

## Social Media Statement

Social media is changing the way our society interacts and engages in conversation and dialogue. It has become an important and influential communication channel for the University. As the name implies, it involves building communities that encourage participation and engagement. However, while Creighton University welcomes and encourages engagement, the university reserves the right to block accounts and remove postings or content from other social media sites for any reason, including those that are not in alignment with the University's mission and code of conduct.

Furthermore, links posted in primary accounts should not be considered as endorsements for particular affiliations or views. Individuals are responsible for the content they view and post on University social media sites. Due to the public nature of social media, individuals sharing content on any of the primary social media sites understand and acknowledge it is public and may be used by the University for promotional purposes. Posted information on primary accounts from external entities is beyond the control of Creighton University.

## General Guidelines:

To encourage positive use and success in social media, the following guidelines are intended to protect student, faculty and staff reputations while at the same time adhering to University policies and protecting Creighton University's identity. Social media sites associated with the University must adhere to these guidelines.

- **Support One Creighton.** University-sponsored accounts should support the Creighton University mission and brand.
- **Consider your perspective.** Each University-sponsored account should have a unique voice specific to their area of expertise....that's why people want to follow your feed. Avoid overlapping and duplicating content from primary University accounts. However, during certain events there may be times when the primary University accounts will retweet or share content from your accounts to amplify the message.
- **Post meaningful, respectful comments.** Provide value when disagreeing with others' opinions and construct your comments carefully. Keep it appropriate and polite.
- **Realize there can be negative comments or disagreement with your point of view.** Social media gives you an opportunity either to set the record straight or acknowledge an error and rectify it. Case studies have shown that acknowledgement can strengthen public opinion towards the organization and add authenticity. Don't necessarily take the negative comment down. Social media thrives on dialogue.
- **Honesty is the best policy.** Stick to your area of expertise. Remember if you post content on the Internet, consider it will probably live in cyberspace forever.
- **Avoid speculation** or discussing internal policies, operations or announcements.
- **Be accurate.** Gather all the facts before posting and respect copyright, disclosure and fair use. Give people proper credit where it is due.
- **Maintain confidentiality.** Don't post confidential or proprietary information about Creighton University, its students, faculty, staff, alumni, or patients. Always follow federal, state or University requirements such as HIPAA, the privacy of individual identifiable health information.
- **Respect University time and property.** If you identify yourself with Creighton University, you must adhere to [University policies](#) and our Code of Conduct.

## Account Types:

- **Primary University Accounts:** These are the official accounts for Creighton University. The Marketing and Communications Division maintains and manages the presence of primary accounts for the University. This includes, but is not limited to:
  - Facebook: CreightonUniversity
  - Twitter: @Creighton
  - YouTube: Creighton1878
  - Flickr: Creighton
  - Tumblr: CreightonUniversity.tumblr.com

- Pinterest: CreightonUniv
- Instagram: Creighton1878

As social media technology and trends evolve, additional platforms are continuously evaluated and may be added.

- **University-Sponsored Accounts:** Creighton University affiliated accounts include those for schools, departments, divisions, programs and offices at the University. Employees and students managing content on these sites are expected to follow the University's social media policy. Refer to the social media directory for a full list.

## Tips for Social Media Success:

Creighton University embraces social media as a forum for engagement with prospective students, current students, alumni and the community at large.

Basic tips on creating successful content include:

- **Have a plan.** Each social media channel is different, and a social media editorial calendar that leverages the unique attributes of each channel should be created.
- **Talk like a real person.** This is social after all.
- **Provide shareable content** like photos, videos and links.
- **Use “link-share”** with content preview instead of just providing the URL (on Facebook and LinkedIn). This leads to a higher level of engagement.
- **Avoid text-only status updates** on Facebook, as these types of posts receive a very low ranking.
- **Avoid posting more than twice a day on Facebook.** Because Facebook ranks each post based on the level of interest and interaction it receives, it's better to not post than to create several posts that receive no interaction.
- **Twitter can be for minute-by-minute updates.** Use Twitter when you want to share “play-by-play” information. That's what this platform specializes in.
- **Monitor and Measure.** Use Facebook insights or analytics sites to review data and determine the type of content most sought by your targeted audience. Adapt your messaging based on your goals and objectives.
- **Interact with others.** Don't talk “at” people. Rather, aim to converse with your audience. If you only push communication, your audience is less likely to be engaged.

## Images, Music and Videos:

Pictures are worth a thousand words and the imagery that is available on social media makes it dynamic and entertaining. Sharing pictures and video can really add a personal connection and are big draws to social media sites.

The following information is intended to guide your University postings.

- Make sure you do not display instances of underage drinking, inappropriate behavior or conduct unbecoming a professional.
- Before posting, ask yourself if you would be comfortable with other Creighton community members seeing or hearing this information.
- Prior permission must be obtained from people identifiable in photos and appearing in videos. However, if people are attending public events of the University their permission is implied.
- Understand confidentiality laws, including FERPA, HIPPA, NCAA, state, federal and university regulations regarding the release of personal information.
- Respect copyright and fair use
- Follow Creighton University's code of conduct. Remember, you are representing the University

## **Advertising on Social Media:**

Placing ads on social media channels falls within the University's advertising policy. Ads should be placed through the Marketing and Communications division. Please refer to the policy for information on advertising guidelines.

