Social Media Policy Overview

Villanova University
Office of University Communication
May 29, 2012
Table of Contents

I. Position on Social Media ........................................................................................................... 3
II. Social Media Strategy ............................................................................................................. 3
III. Social Media Policy ............................................................................................................... 4
IV. Rationale for Policy Approach .............................................................................................. 6
V. Implementation Plan ............................................................................................................... 6
APPENDIX I ..................................................................................................................................... 7
I. Position on Social Media

Villanova University recognizes the need for a strong social media presence based upon the growing use of social media by constituencies vital to Villanova. The University encourages its colleges, departments, programs, groups and other significant organizational units across campus to create social media accounts and build enriching relationships with individuals who have or are developing an affinity for Villanova. When Villanova shares engaging content with these individuals via social media, such action encourages them to become Villanova’s ambassadors.

The Office of University Communication has devised a social media strategy for Villanova and recommends implementing a formal university-wide social media policy. Working in concert, the strategy and policy will ensure that communications on behalf of the University occurring on official Villanova social media accounts represent the institution’s best interests, serve to heighten public awareness and engender goodwill.

II. Social Media Strategy

Based on the specific strengths of social media as a method of communication and personal interaction, University Communication believes social media is an effective tool for increasing awareness, building loyalty and elevating Villanova’s reputation among key audiences.

Villanova University’s strategy is to:

- Improve brand presence across social media channels;
- Increase positive sentiment about Villanova; and
- Increase interaction of target audiences with the institution’s main website, microsites and other web-based assets.

In the course of pursuing these strategic objectives, Villanova will be:

- Increasing social media engagement and better aligning communication efforts by placing greater emphasis on consistent messaging that both ties into brand messaging and maps to the University’s ten-year strategic plan;
- Helping to shape the discussion that defines the Villanova experience;
- Developing an accountable and easily identifiable network of social media contributors while improving brand presence across all social media channels;
- Identifying active social media accounts and facilitating the phasing out of accounts that have become stagnant or dormant;
- Educating contributors about the Villanova Story, brand guidelines and latest developments in social media;
- Providing more frequent, relevant updates to students, alumni, faculty and staff; and
- Increasing traffic to Villanova University web pages through coordinated and targeted messaging.
III. Social Media Policy

University Communication promulgates the following policy for creating and maintaining official Villanova University social media accounts. This policy ensures that communications taking place on official Villanova social media accounts on behalf of the University represent the best interests of the institution.

POLICY OVERVIEW

A Villanova University campus group that wants to start a new social media account or maintain an existing social media account under the auspices of the University must make a formal request by completing a Villanova University Social Media Registration Form available on the University Communication website and submitting it electronically to VUSocialmedia@villanova.edu, subject line: Digital Marketing Specialist, Office of University Communication. University Communication will review the form within 10 business days of submission and either grant or deny the account official status.

1. Official Accounts

Officially recognized accounts (i.e., those with official status) must have an approved registration form on file that:

- Names all account administrators, including at least one faculty/staff member, assigned to maintain and monitor the account;
- Identifies target audience(s) and provides goals and rationale for social media involvement; and
- Names at least one account representative who regularly participates in meetings of the Social Media Working Group.

Officially recognized accounts receive the following benefits:

- Promotion through the primary Villanova University social media accounts;
- A “Like” by the primary Villanova University Facebook account (www.facebook.com/villanovaU);

---

1 University Communication anticipates that a majority of account requests will pertain to social platforms Facebook, Twitter and LinkedIn. Presently, only University Communication will be allowed to create and maintain official Villanova-sanctioned Foursquare and YouTube accounts.

2 Please refer to Appendix I, Villanova University Social Media Registration Form. An electronic version of this form is currently under development and expected to be available by Fall 2012 on the University Communication website.

3 Staff in the Marketing Functional Area of University Communication will be available to offer assistance in completing the registration form. If a request is declined, the submitting party will be allowed to amend and resubmit the form in an effort to gain official status.
• Listing on the Villanova University Social Media Directory Page (currently under development);
• Invitation to monthly Social Media Working Group meetings and access to the group’s SharePoint site;
• Inclusion in the social media mash-up page on the main Villanova website (currently under development), where updates are compiled and published in a live feed; and
• Invitation to University Communication-sponsored social media educational opportunities, including seminars and webinars.

2. Unofficial Accounts

Unofficial social media accounts may not in any way represent themselves as sanctioned by Villanova University. A new or existing social media account will be denied official status under one or more of the following circumstances:

• The registration form fails to:
  o Identify at least one faculty/staff member as an account administrator,
  o Indicate intended target audience(s), or
  o Provide the goals and rationale for social media involvement.

• The account does not conform to proper logo usage or other guidelines set forth in the Villanova University Brand/Logo Guidelines available on the University Communication website.

Unofficial accounts do not receive any of the following benefits:

• Promotion or acknowledgement as an official outlet for Villanova news or information;
• Access to monthly Social Media Working Group meetings or the group’s SharePoint site;
• Inclusion in the social media mash-up page on the Villanova University website;
• Listing on the Villanova University Social Media Directory Page; or
• Access to University Communication-sponsored social media educational opportunities, including seminars and webinars.

