



**VILLANOVA**  
**UNIVERSITY**  
IGNITE CHANGE. GO NOVA.

**Social Media Handbook**  
**Villanova University**  
**Office of University Communication**  
May 29, 2012

## Table of Contents

<b>I.</b>	<b>Introduction .....</b>	<b>4</b>
<b>II.</b>	<b>Villanova’s Social Media Strategy.....</b>	<b>4</b>
<b>III.</b>	<b>Villanova’s Social Media Policy.....</b>	<b>5</b>
	A. Social Media Account Designation .....	5
	B. Adhering to Villanova Brand Guidelines .....	7
	C. Monitoring and Evaluation .....	7
<b>IV.</b>	<b>Rationale for Policy Approach .....</b>	<b>7</b>
<b>V.</b>	<b>Social Media Best Practices .....</b>	<b>8</b>
	A. Be Strategic .....	8
	B. Make Time to Post .....	8
	C. Conduct Research .....	9
	D. Be Respectful .....	9
	E. Be Positive.....	9
	F. Be Accurate, Give Credit .....	9
	G. Be a Valued Member .....	9
	H. That’s Why It’s Called the Web.....	9
	I. Stay on Topic.....	10
	J. It’s a Conversation .....	10
	K. If It Gives You Pause, Pause .....	10
	L. Comments are Great.....	10
	M. Monitor and Measure.....	10
	N. Share Content of Villanova University Pages.....	11
<b>VI.</b>	<b>Risk and Reputation Management .....</b>	<b>12</b>
<b>VII.</b>	<b>Copyright and Fair Use .....</b>	<b>12</b>
	A. Who Owns Intellectual Property?.....	12
	B. Does “Fair Use” Apply? .....	13
	C. Obtaining Permission to Use Copyrighted Materials .....	13
	D. Implications of Posting Material on Social Media .....	14
	E. Proper Use of the Villanova University Brand .....	14

**VIII. Recognized Villanova Social Media Platforms..... 14**

- A. Facebook..... 15
- B. Twitter..... 16
- C. YouTube ..... 18
- D. Flickr..... 19
- E. LinkedIn..... 20
- F. Foursquare..... 21
- G. Blogs..... 21

**APPENDIX I (Social Media Account Registration Form) ..... 23**

**APPENDIX II (Social Media Content Submission Form)..... 25**

## I. Introduction

Villanova University recognizes the need for a strong social media presence based upon the growing use of social media by constituencies vital to Villanova, among them students, faculty and staff, prospective students and alumni. 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 an affinity for Villanova. When the University community shares engaging content with these individuals via social media, such action encourages them to become Villanova's ambassadors.

The Office of University Communication has developed this Social Media Handbook to ensure that communications on behalf of the University that occur on Villanova's network of official social media accounts place Villanova and its many constituencies in the most favorable light.

This guide outlines Villanova's social media strategy and University policy for establishing and maintaining official social media accounts. It also sets forth useful guidelines and best practices that will help social media users at Villanova align their activity with larger University objectives and build coordinated campaigns to reach a broader online community. In addition, the handbook cautions account users about some of the risks associated with social media.

Due to the evolving nature of social media, this Social Media Handbook is subject to revision by University Communication with assistance from Villanova's Social Media Working Group.

## II. Villanova's Social Media Strategy

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

The University's social media 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:

- Increase social media engagement and better align 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;
- Help shape the discussion that defines the Villanova experience;
- Develop an accountable and easily identifiable network of social media contributors, while improving brand presence across all social media channels;

- Identify active social media accounts and facilitate the phasing out of accounts that have become stagnant or dormant;
- Educate contributors about the Villanova Story, brand guidelines, and latest developments in social media;
- Provide more frequent, relevant updates to students, alumni, faculty and staff; and
- Increase traffic to Villanova University web pages through coordinated and targeted messaging.

### III. Villanova’s Social Media Policy

The University’s social media policy centers on the designation of social media accounts as “official” or “unofficial,” with the communications taking place on official Villanova social media accounts representing the best interests of the institution.