## **Social Media and University Resources:**

### **Official Business**

- University computers and your work time should be used for University-related official business.
- If you participate or maintain a social media site on behalf of the University, clearly state that business on the site.
- Remember, use of social media is an opportunity to reaffirm the [mission](#) of Creighton University.

### **Personal Efforts**

- Maintain your personal blogs, social media accounts and websites on your own time.
- If you identify yourself as a Creighton University community member, please be clear that you are sharing your own views and not that of the University. The following disclaimer can be used: "The views expressed here are mine alone and do not necessarily reflect the views of Creighton University."
- Refrain from using Creighton's logos or other branding elements on your personal sites to imply endorsement. Logo use should align with the University's [branding guideline](#).

### **Social Media Governance:**

- A University-wide committee provides guidance on the social media roadmap so Creighton can expand its presence and build stronger communities.
- The Marketing and Communications division is available as a resource to assist units considering the development of social media sites. For social media consulting and inclusion in the social media directory, notify the division of your intent to create a social media account.

If you have any questions, please contact Lindsey Creath, Sr. Content Marketing Strategist, [Lindseycreath@creighton.edu](mailto:Lindseycreath@creighton.edu).

## Strategy Guidelines for University-Sponsored Accounts:

When considering the creation of a social media account, or enhancing a current account, review these guidelines to help create a plan with measurable goals and objectives.

### Reasons for social media use:

- To build awareness of the Creighton brand
- To engage the Creighton community online
- To foster dialogue and promotion of Creighton University

### Who should post on social media:

- Schools, Colleges and departments should consult with the Marketing and Communications division to ensure social media use aligns with their goals and audience.
- Each unit should designate an individual to take ownership of managing the account
- Define your unit's voice and perspective. Do not duplicate content with the primary university accounts. If questions arise, contact the Marketing and Communications office.

### What should be posted:

- Content should appropriately reflect the Creighton University brand.
- Content should be appropriate to the platform of use
- Stick to your area of expertise when posting. Post relevant news items and discussion topics for your unit's audience.
- Each social media platform has its own nuances. Understand the best way to communicate to your audience and the appropriate style for the platform of use.

### When should accounts be checked:

- Content should be relevant and timely. Keep content as current as possible.
- Respond to messages as soon as possible. Aim to keep communications as close to real time as possible.
- Aim to login to each social media account at least once per day
- Each social media platform has varying expectations regarding the frequency of postings. Refer to the guidelines for the corresponding platform for specific frequency guidelines.

### How should accounts sound:

- Be conversational. Listen to what is being said and interact with them. Social media is not a one-way communication system.
- Be authentic.
- Give credit where due. Cite outside content sources whenever possible.

# Facebook

## Why Use Facebook?

Facebook remains the top social network by a large margin, even as more social networking sites have emerged. More than two-thirds of internet users are on Facebook.

## Facebook Best Practices:

- Update at least once weekly
- Content is visual, timely and social. The most popular posts include photography, compelling stories that evoke Creighton pride, status updates and spotlights on individuals.
- Text content may generate engagement through interactive questions, polls and contests.
- Audiences are more likely to click through posts with a picture.
- Think strategically to align resources with the goals or objectives.
- Measure effectiveness by reviewing published posts. Facebook Insights allow for data analysis to see the most popular type of content sent. Are posts you send reaching the intended demographics? Are photos being shared more than links? Review this data frequently and adapt your content to suit your audience.

## Understanding the Algorithms:

Just because you're talking, doesn't mean anyone will hear it. Social media platforms, such as Facebook, apply complicated algorithms to determine what you see and who sees your updates. As Facebook evolves, it is moving to a paid platform for organizations. This makes it increasingly difficult for organizations to show in news feeds organically.

The algorithm shows users what it thinks they want to see, which is calculated in part by:

- How often they interact with posts from your page
- The number of likes, shares and comments your post received from the world at large and from their friends in particular
- How much they have interacted with this type of post in the past
- Whether or not people across Facebook are hiding or reporting a given post

## Reacting to Comments

- **Post meaningful, respectful comments.** Provide value when disagreeing with others' opinions and construct your comments carefully. Keep it appropriate and polite.
- **Realize there can be negative comments or disagreement with your point of view.** Social media gives you an opportunity either to set the record straight or acknowledge an error and rectify it. Case studies have shown that often that acknowledgement can strengthen public opinion towards and organization. Don't take the negative comment down. Social media thrives on dialogue.
- **Follow the university code of conduct.** Respect those with whom you engage. Work with problem posters offline through direct messages.
- While Creighton University welcomes and encourages engagement, the university reserves the right to block accounts and remove postings or content from other social media sites for any reason, including those that are not in alignment with the University's social media policy.

