



Social Media Guidelines

If you participate in social media, please follow these guiding principles:

1. Stick to your area of expertise and provide unique, individual perspectives on what's going on at Webster University and in the world.
2. Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive. Defamatory, racist or hateful posts will be promptly deleted.
3. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
4. Respect proprietary information and content, and confidentiality.
5. When disagreeing with others' opinions, keep it appropriate and polite.

Setting up Social Media

Assistance in setting up social media accounts and their settings can be obtained from Office of Marketing. Social media identities, logon ID's and user names may not use Webster's name without prior approval from the Office of Marketing. All accounts should include one administrator from the Office of Marketing.

Protect your own privacy

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Webster website. Be mindful of posting information that you would not want the public to see. Assistance in adjusting privacy settings can be obtained from the Office of Marketing.

Be honest and authentic

We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for Webster University. Do not say anything that is dishonest, untrue, or misleading.

Controversial Issues

If you see misrepresentations made about Webster University in the media, you may point that out. Always do so with respect and with the facts. If additional questions arise, please consult with the Office of Marketing.

Don't forget your day job.

Make sure that online activity does not interfere with your job or commitments to students.



Getting Started with Social Media

Before establishing a presence on any social media network on behalf of Webster University, please consult with the Office of Marketing. Be prepared to answer the following questions:

Social Media Project:

Sponsoring Department/Program:

Purpose

- Why are you establishing a social media presence?

Objectives/Goals

- What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information?
- How will drive people to back to your primary Web site?

Target Audience

- Who will be reading and commenting on your social media?
- Who are you trying to engage?

Execution & Maintenance

- Who will establish your presence?
- Who will be the administrator?
- Who will maintain it?
- How often will it be updated? (Depending on the type of social media, updates at least daily are typical.)
- How will you make connection to other Webster University social media outposts and official Web sites?
- How will you promote it?



Frequently Asked Questions about Social Media

What networks should I be on?

There are dozens of social media networks used to market departments and organizations, but you don't need to be on all of them. The first site you should concern yourself with is Facebook. The site has 500 millions users and no other network even comes close. Establish and maintain a strong Facebook presence before delving into other online efforts such as LinkedIn or Twitter. It's better to have a strong presence on one channel than a poor presence on many.

Who should maintain our network?

We recommend every social media account created on behalf of the university have three people with administrative privileges — two from the sponsoring department/office/campus and one from the Office of Marketing. The Office of Marketing is not responsible for maintaining the content of a profile or page, we're there to offer support and ensure continuity through any turnover in university personnel.

Where can I get university-branded logos, photos, etc.?

The Office of Marketing can supply departments, offices, campuses, etc., with any digital collateral needed to effectively brand the account as a part of Webster University. Each social network has different requirements for profile pictures. The Office of Marketing can help ensure your picture fits these requirements for each specific network.

How often should I post?

There's no "magic number" of posts per day or post per week, but most accounts should strive to post daily. Don't be afraid to post more if you have more going on. It reflects poorly upon the university to create an account only to allow it to remain dormant for weeks at a time.

What if someone says something bad? Should I delete it?

More often than not, submitted comments will not fall into this category. If you receive a questionable comment, feel free to respond in a positive manner with the facts. Never engage in an argument or fuel the fires for debate. A quick consult with the Office of Marketing is free of charge.



Facebook Comments Policy

Webster University reserves the right to moderate any and all comments, based on the following criteria:

- Posts containing profanity, hate speech, and offensive or inappropriate language will be deleted.
- Personal attacks on other users, students, administrators and staff members are prohibited.
- Posts containing illegal activity, commercial/political or fund raising solicitations, spam, or copyright/trademark infringement will be deleted.
- Please ignore the trolls. Some Facebook users will deliberately post comments on the page in order to elicit responses from other users. Don't get baited into an argument no one can win.

Webster University reserves the right, at our discretion, to remove any post or to revoke a user's privilege to post to our page.

Comments posted by others on the Webster University Facebook page do not reflect the opinions of Webster University or its employees.

This posting policy is subject to change at the discretion of Webster University.