#### A. SOCIAL MEDIA ACCOUNT DESIGNATION

A campus group (e.g., a college, school, department, program, student club or other organization) that wants to either start a new social media account or maintain an existing one under the auspices of the University (i.e., start or maintain an officially recognized Villanova account)<sup>1</sup> must make a written request to the Office of University Communication by fully completing a Villanova University Social Media Account Registration Form soon to be available on the University Communication website<sup>2</sup> and submitting it electronically to [VUsocialmedia@villanova.edu](mailto: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.<sup>3</sup>

##### 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;

---

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

<sup>2</sup> Please refer to Appendix I, Villanova University Social Media Account Registration Form. An electronic version of this form is currently under development and will be available on the University Communication website.

<sup>3</sup> 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.

- 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](http://www.facebook.com/villanovaU));
- Inclusion in the list of official Villanova social media accounts appearing on a Villanova University Social Media Directory Page currently under development;
- An invitation to monthly Social Media Working Group meetings and access to the group’s SharePoint site;
- Inclusion in a social media mash-up page currently under development on the main Villanova website, where updates are compiled and published in a live feed; and
- An 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:
  - Identify at least one faculty/staff member as an account administrator,
  - Indicate intended target audience(s), or
  - 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;
- A listing on the Villanova University Social Media Directory Page; or
- Access to University Communication-sponsored social media educational opportunities, including seminars and webinars.

## **B. ADHERING TO VILLANOVA BRAND GUIDELINES**

Official social media accounts must conform to the [Villanova University Brand/Logo Guidelines](#) to maintain official status. Unofficial accounts, on the other hand, will not be allowed to use Villanova University's intellectual property (logos, wordmarks, badges, symbols and the like that are protected by trademark or copyright) to identify themselves or in any other way hold themselves out as accounts officially recognized and supported by the University. For logo-related inquiries or requests, please contact the Creative Services Department in University Communication at [creatives@villanova.edu](mailto:creatives@villanova.edu).

## **C. 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 undertaken by higher education institutions and third parties serving

the higher education industry, as well as interviewing social media administrators at other Universities, including Colorado State University, the University of Delaware and the University of Houston.<sup>4</sup>

A key finding was that well-conducted social media activity involves sharing and collaboration. This is true not only with respect to the interactive communication that characterizes social networks, but also to 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. Social Media Best Practices**

University Communication recommends that Villanovans who are involved in social media understand and employ the following best practices to increase the likelihood of success in building a vibrant online community.

### **A. BE STRATEGIC**

Because of the significant commitment required for effective social media activity, the Villanova entity that you represent should have a well-reasoned and clearly defined purpose for wanting to establish and maintain a social media account. What objective does your group desire to achieve using social media; does that objective align with larger University objectives and what strategies will be employed to attain it? Remember, too, that a clearly articulated rationale for engaging in social media is a factor in the decision to grant (or deny) official status to your group's account.

### **B. MAKE TIME TO POST**

Don't start a social media effort unless you intend to dedicate time and resources to post new, interesting content regularly. Good content—both original posts as well as responses to comments and inquiries from followers—is critical to nurturing and maintaining social media communities. Accounts that are updated infrequently are considered stagnant or dormant, which is grounds for denial or revocation of official status.

---

<sup>4</sup> In addition to studies and interviews, University Communication gained insights from a number of published social media policies and guidelines representing best practices in higher education and the business community. Additional source material came from Vanderbilt University (<http://www.vanderbilt.edu/publicaffairs/webcomm/vu-resources/social-media-handbook/what-is-social-media/>), Ball State University (<http://cms.bsu.edu/About/AdministrativeOffices/UMC/WhatWeDo/Web/WebPolicies/SocialMedia.aspx>), Missouri S&T (<http://communications.mst.edu/marketingresources/socialmedia.html>), and the Intel Corporation© ([http://www.intel.com/sites/sitewide/en\\_US/social-media.htm](http://www.intel.com/sites/sitewide/en_US/social-media.htm)).

### **C. CONDUCT RESEARCH**

Tune in to successful social media accounts that you believe are working toward objectives that are similar to yours. Take note of the frequency of new posts and their content. As important, note whether or not the account engenders any response from followers.

### **D. BE RESPECTFUL**

As a Villanova employee, you should understand the University's commitment to respecting the dignity of others and to embracing civil and thoughtful discussion of opposing viewpoints. Feel free to respectfully disagree with a position. However, don't be confrontational or acrimonious, and under no circumstances should you resort to a personal attack. Such behavior reflects poorly on both you and the University.

### **E. BE POSITIVE**

Being upbeat and cheerful in your social media interactions requires no more effort than projecting acrimony and cynicism. You may attract regular followers simply by being a consistent bright spot in their day.

