

Social media is changing the way our society interacts and engages in conversation and dialogue. Social media has become an important and influential communication channel for the University. As the name implies, it involves building communities or networks that encourage participation and engagement. Students, faculty, staff and alumni are actively participating in these useful media channels, and it's important we support that participation.

Social media can take many different forms; some of the most popular social media sites include:

- Twitter
- Facebook
- Flickr
- Instagram
- LinkedIn
- YouTube
- Personal blogs
- Personal websites

## 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.

When participating in social media, here are some general guidelines on use:

- **Post meaningful, respectful comments.** Provide value when disagreeing with others' opinions; 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 acknowledgment can strengthen public opinion towards and organization. Don't 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.
- **Institutional accounts:** Several groups within the University have established University accounts to use these channels effectively. On behalf of the University, the media relations team in Marketing and Communications manages the following social media accounts:
  - [Facebook](#)
  - [Twitter](#)
  - [YouTube](#)
  - [LinkedIn](#)

The [Admissions office](#), [Alumni Relations](#), [Student Life](#) and several of the schools and colleges have social media sites to help them connect and engage with their various constituencies.

## TIPS FOR SOCIAL MEDIA SUCCESS

Some basic tips on making content successful include being:

- **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.
- **Don't post 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 is for minute-by-minute updates.** Use Twitter when you want to share “play-by-play” information. That's what this platform specializes in.

## IMAGES 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.

## 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. The algorithm shows users what it thinks they want to see, which it has calculated based on:

- 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

## 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."
- Do not use Creighton's logo or other branding elements on your sites.

## **SOCIAL MEDIA GOVERNANCE**

- A University-wide committee provides guidance on the social media roadmap to enhance how Creighton can expand its presence and build stronger communities.
- To assist units who are considering developing social media sites, all such sites must be requested through Marketing and Communications to ensure appropriate branding and coordination with other University sites.

If you have any questions, please contact Deborah Daley, director of News and Digital Media, [DeborahDaley@creighton.edu](mailto:DeborahDaley@creighton.edu) or 402.280.1786.