



NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

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FOR INSTITUTIONAL, DEPARTMENTAL AND ORGANIZATIONAL USE

Do you want to start a social media campaign for your department or organization? The University Marketing social media team at NGU offers the following rules and best practices:


Be confidential. Don't reveal any private or personal information concerning NGU students, workers, or graduates. Respect the privacy and confidentiality policies of the university, the federal government, and the NCAA. FERPA, HIPAA, and other rules requiring nondisclosure of personal information apply to all NGU personnel.

Property should be safeguarded. Copyright, fair use, and intellectual property rights must be respected. Content posted to a social media site may become the property of the platform operator in some situations.

NGU's name and identity should be protected. The NGU logo cannot be altered or used for personal endorsements. The name of NGU may not be used to advertise a product, service, cause, political party, or candidate.

Respect NGU. Maintain a professional and tasteful demeanor, and safeguard NGU's institutional voice. Avoid pranks and postings that could be mistaken as a representative of NGU. If you're unsure, consult your supervisor or the Office of University Marketing.

Respect others. Content posted to a social media site may attract comments, debate, or opposing opinions because social media sites are meant for two-way communication. You can and should respond as an administrator when appropriate, but keep in mind how your response will reflect on you, your department, and the University. Ask your supervisor if you're unsure about publishing something or reacting to a comment. You may hide or delete comments that are defamatory or disrespectful to the NGU community's values. However, you may not censor posts that you personally disagree with. Also, refrain from criticizing other persons or organizations. It's possible that doing so will alienate you from your audience, reflect poorly on NGU, or lead to a conflict.

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Maintain your accuracy. Before sharing something on social media, make sure you have the facts straight. Link back to the source whenever feasible. Check for grammatical and spelling errors in the content. If you make a mistake, correct it immediately and clearly.

Take precautions. Keep an eye out for “phishers.” Phishing is deceiving a user of their account’s username and password to gain access to a personal or institutional social media site. The larger your following, the more enticing your site becomes as a target. Keep a close eye on your social media sites to ensure you detect if an unauthorized individual acquires access.

Connect with care. Connecting with other social media users and sites increases credibility and community, but it may also give the idea that your site supports a specific cause, group, or person. Consider who you “friend,” “follow,” link to, or let into your site, and the extent to which you will allow comments. By linking back to the NGU homepage and other NGU social media sites, you can help the NGU community stay connected. Instead of linking to an external source, if possible, link to an NGU news source.

Create an account using your ngu.edu departmental email address. If you’re creating social media profiles on behalf of your department, include your department’s shared ngu.edu address as an administrator and socialmedia@ngu.edu. If/when you are no longer in charge of updating the account, this will ensure a smooth transition of administrative control. If you currently do not have a departmental email address, contact the IT Helpdesk at helpdesk@ngu.edu.

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FOR SOCIAL MEDIA MANAGERS AND PROFESSIONAL USE

Wondering about best practices for using social media professionally?


Plan first. Consider your messages, audiences, goals, and information-updating strategy. Some people use one social media platform but not another, and some sites are more flexible than others. Maintaining multiple social media sites at once is time-consuming, so choose wisely. Making a content calendar can also help you organize your post.

Assign responsibly. Appoint a full-time staff to manage social media content and monitoring. If no one is assigned the account management, new content may not be posted, and the site may become stagnant. As your site grows, you'll need someone familiar with it to determine what works and doesn't for your audience.

Launch for success. A widespread misunderstanding regarding social media is that people will flock to it if you create a new account. Instead, fill your new site with appropriate material to prevent it from feeling empty. When you're ready to launch, contact the Office of University of Marketing so that we can share via the official North Greenville University social platforms and website.

Interact with your audience. The purpose of social media is to facilitate two-way conversations. Nobody loves a robot that posts information and doesn't communicate back. People receive information through search engines or the news but use social media sites to share it with others. Welcome new viewers, answer comments or follow up on a post with a content-related question. Engaging with your members will increase your site's value and encourage them to return.

