CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

SOCIAL MEDIA

HANDBOOK

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Future

CSUSB

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO SOCIAL MEDIA HANDBOOK

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Social Media Handbook v1.0 • California State University, San Bernardino • July 2019
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CSUSB AND SOCIAL MEDIA

CSUSB has embraced social media as a tool for several years. These tools enable the university to share what is happening on campus with the world, but more importantly, allow us to connect and engage with students, alumni, faculty, staff, parents, and friends of CSUSB. This "conversation" is what makes social media so different from traditional forms of institutional communication.

CSUSB'S PRIMARY OFFICIAL SOCIAL MEDIA PRESENCE INCLUDES:

Facebook: www.facebook.com/CSUSB

Twitter: www.twitter.com/CSUSBnews

Instagram: www.instagram.com/CSUSB

YouTube: www.youtube.com/csusanbernardino

Snapchat: @CSUSBnews

The content posted by CSUSB in these platforms is official CSUSB information.

When referencing CSUSB as an institution, always use the proper university name:
CSUSB or Cal State San Bernardino.

Also, consider using official university hashtags (#) when posting about CSUSB – located under Account Creation.
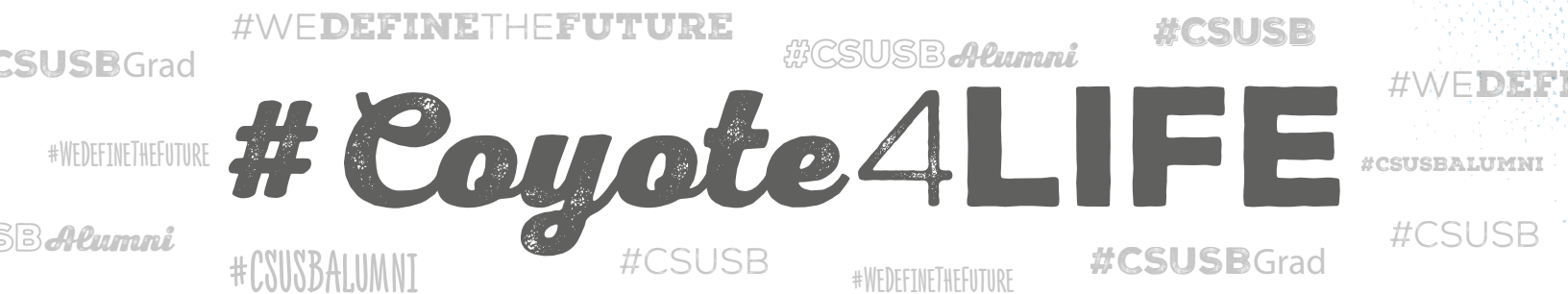
In addition to the platforms mentioned above, many CSUSB departments and programs have launched their own social media presence. **For a listing of all university social media sites, please visit the CSUSB social media directory website at socialmedia.csusb.edu**.

Brand awareness and engagement are the most important reasons why you should have a social media platform. With popular tools such as YouTube, Facebook, Instagram, Twitter and Snapchat anyone with an internet connection has the ability to create a dynamic social media presence, update it from wherever and whenever they want, and share their content instantly with friends and followers around the world.

These guidelines and standards recognize the need to allow for creative, academic freedom in the use of social media for instructional purposes; however, these guidelines and standards should be strongly considered to maintain a safe and inclusive environment.

Staff and faculty who participate in social media on behalf of the university are asked to:

1. Understand the technology and the social media platform they are using; and
2. Abide by the basic principles and engagement guidelines outlined in this handbook.

#WEDEFINETHEFUTURE #CSUSBAlumni #CSUSB

#CSUSBGrad #WEDEFI

#WEDEFINETHEFUTURE # Coyote 4 LIFE #CSUSBALUMNI

#CSUSBALUMNI #CSUSB #WEDEFINETHEFUTURE #CSUSBGrad #CSUSB

SB Alumni

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RULES TO ADHERE TO

As new technologies and social networking tools emerge, the university's standards must evolve in response. The university has an obligation to preserve its reputation and image; therefore, campus social media users also have a responsibility to be informed of changes to official guidelines.

There are three types of social media participation:

1. **Engagement:** Engagement allows your organization to form relationships between your audience and brand image.
2. **Brand Awareness:** As an institution, the CSUSB logo is our identity, and brand awareness allows us to share that identity with the world.
3. **Marketing & Recruitment:** Social media allows all CSUSB accounts to market the university to prospective students, alumni, and other targeted stakeholders. You can share stories with anyone from anywhere around the world.

These principles apply to all multi-media and social networking sites for professional use and for any use in which you are **officially representing the university**. The following guidelines shall apply when you are participating on a university-operated social media site and those that are unaffiliated with CSUSB when you are participating as a representative of the university. When you use your CSUSB title, you are identifying yourself as a representative of the university.

USE OF COPYRIGHTED AND PROPRIETARY MATERIALS

Internet postings must respect copyright, privacy, fair use, financial disclosure and other applicable laws, and always give credit where it is due. Unless done as part of the university's official sites, internet postings should not include the CSUSB logos or seals unless permission has been granted from the CSUSB Office of Strategic Communication.