### **F. BE ACCURATE, GIVE CREDIT**

Do not speculate—know the facts before posting. Also, properly attribute content to sources using citations and links whenever possible. Above all, correct your errors quickly and visibly. This is vital to building credibility and earning the respect of others in your online community. The following post to a Twitter account (i.e., a "tweet") is an example of proper attribution: Sheila Reid named National Women's Track Athlete of the Year <http://bit.ly/jmPdRI> (via @NovaAthletics).

### **G. BE A VALUED MEMBER**

If you join a social network or comment on someone's blog post, contribute valuable insights. Don't write on a topic unless you are reasonably sure that it will be of interest to other community members. Account managers or discussion leaders in particular should pay attention to their selection of discussion topics. Topics should be timely, relevant and also align with the overarching strategy that is guiding social media involvement.

### **H. THAT'S WHY IT'S CALLED THE WEB**

A significant part of the utility and appeal of the Internet is the interconnectedness of websites and the content within them. Whenever possible, your social media posts should be briefly informative and redirect followers to relevant, more detailed content within Villanova's main website or microsites (i.e., [www.villanova.edu](http://www.villanova.edu), [www.ignitechangeonova.com](http://www.ignitechangeonova.com) and

[www.whatsnextvillanova.com](http://www.whatsnextvillanova.com)). The following post to a Facebook account is an example of a tightly written, informative update: Did you know that VUAA and the Career Center offer career resources for alumni? Register for NovaNetwork <http://bit.ly/qNe0yH>.

#### **I. STAY ON TOPIC**

Engage in open discussion about Villanova University and the events and activities on campus. Posts and updates that have little or no relevance to the University community are of no strategic value to your overall social media efforts.

#### **J. IT'S A CONVERSATION**

Listen to people and respond with constructive feedback to as many comments as possible. Encourage feedback by asking questions. Examples of conversation starters include "Where's the best place to study on campus?" or "What's your favorite menu item in Dougherty?"

#### **K. IF IT GIVES YOU PAUSE, PAUSE**

If you are about to publish something that makes you even the slightest bit uncomfortable, then take some time to review these guidelines and think about your post. If you still are unsure, University Communication recommends voicing your concerns to the Social Media Working Group SharePoint site (for administrators of officially recognized accounts). A quick litmus test: If you wouldn't say it to your grandmother, don't post it online.

#### **L. COMMENTS ARE GREAT**

In general, commentary—whether positive or negative—that is thoughtful, respectful and relevant to an ongoing conversation should be approved for publication. Comments of community members add depth to a discussion and provide credibility and gravity to your original posts. Moreover, as social media communities grow, they trend toward engaging in self-corrective behavior. (See Section VIII, Recognized Villanova Social Media Platforms, for more details about acceptable/unacceptable social media behavior.)

#### **M. MONITOR AND EVALUATE**

Social media initiatives yield the most value when time spent posting thoughtful content is counterbalanced by efforts to listen to what others are saying about the group you represent. The feedback you obtain from listening allows you to gauge prevailing attitudes and perceptions that, in turn, allow you to modify your actions and converse more effectively.

Both free and for-pay services are available to assist with the listening function; however, University Communication recommends two of the former: Google Alerts and Social Mention.

These applications are more than equal to the needs of most, if not all, campus groups involved in social media.<sup>5</sup>

Beyond listening to conversations, social media account administrators should become familiar with any built-in analytics functions of their social media platforms and regularly monitor the data captured. No long-term improvement in account metrics that are relevant to the objectives underlying your involvement in social media might be cause to reevaluate that involvement. University Communication recommends thinking about the following questions to determine the efficacy of your social media efforts and whether or not you should proactively downgrade your campus entity's account to unofficial status.

- Does your Villanova organization or group have a potential audience large enough to need its own account and sustain it over a longer term?
- Are your posts authentic and relevant to your audience?
- Are you posting too often—spamming your audience—or posting too rarely?
- Do your posts conversation starters or are you engaging in a monologue?
- Is anyone commenting?

