groups allow administrator/s to send messages directly to Facebook inboxes, whereas messages from Fan Pages are delivered to Facebook fans' Updates screen. Messages from Groups are thus more difficult to ignore.
- Groups cannot be cross-promoted on Fan Pages nor can they be converted into Fan Pages.
- Groups offer far more control over who gets to participate. Permissions settings make it possible for group admins to restrict access to a Group, so that new members have to be approved.

Characteristics of Fan Pages

Facebook Pages enable organizations, businesses, public figures and entities to create a public presence on Facebook. Unlike personal Facebook profiles, Facebook pages are visible to everyone on the Internet by default. Anyone on Facebook can connect with these Pages by "liking" a Page and becoming a fan. Fans can receive updates in their News Feed and interact with each Page.

- Unlimited membership
- Administrators appear as the business or organization when posting

- Allows for distinct, unique URLs (Facebook Groups do not)
- Indexed by external search engines (Google, etc)
- Allows for applications
- Enables analytics and tracking
- Can be cross-promoted on other Fan Pages
- Resembles a regular Facebook profile
- Facebook Fan Page administrators can create events and notifications
- Fan Page updates show up on users' Facebook Home Page under News Feed

Can I use PSU logos and marks?

Please incorporate your social media presence with an approved PSU logo or a photo that accurately depicts your department or group. For your university-related social media pages, please refer to the approved PSU logos on the University Communications' website to comply with the University's Identity Standards at <http://www.pdx.edu/ucomm/downloads>

Otherwise, a photo that tells the story of your department/group or even something as simple as a campus building or a departmental sign would suffice.

What about Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called "tweets" of 140 characters or fewer. These messages are posted to your profile or your blog or sent to your followers and are searchable on Twitter Search.

The same guidelines outlined above about Facebook can apply to Twitter. Key guidelines to remember:

- Use an approved PSU logo or a photo for your group, department, unit, etc.
- Name your presence on Twitter with "Portland State University" coming first in the title. If you encounter a restricted length title, it is acceptable to use "PSU" before the title such as "PSU Programming Board."

How do I grow and promote my PSU unit's social media platforms?

To successfully grow and promote your PSU unit's social media platforms, please refer to the best practices listed below:

- Once you've established presence on social media, get on PSU's Social Media Index by notifying us at ucomm@pdx.edu
- Update your Facebook or Twitter page regularly with engaging, insightful, and interesting posts
- Cross promote with other groups and departments

- Customize your Facebook and Twitter URL and include it on printed materials
- Link social media presence from icons on your website
- Do not simply put a student in charge of your page and let it deteriorate once they leave your office
- Refer to additional tips listed under Facebook and Twitter above

Policies and Procedures Relevant to Social Media

When it comes to social media, as with any university communications effort, a number of existing Portland State University policies may come into play. Listed below are links to PSU policies and procedures that might be of particular relevance to social media. If you're aware of other existing policies relevant to this topic, please let us know.

- PSU OIT policies and procedures

<http://oit.pdx.edu/oit-policies>

- PSU Acceptable Use Policy

<http://oit.pdx.edu/aup>

- PSU Student Code of Conduct

<http://www.pdx.edu/dos/codeofconduct>

- PSU Photo Release Permission

If taking photos primarily for social media purposes, a photo release permission form would not be necessary. Please do take time, however, to courteously solicit verbal agreement every time photos are taken and eventually used on sites like Facebook and Twitter.

Otherwise, photos taken for purposes beyond social media sites such as promotional materials and brochures, please have parties sign a Photo Release Permission form. For a copy of this document, please contact ucomm@pdx.edu

- Music Rights

Sources

Entrepreneur: 10 Laws of Social Media Marketing

<http://www.reuters.com/article/2011/02/16/idUS163103698720110216>

Mashable: 10 Must-Haves for Your Social Media Policy

<http://mashable.com/2009/06/02/social-media-policy-musts/>

Online Database of Social Media Policies

<http://socialmediagovernance.com/policies.php>

Social Voice: 5 Facebook Marketing Tips for Brands

<http://www.liveworld.com/socialvoice/2011/01/21/top-facebook-marketing-tips/>

University Communications Identity Standards

<http://www.pdx.edu/ucomm/downloads>

University of Michigan Social Media Guidelines

<http://voices.umich.edu/docs/Social-Media-Guidelines.pdf>

Vanderbilt University Social Media Handbook

<http://www.vanderbilt.edu/publicaffairs/webcomm/vu-resources/social-media-handbook/>



Contact

Don't forget the basic rules:

Rule #1: LISTEN

RULE #2: ENGAGE

RULE #3: MEASURE

For questions or concerns, please contact:

Office of University Communications

www.pdx.edu/ucomm

ucomm@pdx.edu

Julie Smith, Director of Marketing

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Christian Aniciete, Social Media Specialist

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