# Twitter

## Why Use Twitter?

Twitter has evolved from “what are you doing” to “what is going on.” This social media platform allows for engagement in real-time. Utilize this tool to keep interested individuals updated on news and events with frequent posts of 140-characters or less.

## Basic Twitter Strategy Planning

- Define your perspective. Know who you are and who your targeted audience is and set goals accordingly.
- Set goals that help achieve your object (Avoid trying to gain followers just for the sake of having more followers. Focus on the quality not quantity approach)
- Curate content or post original content that align with your goals to distinguish yourself as a subject matter expert. This will attract other experts and influencers to follow you and share your message.
- Frequent goals for higher education Twitter accounts are to:
  - Build community
  - Serve as a resource or area of expertise
  - Show the personality of the organization
  - Strengthen the organization’s mission and brand

## Twitter Best Practices

- Social media is meant for interaction. Listen and respond accordingly.
- A picture is worth a thousand words...especially true on Twitter where characters are limited. Use photos when available to share what’s going on.
- Utilize a monitoring site to help stay abreast of the chatter.
- Curate content relevant to your audience and share in addition to your own original content.
- When retweeting, give credit when due.
- Utilize scheduling features to post content on certain days you have limited time to devote to Twitter.
- Keep it social and engaging. Talk with people, not at them.
- Connect with the campus by using some of the [suggested hashtags](#)

## Suggested Hashtags:

### #CreightonNews

Creighton has a great reputation for cutting-edge research and exciting news. Use this hashtag to share Creighton news.

### #CreightonEvents

Use this hashtag to post and share exciting events on campus and in the community involving Creighton constituents.

### #CreightonGrad

All of the hard work of Creighton students culminates at commencement. This is a special time for celebration by the entire campus community. Use this tag to share photos, memories and congratulatory messages to capture and share the special day.

### #BluejayLife

Once you arrive at Creighton, you are a part of a great community for life! Use this tag to engage alumni, celebrate athletic event victories, highlight campus life, or express pride in Creighton University.

### #ThisIsCreighton

Use this tag to help tell the story of Creighton. Beautiful campus photos, unique stories, student/faculty/staff spotlights can all be shared with this tag.

### #CreightonInnovates

Creighton has an outstanding reputation for cutting-edge research and innovative teaching methods. Use this tag to help show how the Creighton University community is making a difference in the world.

### #CreightonAbroad

Students and alumni extend beyond the borders of our physical campus. Use this hashtag to connect to the Creighton community across the world.

### #CreightonGives

Whether it is time, talent, or funding, the Creighton community is immensely generous. Share the stories with this tag to highlight the giving spirit of Creighton.

### #GoJays

Share in the pride of athletic events across the board by using these tags to express Creighton University Bluejay spirit.

### #CreightonSummer

The Creighton community doesn't call it quits during summer break. Many students, faculty and staff accomplish incredible things; from research fellowships to internships to service work, just to name a few. Use this tag to share how you are spending your summer and to follow others.



# YouTube

## Why use YouTube?

Currently, YouTube reaches more adults between the ages of 18 to 34 than any single cable TV network. Furthermore, millennials rate YouTube as the top place to watch content. This medium can be a great way to visually capture and share the Creighton experience.

## Your Video and Creighton's Channel

Creighton University has an official YouTube channel and welcomes the opportunity to showcase videos from the campus community that align with the University's mission, identity and brand guidelines. If a video is created, contact the marketing department so that the video URL can be obtained and added to channel's playlist when applicable.

## YouTube Best Practices

- Short segments, quick documentaries, and dynamic content are great video format options.
- Seek content that is current, timely and relevant.
- Videos showcasing the vibrant campus life, a day in the life of a student, unique aspects of the University are popular subjects to consider.
- Be authentic. Content does not need to be over-processed and highly edited to be effective on this medium. Users are real people and want to react with other real people.
- On average, viewers will only watch a video for roughly 2 minutes, unless it is particularly compelling. Videos of talking heads (a static shot of an individual speaking) are even less. Consider a series of 30 second to 1 minute videos if you need to cover multiple topics. Another option is to shorten the video content and add a weblink for additional information or an infographic screen shot to make your point.
- Take advantage of tag options when uploading to help users discover your video.
- Obtain permission from people identifiable appearing in videos.
- Understand confidentiality laws, including FERPA, HIPPA, NCAA, state, federal and university regulations regarding the release of personal information.
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## Reacting to Comments

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# LinkedIn

## Why Use LinkedIn?

LinkedIn is a social media site aimed at business-oriented individuals seeking to enhance their professional network. The core demographic is currently individuals between the ages of 30 and 50.

## LinkedIn Best Practices

- Use this site to connect with peers, role models and companies that align with your values and goals
- Get involved by participating in discussion groups and comment on other's posts. You will only get out what you put in.
- Review the Pulse section to read posts from top influencers with professional insights of interest. Share this content when appropriate through your social media accounts.
- Engage alumni and discuss Creighton news or events
- Post information about your area of expertise. This can be a great platform to post whitepapers, case studies, or publish content pertaining to your field.