TERMS OF USE

CSUSB reserves the right to withdraw posts and comments that are determined to be inappropriate at any time and without notice. These comments include political endorsements or banter, defamation, advertisements, spam, profanity or language deemed offensive, and hateful or libelous comments. Comments and photos shared on CSUSB social media sites may be used by other CSUSB platforms.

SOCIAL MEDIA SITE POLICIES

Social media usage at CSUSB is governed by many of the same policies that govern all other electronic communications. Read the Acceptable Use Policy prior to engaging in any social media campaign as part of your official duties at CSUSB:

Acceptable Use Policy for Electronic Communications – http://policies.csusb.edu/eleccomm.htm

CONFIDENTIALITY

Internet postings should not disclose any information that is confidential or proprietary to the university, its students, alumni, faculty or staff, or to any third party that has disclosed information to the university. Follow university policies and state and federal requirements, such as Information Practices Act of 1977 (California Civil Code, sections 1798 et seq.), Health Insurance Portability and Accountability Act (HIPAA) and Family Education Rights and Privacy Act (FERPA).

Do not create new sites that claim, imply or pretend to be official sites of the university without proper authorization from the CSUSB Office of Strategic Communication; however, it is perfectly acceptable to share content that has already been posted on an official university social media site.

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ACCESSIBILITY
It is the policy of the CSU to make information technology resources and services accessible to all CSU students, faculty, staff and the general public, regardless of disability. **For more information read the full CSUSB webpage accessibility policy. http://policies.csusb.edu/webpageaccessibility.htm**

BECOME A PART OF THE COYOTE ONLINE COMMUNITY

1. SECURE THE APPROVAL OF YOUR DEPARTMENT HEAD OR MANAGER. If you wish to create a social media page or profile for your department or campus unit, secure the approval of your department head.

2. DEFINE YOUR GOALS. Be sure that your program goals support the university's mission, vision and values, as well as those of your department or program.

3. IDENTIFY A COORDINATOR. Determine who will be the primary person responsible for updating and monitoring your social media activities. Ensure they have the time to check in on the site or sites at least once a day. The coordinator must not use an email tied to themselves, rather the department as a whole. For example: socialmedia@csusb.edu allows anyone to access the account long after someone has left.

4. CREATE A STRATEGY. Define what you hope to accomplish, with whom you wish to engage and what content you wish to share first, and then begin exploring social media tools. Use the worksheet found in Appendix A to create your social media strategy.

5. LISTEN. All social media platforms have their own standards, styles and expectations. Listen to your followers and gauge what content they would like to see. Spending a good amount of time on this step will help you better plan what unique contribution your voice can have.

6. CHOOSE YOUR TOOL. After listening, choose a tool that best meets your goals and focus on building a strong social media presence.

7. CONSULT. Before starting a social media program, consult with the CSUSB Office of Strategic Communication to discuss your strategy to ensure the proposed program supports university and departmental strategic plans and objectives.

8. NAME YOURSELF. Create a profile name that clearly and concisely identifies your program and its CSUSB affiliation. Do not identify yourself simply as "CSUSB," as that implies you are speaking for the entire institution. However, it is a good idea to align with CSUSB by including the university acronym in the profile name. For example: CSUSB Athletics or CSUSB Health Center. Additionally, affiliation with the university must be included in the bio. For example: the Office of Strategic Communication at CSUSB.

8. EXPERIMENT. Spend time populating it for several weeks and sharing it with a small group who can provide comments. Have the site fully operational well before you plan to launch it so you can become comfortable with maintaining it.

9. LAUNCH. You're ready to communicate! Use traditional means, such as email lists and notices on your website to notify your potential audiences that you have a social media presence. Include easy-to-find links to your social media presence on your website.

10. ADJUST. Be prepared to re-align your strategy in response to who is viewing your site and how they are doing so. All social media platforms come with easy-to-use tracking tools to assess which posts are viewed and shared the most, and which generate comments.

ACCOUNT CREATION:

All affiliated CSUSB departments must include "CSUSB" somewhere in the name.

> Example: CSUSB_OSC, OSC_CSUSB, CSUSBOSC, OSCatCSUSB, CalStateSanBernardino_OSC, etc.

You must also include a bio stating your affiliation with the university.

> Example: The official page for the Office of Strategic Communication at California State University, San Bernardino.

Official CSUSB Hashtags (#): #WeDefineTheFuture #Coyote4Life #CSUSBAlumni #CSUSBGrad #CSUSB #CSUSBWildSong

*Understand the difference between a Facebook fan page and Facebook page: a Facebook fan page can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, staff, alumni etc., and create a forum for conversation and discussion. Please note it is against Facebook's policy to create a personal profile for a business institution.

ACCOUNT MAINTENANCE:

Follow the university posting guidelines.

Update the information listed on your social media site yearly as to avoid any confusion for people looking for your account.

For university staff, email your link to the CSUSB Office of Strategic Communication at socialmedia@csusb.edu when you launch your site (or if you're already operational).