Keep an eye on the comments. You want feedback because it establishes credibility and creates a sense of community. Posting a disclaimer or comment policy informs viewers on what is and isn't acceptable. You may set up your site on various social media networks and/or monitoring platforms so that you can examine and approve comments before they appear. You will be able to respond quickly. It also allows you to delete spam comments and block those who make unpleasant remarks regularly.

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Measuring results is key. To evaluate posting activity and participation on a social media site, utilize analytics and tracking tools. Social media platforms like Facebook and Instagram include built-in analytics. These tools assist you in fine-tuning your plan and better understanding your target audience's preferences and behaviors.

Make a connection with the community. Assist North Greenville in maintaining its online community. If you already have a social media site, email socialmedia@ngu.edu. After review and approval, your site will be added to the list of NGU social media sites. University Marketing can also help you assess your content to ensure that it appropriately represents NGU and follows University branding guidelines. If your department or group is interested in using social media, contact the Office of University Marketing by visiting go.ngu.edu/umproject for help with requirements, best practices, and getting started.

If the page goes inactive (not posted in over 3 months), the institution will deactivate the account.

SOCIAL MEDIA PLATFORMS

GENERAL

Your account title should include “North Greenville University,” when technically feasible. If the platform has title character limits, you should use the letters “NGU”.

The North Greenville University athletic logo, trademark, mascot, and name are reserved for use by the University Athletic Association and its entities.

If you have questions about account naming requirements, contact socialmedia@ngu.edu for guidance.

INSTAGRAM

Account Name

- + Your account name should include “NGU” preferably before your unique name (e.g. NGU Campus Life, @ngucampuslife)

Profile Picture

- + Your profile picture must be created and approved by the Office of University Marketing. To request a graphic for your profile picture, go to go.ngu.edu/umproject.

Bio

- + Your bio should include mention of North Greenville University

Website

- + If you do not have a relevant custom link posted in your bio section, you should include a link going to ngu.edu.

Business/Industry

- + If prompted to select a business/industry category. Choose “College & University”.

TWITTER

Profile Picture

- + Displayed avatar sizes are 128x128 pixels on the account’s home page and 48x48 pixels when displayed as an individual tweet. Your uploaded images should be larger than 128x128 pixels as Twitter allows users to click on avatars to reveal the larger image.

Bio

- + Should include mention of North Greenville University.

Location

- + Tigerville, SC or Greer, SC

Website

- + Provide a link to your website on the ngu.edu domain.

FACEBOOK

Page Title

- + The words “North Greenville University” should be included in your unit title.

Profile Picture

- + Avatars should only contain an approved variation of the NGU logo.
- + Templates will be provided by the Office of University Marketing for your use.

Cover Photo

- + According to Facebook, the cover photo should be a “unique image that represents your Page”. It cannot include any information intended for Facebook’s About section, such as contact information.

Basic Information

- + About section should include affiliation with North Greenville University
- + Include means of contact outside of Facebook, such as a phone number and/or an official NGU email address.
- + Provide a URL to your ngu.edu website in the Website field.
- + Tigerville, SC or Greer, SC

Featured Likes

- + Your account should “Like” the North Greenville University’s main account and should also include it as a “featured like”.

YOUTUBE

Your Channel

- + Include a mention of “North Greenville University” in your ‘About’ section.
- + Customized background images are encouraged

Comments

- + Comments should be monitored on a regular basis and responded to in a timely fashion.

General

- + Unlike other platforms, videos on YouTube can (and do) gain views well after their initial postdate. Regularly monitor your videos and be aware of any escalations in views.

FOR PERSONAL USE

Creating social media for yourself, for personal use?

Be confidential. Be careful not to reveal confidential or proprietary information about NGU students, employees, or alums. Adhere to all applicable University, federal and NCAA privacy and confidentiality policies. All employees of NGU are subject to FERPA, HIPAA, and other laws mandating the nondisclosure of personal information.

