

Creating and managing social media at Wofford College

Social media plays an important role in communicating and engaging with our audiences. Creating conversations and building relationships are just a few of the benefits of an active, dynamic social media account. The Office of Marketing and Communication offers consultation for those looking to create or maintain a social media presence to discuss goals, strategy, branding, and more. Request a consultation by emailing marketing@wofford.edu.

CURRENT or NEW ACCOUNT CREATION and REGISTRATION:

Before creating a new account, or if you are the manager/owner of a current account, you must register it here:

Social Media Account Registration Form

<https://www.wofford.edu/administration/office-of-marketing-and-communications/social-media/account-registration-form>

Social Media New Account Request Form

<https://www.wofford.edu/administration/office-of-marketing-and-communications/social-media/new-account-request-form>

Checklist/tips for registering your account:

Departmental social media accounts must be set up using your departments Wofford.edu address as the administrator. (For example: marketing@wofford.edu, admission@wofford.edu, terrierclub@wofford.edu, etc.). Using a personal email account, Wofford.edu or other, is not allowed for college-affiliated accounts. While you may share account log-in information with your student workers, students cannot be owners or administrators of Wofford-affiliated social media accounts.

For student organizations, the administrator email for the account must be affiliated with a college office, such as Campus Life and Student Development, Office of Diversity and Inclusion, Wofford Soccer, etc. While this does involve providing a college staff member access to the accounts, the office and/or staff member will not be responsible for posting to your account. This is strictly to provide continuity and sustainability with the account associated with Wofford.

If changes occur to your account after it is registered, please notify marketing@wofford.edu.

Any accounts that are inactive (no post in a month or more) will be asked to evaluate the need for the account and either resume active posting or deactivate and delete the account. The Office of Marketing and Communications will contact the office owner of the account.

POSTING TO SOCIAL MEDIA: Some dos and don'ts

- **DO** have a content/editorial calendar and several months of content planned.
- **DO** consider the demographics of the social media platform before creating an account. Do the demographics of their users fit your audience? If not, you will want to consider a different platform.
- **DO** plan to post frequently – **at least** once a week or possibly more, depending upon the platform – with content that is relevant and engaging to your audience.
- **DO** monitor your account **daily** and respond promptly to any questions or direct messages that are posted to your account.
- **DO** take steps to ensure the accuracy of your content. Have post readers and editors available to double check spelling and grammar.
- **DO** be sure to follow the **brand guidelines** for the college.
- **DO** remember to consider local/regional/national/world events before posting and be sure that your post does not come across as insensitive or tone-deaf.
- **DO** be respectful of commenters, even if you disagree with them. Do not argue with commenters. If they post a complaint that is not relevant to the group, it may be best to address it offline, through a direct message.
- **DO NOT** remove negative comments from your posts unless they violate the Wofford College **Social Media Policy**.
- **DO** follow the college's policies on **Privacy**.
- **DO NOT** share sensitive or private information on social media. Confidential information should not be posted. Familiarize yourself with the rules regarding online privacy including **FERPA** and **HIPPA**.
- **DO NOT** use your social media account to endorse outside products, businesses, causes, people, political candidates or organizations. Monitor your accounts to ensure that commentors are not using your space to endorse outside interests and promptly remove any comments that do.

EMERGENCY and CRISIS COMMUNICATIONS

During a crisis or emergency when the college activates a **RAVE Alert**, all college social media accounts should share only the information provided by the flagship college social accounts:

facebook.com/woffordcollege/

instagram.com/woffordcollege/

twitter.com/woffordcollege

linkedin.com/school/wofford-college/

Remove any scheduled posts and refrain from posting until the crisis is resolved. Posting information that does not come from official college sources can lead to the spread of false and confusing information. Refer inquiries you receive to the Office of Marketing and Communication.

PHOTO and VIDEO GUIDELINES

Be sure that you own and/or have permission to use any photos or videos that you post on your social media. Do not share photos or videos of children under the age of 18 without a **signed consent form** from their parent/guardian. Wofford students may opt out of college photos by signing waiver. The Office of Marketing and Communications keeps a list of students who have opted out.

COPYRIGHTS and FAIR USE

- Be respectful of copyrights. Do not use photos or artwork from the internet, or any other source, unless it is clearly marked “free-use.”
- Obtain written permission to use photos or artwork from individuals.
- Use of the Wofford name and logos must follow **brand standards**. Do not use logos from other institutions without written permission.

MANAGING DIFFICULT SITUATIONS

When you encounter a challenging issue on your social media account, it is important to remain calm and take a moment to consider next steps before responding or reacting. Here are some helpful tips:

- Do not immediately remove a negative comment or criticism unless it obviously violates Wofford’s **social media policy**. You may encounter posts that are ugly and rude but that do not reach the threshold of violating the policy. Resist the temptation to remove these posts. Consult the Office of Marketing and Communications for assistance before removing any posts.
- Do not immediately “block” an individual from your page unless they have violated the policy or is an obvious fake account. Be sure to capture these comments and commentors with a screenshot if they have violated the policy.
- Do respond promptly and privately to anyone calling for assistance, asking a question, or sharing a negative experience.
- If you are contacted by a member of the media (print, television, radio, online) regarding a post on your page, please contact the Office of Marketing and Communication for support in responding.
- Remember to monitor local/regional/national/world events and review your content to ensure that you are not coming across as insensitive to what is going on in the world. It’s better to hold the post until you can consider the tone and how it will be perceived. Reach out to the Office of Marketing and Communications if you are unsure.