#### **N. SHARE CONTENT ON VILLANOVA UNIVERSITY PAGES**

Social media is all about creating a community where information can be shared readily. Colleges, departments, programs, groups and organizations have great content to share with the Villanova University community, but not all will (or should) choose to maintain social media accounts of their own. Consequently, University Communication is making a Social Media Content Submission Form (see Appendix II) available on its website. This form will enable representatives of entities across campus to request publication of their content (e.g., photos, video, announcements or notices, and website URLs) on the primary Villanova University Facebook, Twitter or Flickr accounts, which have large, engaged audiences.

University Communication will review submission requests and, if appropriate, post content on one or more of the primary official Villanova University social media accounts as directed. In the alternative, University Communication may determine that a posting is better suited to another officially recognized Villanova account and approach that account's administrator(s). University Communication reserves the right to make changes to submitted copy in order to maintain consistency in voice and language.

---

<sup>5</sup> University Communication primarily uses Google Alerts and ListenLogic, a for-pay service, to monitor updates and track conversations about Villanova University and a number of University-related subtopics (e.g., admission and athletics) that take place across a multitude of social media platforms. Using keyword searches and proprietary algorithms, ListenLogic aggregates mentions and sorts them into categories based on positive, negative or neutral sentiment.

## VI. Risk and Reputation Management

A proliferation of officially recognized Villanova social media accounts, while generally positive, has a downside. More sites and site traffic bring an increasing potential for harm to befall organizational and professional reputations due to mistake, inadvertence or worse. To guard against this, University Communication has set forth standards of conduct designed to ensure that social media activities conducted on official accounts are appropriate and productive.

Villanova employees and students need to follow the same or higher behavioral standards online as they would in other aspects of their lives. The same laws, professional expectations, guidelines and policies for interacting with colleagues, parents, alumni, donors, the media and other University constituents apply online as in other communication methods.

Confidential or proprietary information about Villanova University, or its students, employees or alumni should never be posted. Employees who share such information do so at the risk of disciplinary action, up to and including termination,<sup>6</sup> and they should refer to the University's internet usage policies<sup>7</sup> or consult with their supervisor when in doubt about proper online conduct.

## VII. Copyright and Fair Use

Social media content is intellectual property. Intellectual property law, which governs copyrights and trademarks, is designed to stimulate creativity by affording the creators of such property certain protections against misappropriation of their work, also known as infringement. Users of social media—those who post and share content—should have a basic understanding of how to function in a medium where intellectual property rights abound and can be unwittingly infringed. This requires showing proper respect for intellectual property laws, especially those governing copyright and fair use of copyrighted material.

### A. WHO OWNS INTELLECTUAL PROPERTY?

The following is a representative, but not exhaustive, list of possible owners of intellectual property whose interests are protected by law:

- Authors of written works
- Photographers of still and motion pictures
- Composers of songs or melodies
- Videographers of videos
- Sculptors, painters and other creators of artwork
- Programmers of software

---

<sup>6</sup> Please refer to the Villanova University Employee Handbook at <http://www1.villanova.edu/villanova/hr/policies.html> for a complete list of policies and procedures.

<sup>7</sup> Please refer to the Villanova University Internet Policy at <http://www1.villanova.edu/villanova/unit/about/policies/webpolicy.html>.

- Publishers of published works
- Employers of any of these people if the work was done in connection with their employment

## **B. DOES "FAIR USE" APPLY?**

In certain limited circumstances, intellectual property under copyright protection can be used without obtaining prior approval from the copyright owner. This often is referred to as the fair use doctrine.

### **Use is likely fair if all of the following circumstances apply:**

- The character of the use is nonprofit, educational or personal,
- The nature of the material used is factual published material,
- Only a small amount of the copyrighted material will be posted, and
- The impact on the market for the copyrighted material is very small.

### **Use is likely not fair under one or more of the following circumstances:**

- The character of the use is commercial (e.g., you are promoting a product or service, charging a fee to grant access to the copyrighted material or using the material in advertisements);
- The material used is imaginative (vs. factual) and/or unpublished;
- The majority of the material will be posted (e.g., you publish an entire book or chapter instead of merely quoting a sentence);
- The use of the material detrimentally impacts the market for the original;
- The use was "fair" initially, but the materials have subsequently been reused repeatedly or are being more widely distributed; or
- The copyright owner has requested that the use be limited or discontinued.

Determining whether a use is "fair use" may be difficult. When in doubt, the best practice is to obtain written permission from the copyright owner.