3. Monitoring and Evaluation

University Communication will monitor and conduct an annual review of official social media accounts beginning in Fall 2012 to ensure compliance with this Handbook and to facilitate the ongoing success of social media activities. Administrators of official social media accounts initiate the review process by completing a Social Media Account Checkup Form (currently under development) and submitting it to University Communication no later than the last week in November. Each account should have its own separate checkup form that includes
current information and information from the preceding year (or from the date the account first went live, whichever period is shorter):

- Total number of followers of the account as of the date of form submission, and the year-over-year change expressed as a percentage;
- Total number of interactions with account fans or followers (e.g., number of comments and likes) during preceding year and the year-over-year change expressed as a percentage; and
- The average number of posts/updates per week during the preceding year, as well as the total number of posts/updates made during the year and the year-over-year change expressed as a percentage.

Failure to fully participate in the review process in a timely manner could result in revocation of an account’s official status.

IV. Rationale for Policy Approach

To determine a policy approach that would be most effective, efficient and add the most value to Villanova University’s social media presence, University Communication conducted extensive research on the current state of social media in higher education. This research included analyzing numerous published studies conducted by higher education institutions and third parties serving the higher education industry, as well as conducting first-hand interviews with social media administrators at other universities, including Colorado State University, the University of Delaware and the University of Houston.

A key finding was that well-conducted social media activity involves sharing and collaboration. This is true for both the interactive communication that characterizes social networks and the process of establishing and maintaining a more strategically effective social media presence for an institution as a whole. The twin concepts of sharing and collaboration subsequently gave rise to Villanova’s social media policy, which facilitates the development of a campus network of official social media accounts.

V. Implementation Plan

In addition to this Social Media Policy Overview, University Communications has created a Social Media Handbook that reiterates policy provisions and sets forth best practices designed to protect personal, professional and institutional reputations.

The handbook is now available via a link on the home page of the University Communication web site, as well as on the Social Media Working Group SharePoint web site. Additionally, administrators of social media accounts will receive a link to the Social Media Handbook in an email from University Communication following approval of their Social Media Registration Form.
Development and launch of relevant social media web pages (e.g., the proposed social media directory and mash-up pages), a joint effort of University Communication and UNIT, will occur in Q3 of calendar year 2012.

University Communication will actively promote the account registration process starting in late Q2 and continuing through Q3 of calendar year 2012 to put in motion the development of a strong, reliable network of social media sites. During this time, University Communication also will conduct workshops designed to educate social media account administrators about the new registration and evaluation processes. Social media account registration will receive further promotion and additional workshops will be offered in subsequent quarters based upon the effectiveness of initial communication efforts and the ongoing demand for training.

Villanova University’s social media policy is subject to revision, in particular to address changes in technology as they occur. Please contact VUsocialmedia@villanova.edu with questions about this policy.
APPENDIX I
Villanova University Social Media Registration Form

I understand that each Villanova campus unit (college, school, department, program, group, etc.) that maintains a social media presence represents the University and is a member of a larger Villanova University online community. Through its social media initiative, the University strives to create and increase collaboration among Villanova’s many units with the ultimate goal of growing the online community of each individual unit and the online presence of the University as a whole.

Please complete a separate registration form for each social media account that you currently administer or that you seek to administer if it is a new account that has not yet been launched. Once your registration form is submitted electronically to VUsocialmedia@villanova.edu, attn: Digital Marketing Specialist, Office of University Communication, please allow up to 10 business days for review and a written response. Questions about this form may be directed to VUsocialmedia@villanova.edu.

Contact Information

Name of Villanova department/group/etc. for which the social media account will be created:

Department/group/etc. web site:

Name and email address of each Villanova faculty or staff member who will administer the account:

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Social Media Account

What type of social media account are you applying for? If you have an existing account, please provide the account URL.

Please select all that apply. (Account URL example: www.facebook.com/villanovau)

<table>
<thead>
<tr>
<th>Facebook Account URL:</th>
<th>No. of page likes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter Account URL:</th>
<th>No. of followers:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LinkedIn Account URL:

Blog URL:

Other Account URL:
Who is your primary social media audience? (Please select one.)

- alumni
- athletics fans
- faculty/staff
- parents
- prospective students
- students

If other, please identify audience _________________

Do you plan to target any additional audiences? (Please select all that apply.)

- alumni
- athletics fans
- faculty/staff
- parents
- prospective students
- students

If other please identify audience _________________

Please briefly describe the intended purpose of your account:

Policy Agreement:
I have read the Villanova Social Media Policy Overview and the Social Media Handbook, and I understand the terms and conditions applicable to the social media account—Facebook, Twitter, Flickr, LinkedIn or a blog—that I am applying to administer, and I accept the obligations placed upon me by these documents. I further understand that failure to comply with the terms outlines in these documents may result in disciplinary action, up to and including termination of employment or student status.