Always make sure to keep your profile active by posting at least once per day and respond to comments in a timely manner.

TELL US ABOUT IT!

CSUSB has a broad audience of students, faculty, staff, parents, alumni, sports fans and more keeping in touch with the university via social media. Let us know what you are doing so we can help expand your reach by sharing it with these individuals, and also to make sure we are aware of the news and developments you are sharing with your audiences. We can all learn from each other, but it's easy to slip into a vacuum when working on your own.

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ACHIEVING A SUCCESSFUL, AUTHENTIC AND INTERACTIVE SOCIAL MEDIA PRESENCE

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SOCIAL MEDIA GUIDELINES

These social media guidelines outline how CSUSB and its employees should conduct activity on university related social media accounts. The guidelines help maintain CSUSB's brand reputation and assists employees to responsibly share the university message. CSUSB should have a consistency in messaging, accuracy in information and social engagement with our followers.

1. BE RESPECTFUL with your audience regardless of comments, messages, @ mentions, postings made to or about CSUSB and its departments. Be cautious in violating the first amendment.

2. ENGAGEMENT is part of being inclusive and present with department followers. If they follow your account versus the main account, that is an indicator of a specific interest. Be responsive.

3. FALSE INFORMATION being posted online can be damaging to the university and your department. Quickly correct any misleading or false content. If this happens, be accountable.

4. DELETING OR IGNORING comments, messages, @ mentions, postings made to any CSUSB account should be avoided. Unless life threatening or unsafe allegations are made, it is best to listen and respond carefully.

5. AWARENESS is key to ensure you are creating a positive and safe platform for students, faculty, alumni, donors, and friends of CSUSB. You as an individual are legally responsible for what you say or post on behalf of CSUSB. Be aware of liability.

6. REFERRING our followers especially students and alumni to incorrect departments, website, offices, etc. can be damaging the university's online presence and can result in losing followers, and/or engagement.

7. REPORT any threats made, defamation and derogatory content on social media immediately to your department head and the office of Strategic Communication for best course of action.

8. NON-BIASED responses are the always the way to go on social media platforms when speaking on behalf of someone/something other than yourself. Racial, religious, gender, and political views are yours and not those of CSUSB; and therefore, need to be kept offline.

9. PROTECT the brand of this institution. CSUSB's core values should be reflected in your platforms.

10. HAVE FUN. Enjoy being engaged and involved with our students, faculty, alumni, donors and friends of the university. The world is constantly evolving to a more digital way of communicating – stay connected and engaged with Coyote family!

For more information read the full CSUSB Acceptable Use Policy for Electronic Communications online. http://policies.csusb.edu/eleccomm.htm

Any issue of concern (e.g. suicide, threats, violence, etc.) should be reported immediately to the CSUSB University Police Department and THREAT or CARE Team: care@csusb.edu

SOCIAL MEDIA STRATEGY WORKSHEET

SOCIAL MEDIA TEAM	Who is responsible for maintaining and monitoring all social media sites? List those team members.
PRIMARY GOALS & OBJECTIVES	Are you trying to communicate a campaign, generally promote your department or communicate with alumni? • • •
TARGET AUDIENCES	Who is your target audience?
CONTENT	Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List the content you will be sharing via social media.
NAME & DESIGN	Identify a simple and descriptive name for your profile that clearly identifies your affiliation with CSUSB.**
CURRENT CONVERSATION	What are people already saying? What are people saying about you? Who is saying it? List the topics, people and sites that are leading the conversations that are relevant to you.
MEASURING SUCCESS	Determine how you will measure the success, or lack of success, of your site. (Likes? Followers? Etc.).
EVALUATION	Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above.

**Note: When designing your profile icon, remember that you want it to identity with the university. If you wish to use the CSUSB logo or any alternate version of it, contact the CSUSB Office of Strategic Communication at (909) 537-5007 or email your request to logo@csusb.edu. Remember that all uses of the university logos should be approved by the CSUSB Office of Strategic Communication prior to posting them online. You can send logo approval requests to logo@csusb.edu.

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CONTACTS AND RESOURCES

If you have any questions about social media best practices, or need guidance when problems or concerns arise, contact the CSUSB Office of Strategic Communication at (909) 537-5007 or socialmedia@csusb.edu.

The Office of Strategic Communication maintains these websites which you might find helpful as you start and continue to use social media here at CSUSB.

Office of Strategic Communication: (909) 537-5007
csusb.edu/advancement/strategic-communication

CSUSB Social Media Directory: socialmedia.csusb.edu

CSUSB Visual Identity Guidelines: identity.csusb.edu

We Define The Future Branding Toolkit:
csusb.edu/advancement/strategic-communication/branding-toolkit

CSUSB Brand Manual:
csusb.edu/advancement/strategic-communication/csusb-identity-brand-standards/brand-manual

For questions regarding this handbook or any university-related social media activity, please contact Elizabeth Ferreira at socialmedia@csusb.edu or 909-537-5007.

TRAININGS AND WORKSHOPS

- *Branding and Marketing*
- *Communication Plan*
- *Crisis Communication*
- *Freedom of Speech*
- *Managing Negativity on your Platform*

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