## **C. OBTAINING PERMISSION TO USE COPYRIGHTED MATERIALS**

If the fair use doctrine may not or clearly does not apply to certain content, you should obtain a license that grants permission to use it. Methods for obtaining usage rights include the following:

- Contact the owner of the copyright
- Contact the Copyright Clearance Center (a non-profit organization that assists with licensing matters) at [www.copyright.com](http://www.copyright.com)
- Contact the University's Office of the General Counsel for assistance with Villanova-related copyright inquiries

#### **D. IMPLICATIONS OF POSTING MATERIAL ON SOCIAL MEDIA**

When you post content to social media sites such as Facebook, Twitter, LinkedIn, YouTube or Flickr, under the terms of their respective service agreements, you are automatically granting them a license—commonly known as an intellectual property (or IP) license—to use this content. Although the specific language of these agreements varies from platform to platform, the IP licenses are similar in that you typically are granting the sites permission to share your content all over the world without having to gain further approval from you and without having to pay you any royalties. Some platforms also reserve the right to change, commercialize or publicly perform or display your posted materials without express permission or compensation.

Also worth noting are the provisions that govern the license period. Some service agreements expressly state that you are granting a perpetual IP license, while others indicate that your IP license ends when you delete your content or terminate your social media account, unless the content has been shared with others who have not deleted it. In both instances, the net result is the same: The social media platform owns a license to use your posted content, for whatever purpose, in perpetuity.

#### **E. PROPER USE OF THE VILLANOVA UNIVERSITY BRAND**

If you intend to create or maintain an official recognized social media site, you should use simple approved graphics that represent the Villanova University brand. The University's name, in any word form, logos and other registered trademarks are protected by intellectual property laws. No unofficial social media account should ever use a Villanova logo or any other University graphics, symbols or wordmarks, and the University reserves the right to take any steps, including legal action, necessary to protect its intellectual property interests.

Any questions about the proper use of the Villanova name or brand-related iconography (logos, symbols, wordmarks, etc.) should be directed to University Communication. A guidebook that provides information on logo permissions and standards is available on the University Communication website. Creative Services in University Communication can provide assistance with graphics and design issues.

### **VIII. Recognized Villanova Social Media Platforms**

The social media universe is comprised of dozens of platforms; however, most of the activity of the vast majority of users (covering the spectrum of avid to casual) occurs on just a handful. Villanova University has made a strategic decision to focus its resources on the seven platforms—Facebook, Twitter, YouTube, LinkedIn, Flickr, Foursquare and blogs—that are described in this section.

Presently, University Communication administers and maintains Villanova's primary official Facebook, Twitter, YouTube (in cooperation with UNIT), Flickr and Foursquare accounts.

**A. FACEBOOK (Villanova University's primary official Facebook account:  
facebook.com/villanovau)**

Facebook, the world's largest social network, is a free service that allows users share news, information, photos, videos and more with friends and colleagues. Facebook offers an ideal opportunity to showcase and build recognition of Villanova departments, programs, clubs and organizations, while facilitating networking and engagement among those entities' fans and followers. University Communication encourages using Facebook to connect with prospective and current students, faculty, staff, alumni and friends of the University.

The following guidelines apply if you seek to create and maintain an officially recognized Villanova Facebook account on behalf of your campus entity.

**You should:**

- Include "Villanova University" in the title of your account to make it easier for users to find your page.
- Use an appropriate profile image, preferably a photo of a subject that is commonly associated with your group. (Creative Services in University Communication can offer assistance on image selection or any graphic design needed to create a suitable image unique to your Facebook page.<sup>8</sup>)
- Consult the [Villanova University Brand/Logo Guidelines](#) for acceptable uses of the Villanova University mark.
- Consult Villanova's [style guidelines](#) for answers to basic questions about grammar, spelling and punctuation you may encounter. (Villanova University publications adhere to *AP Style*.)
- Obtain consent if you collect any information from users, being clear that you (and not Facebook) are collecting the information, and post a privacy policy that will be strictly followed.
- Include the following approved Villanova University Facebook Wall Policy in your information section: *Villanova University encourages active discussion and sharing of information and thought on this social media site. However, content that includes profanity, personal attacks, commercial promotions, election campaign materials or is otherwise deemed inappropriate will be deleted by the page administrators.*
- Maintain accurate current contact information.
- Obtain written permission from Facebook to transfer your account and notify University Communication when changes occur in account administration.