Think before posting. Privacy does not exist in social media. Public posts are indexed in search engines, and private comments can be forwarded or copied and readily made available to the public. Use privacy settings to restrict personal information on otherwise public accounts, but be aware of the limited protection this provides.

Be authentic. Be honest about your identity, and don't misrepresent another person. If you identify yourself as an NGU faculty or staff member in a personal post, make clear that your views are your own and that you are not formally representing NGU. A common practice among individuals who write about their industry is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your own social media site, include a sentence similar to the following:

The views expressed on this [blog, Website] are mine alone and do not necessarily reflect the views of North Greenville University.

This is particularly important if you are a department head or administrator.

Take the high ground. If you identify your affiliation with NGU in your comments, readers will associate you with the university, even with the disclaimer that your views are your own. Remember that you will likely build a high-quality following if you discuss ideas and situations civilly.

Be a valued member. If you join a social media site like a Facebook group or comment on someone's blog, make sure you contribute valuable insights.

Protect your identity. While you want to be honest about yourself, do not provide personal information that scam artists or identity thieves could use against you. Be aware of "phishers" or those who might try to hack your account and reset your password in a breach. Always log out of your account when using public computers.

Be aware of liability. You are legally liable for what you post on your site and the sites of others. Individual bloggers have been held responsible for commentary deemed proprietary, copyrighted, defamatory, libelous, or obscene (as defined by the courts). Be sure that what you post today will not come back to haunt you.

AVATARS

Also known as profile pictures

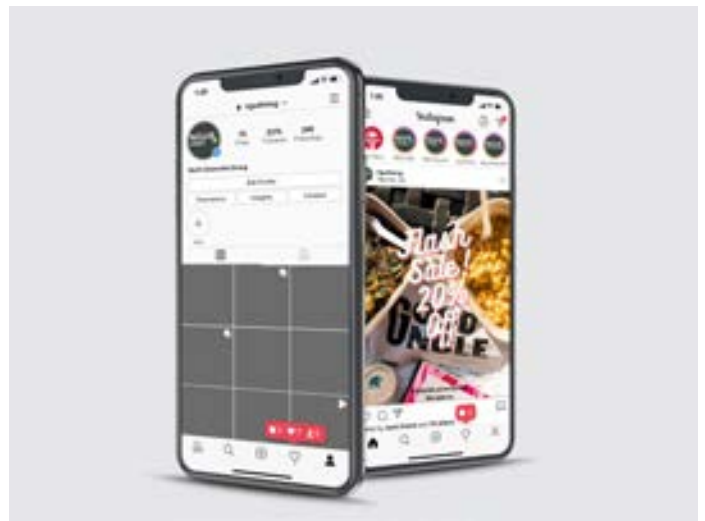
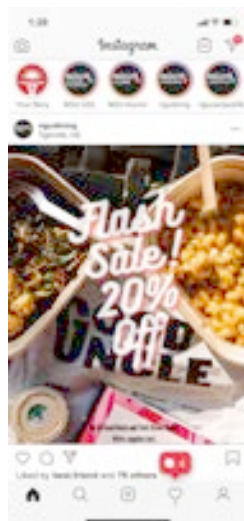
The Office of University Marketing offers social media avatars to all NGU units and departments to align their accounts with NGU's Visual Identity while ensuring social media users can instantly recognize an official NGU account.

All social media avatars are to be approved by the Office of University Marketing. Approval requests may be made through the online request form at go.ngu.edu/umproject.



NGU WITH LOGO, DEPARTMENT NAME, AND BRAND ELEMENT ICON

- + Avatars are to use NGU's primary color palette and defining brand elements to go along with the department.
- + Avatars are designed to be legible at small sizes, especially on mobile devices.
- + The use of acronyms is not recommended in social media avatars.





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