**You should not:**

- Use personal data in your Villanova University-recognized account unless absolutely necessary, and then keep it to a bare minimum;
- Provide any false personal information or create an account for any individual (other than yourself) or organization without express written permission;

---

<sup>8</sup> Creative Services will charge a modest fee for these services.

- Create more than one personal profile;
- Create another account without permission if Facebook disables your existing account;
- Use your official Villanova University-recognized account for personal or commercial gain, or to endorse a product or service or candidate for public office, or for communication or activities that are purely personal in nature;
- Share your password or do anything else to jeopardize the security of your account;
- Post content (or knowingly allow others to do so) that infringes or violates someone else's rights;
- Post content (or knowingly allow others to do so) where harm, embarrassment, defamation, insult or injury to any person or entity is a reasonably foreseeable result (however, frank discussions, criticism or expressions of opinion within the boundaries of respectful communication should not be prohibited) ;
- Post content (or knowingly allow others to do so) that is lewd or indecent, stalking, a forgery/plagiarism, an intentional disruption of University activities, illegal discrimination, harassment (including sexual harassment), threatens physical harm, advocates or causes damage to University or other property, or that is malicious, defamatory, degrading or hateful;
- Post content (or knowingly allow others to do so) that violates the law or encourages illegal activity;
- Post documents containing sensitive or confidential financial, medical, educational or other personal information of any person without that person's express, prior consent;
- Tag users or send email invitations to non-users without their consent; or
- Engage in other similar harmful behaviors.

**B. TWITTER (Villanova University's primary official Twitter account: [twitter.com/villanovau](https://twitter.com/villanovau))**

Twitter is a free micro-blogging resource designed to quickly disseminate and collect information through 140-character maximum posts, and its value lies in the immediacy of the online communication. Effective ways to use Twitter include re-broadcasting blog headlines, news releases, testimonies, statements, accomplishments and facts of interest to the Villanova community. Twitter is also suited to local real-time updates and announcements, as well as emergency messages.

Each Twitter account has a 15-character maximum username and a 20-character maximum "real" name. The username of an account is unique, whereas the real name, which displays on an account's profile page, can be a little more descriptive. For example, Villanova's primary Twitter account, maintained by University Communication, has the username VillanovaU and the real name Villanova University.

The following guidelines apply if you seek to create and maintain an officially recognized Villanova Twitter account on behalf of your campus entity.

**You should:**

- Carefully select the username and real name for your Villanova Twitter account when you create it. The username is the name your followers will use when sending @replies, mentions and direct messages. It also is part of URL of your account's profile page and appears alongside the profile image in your followers' timelines each time you update. The real name you choose for your Villanova account is the full name you want displayed in your profile page and used to identify your group to followers.<sup>9</sup> Keep in mind when selecting your real name that it should contain one or more words that logically would be used by people searching for your group's profile.
- Use the column on the right side of your account page to upload a profile picture, write a short organizational bio, and set up Twitter on your mobile phone so you can post tweets from anywhere. The one-line bio will appear with the username and name in search results. Therefore, it should highlight your group's relationship to Villanova University, especially if the username and real name do not already make this clear.

**You should not:**

- Impersonate others through the Twitter service;
- Use personal data in your Villanova University-recognized account unless absolutely necessary, and then keep it to a bare minimum;
- Provide any false personal information or create an account for any individual (other than yourself) or organization without express written permission;
- Use your official Villanova University-recognized account for personal or commercial gain, or to endorse a product or service or candidate for public office, or for communication or activities that are purely personal in nature;
- Share your password or do anything else to jeopardize the security of your account;
- Post content (or knowingly allow others to do so) that infringes or violates someone else's rights;
- Post content (or knowingly allow others to do so) where harm, embarrassment, defamation, insult or injury to any person or entity is a reasonably foreseeable result (however, frank discussions, criticism or expressions of opinion within the boundaries of respectful communication should not be prohibited) ;
- Post content (or knowingly allow others to do so) that is lewd or indecent, stalking, a forgery/plagiarism, an intentional disruption of University activities, illegal discrimination, harassment (including sexual harassment), threatens physical harm, advocates or causes damage to University or other property, or that is malicious, defamatory, degrading or hateful;
- Post content (or knowingly allow others to do so) that violates the law or encourages illegal activity;
- Post documents containing sensitive or confidential financial, medical, educational or other personal information of any person without that person's express, prior consent;

---

<sup>9</sup> Twitter will automatically suggest available usernames based on the real name and email address that you enter when creating your Villanova account. You can select this name or make up one of your own.

- Create serial accounts for disruptive or abusive purposes;
- Engage in username squatting;
- Use Twitter.com's address book contact import function to send repeat, mass invitations;
- Publish or link to malicious content intended to damage or disrupt another user's browser or computer or to compromise a user's privacy;
- Use the Twitter service for the purpose of spamming anyone; or
- Engage in other similar harmful behaviors.

**C. YOUTUBE (Villanova University's official YouTube account: [youtube.com/villanovaUniversity](https://www.youtube.com/villanovaUniversity))**

YouTube, which features a free online platform for uploading, sharing and viewing (largely amateur) videos, has grown into the world's largest content-sharing service. Villanova's focus is on a single University-recognized channel containing videos that collectively tell the Villanova Story via an array of playlists. The University produces much of this content and also publishes videos created by vendor-partners and Villanova's fans and followers. Video subject matter includes the University's television commercials; clips of varying lengths that capture student and faculty achievements, class lectures, presentations of visiting scholars, and campus activities and events; and other academic and social highlights.

University Communication will not grant official status to any other Villanova-related YouTube channel at the present time.

**You should:**

- Create your own videos for upload on the primary Villanova channel, [www.youtube.com/villanovauniversity](https://www.youtube.com/villanovauniversity), which is divided into numerous playlists for easy video access, including the following:
  - Arts & Sciences
  - Athletics
  - Campus Life
  - College of Engineering
  - College of Nursing
  - Lectures & Events
  - Villanova School of Business
- Contact University Communication at [VUSocialMedia@villanova.edu](mailto:VUSocialMedia@villanova.edu) for information and advice on how to use YouTube for the benefit of your campus entity.

**You should not:**

- Use the primary Villanova account for personal or commercial gain, or to endorse a product or service or candidate for public office, or for communication or activities that are purely personal in nature;
- Post content (or knowingly allow others to do so) that infringes or violates someone else's rights;

- Post content (or knowingly allow others to do so) where harm, embarrassment, defamation, insult or injury to any person or entity is a reasonably foreseeable result (however, frank discussions, criticism or expressions of opinion within the boundaries of respectful communication should not be prohibited) ;
- Post content (or knowingly allow others to do so) that is lewd or indecent, stalking, a forgery/plagiarism, an intentional disruption of University activities, illegal discrimination, harassment (including sexual harassment), threatens physical harm, advocates or causes damage to University or other property, or that is malicious, defamatory, degrading or hateful;
- Post content (or knowingly allow others to do so) that violates the law or encourages illegal activity;
- Post documents containing sensitive or confidential financial, medical, educational or other personal information of any person without that person's express, prior consent; or
- Engage in other similar harmful behaviors.

**D. FLICKR (Villanova University's primary official Flickr account: [flickr.com/photos/villanovau](https://www.flickr.com/photos/villanovau))**

Flickr is a free image and video hosting service and online community that has become popular because it allows users to embed (and share, if desired) personal photographs. Bloggers also widely use Flickr to host images that they embed in their posts. For Villanova, Flickr is an effective electronic photo album that benefits the University community by reminding students and alumni through images what it means to be a Villanovan.

The following guidelines apply if you seek to create and maintain an officially recognized Villanova Flickr account on behalf of your campus entity.

**You should:**

- Include "Villanova University" in the title of your account to make it easier for users to find your page;
- Tag your posted photos in a way that makes them easier for others to locate in their Flickr searches (e.g., include "Nova," "Villanova University" and "Villanova" as tags);
- Determine whether you want your photos to be private, or public and downloadable;
- Indicate that posted photos are copyright protected if you allow others to share and download them; and
- Consult with Creative Services in University Communication at [photography@villanova.edu](mailto:photography@villanova.edu) if you are posting photos from an official Villanova University event to confirm that the photos can be posted to Flickr and, if so, whether proper photo credits need to be given.

**You should not:**

- Use your University-recognized account for personal or commercial gain, or to endorse a product or service or candidate for public office, or for communication or activities that are purely personal in nature;

- Post content (or knowingly allow others to do so) that infringes or violates someone else's rights;
- Post content (or knowingly allow others to do so) where harm, embarrassment, defamation, insult or injury to any person or entity is a reasonably foreseeable result (however, frank discussions, criticism or expressions of opinion within the boundaries of respectful communication should not be prohibited) ;
- Post content (or knowingly allow others to do so) that is lewd or indecent, stalking, a forgery/plagiarism, an intentional disruption of University activities, illegal discrimination, harassment (including sexual harassment), threatens physical harm, advocates or causes damage to University or other property, or that is malicious, defamatory, degrading or hateful;
- Post content (or knowingly allow others to do so) that violates the law or encourages illegal activity;
- Post documents containing sensitive or confidential financial, medical, educational or other personal information of any person without that person's express, prior consent; or
- Engage in other similar harmful behaviors.

#### **E. LINKEDIN (Villanova University's primary official LinkedIn account: none)**

LinkedIn is a free social networking platform ideally suited to helping members of individual LinkedIn groups—individuals who aggregate into communities based on self-identified common interests or professions—to develop personally and professionally by facilitating connections among these members.

With a LinkedIn profile, you can connect with former classmates, browse job listings by locations and job field, and contact colleagues in your field to widen and deepen your professional network. Villanova University organizations can use LinkedIn by creating groups to connect with students and alumni, and to post job openings for paid positions and internships. Many units within the University, including Alumni Relations, the Career Center and the colleges, are currently active on LinkedIn.

LinkedIn is a more targeted and specialized social network by design. It is not well-suited to the gainful pursuit of a primary official Villanova University account maintained by University Communication; therefore, one does not exist. However, University Communication encourages campus groups to create their own officially recognized Villanova LinkedIn accounts when they determine that this platform is ideal for meeting their specific social media objectives. The rules and guidelines that apply to the creation of other officially recognized social media accounts prevail for LinkedIn accounts, and University Communication will offer appropriate assistance and address concerns.

**F. FOURSQUARE (Villanova University's primary official Foursquare account: [foursquare.com/villanovau](https://foursquare.com/villanovau))**

Foursquare is a free geo-social networking application that allows users to electronically check in at different locations and thereby receive virtual points, earn badges and ultimately “unlock” their community. The University sees value in Foursquare as a tool for encouraging current students and campus visitors to engage with the Villanova community by interacting with it in entertaining ways (e.g., tour-based scavenger hunts, earning rewards for becoming “mayor” of specific campus venues and sharing location-based status updates with other users).

Foursquare has developed Foursquare for Universities, a unique product specifically for higher education, and partners with institutions in its implementation. Villanova's official Foursquare for Universities account is the only account of this type issued to Villanova. University Communication maintains the account and encourages the campus community to actively interact with it. Please direct your questions or suggestions about Villanova's involvement with Foursquare to University Communication at [VUSocialMedia@villanova.edu](mailto:VUSocialMedia@villanova.edu).

**G. BLOGS**

Blogs are useful communication tools when community managers—the bloggers—desire to impart greater quantities of information (and elicit thoughtful user commentary) in longer, generally less frequent posts viewed by targeted audiences. Blogs lend themselves to posts of detailed news, features and professional opinions. Blog posts can also readily incorporate images, video and multi-media (oftentimes by integrating other social media platforms such as YouTube) to provide a rich, enlightening user experience.

University Information Technology (UNIT) sets up and hosts blogs for a small number of campus departments using “Roller Blog,” a software application that UNIT has designated as the University's official blog platform. These UNIT-supported blogs often are integrated into the web pages of the campus entities that administer or sponsor the blogs.

University Communication does not maintain a primary official Villanova blog that serves as the voice of the entire campus community. A campus group or organization, on the other hand, may determine that a blog is the ideal social medium for sharing information with its smaller, more targeted constituency. The rules and guidelines that govern the creation and maintenance of other officially recognized social media accounts apply to official Villanova blogs.

**You should:**

- Contact UNIT to make appropriate arrangements for establishing a new blog using the Roller Blog platform and become familiar with it;
- Develop an editorial calendar spanning a semester or other appropriate time period that sets forth a list of blog topics that are relevant and interesting to your intended audience;
- Strive to post consistently (e.g., once per week);

- Be focused and succinct in your posts;
- Promote the blog on Villanova's other officially recognized social media channels and, if appropriate, the University's main website;
- Determine whether or not you will allow readers to comment on your posts; and
- Monitor your blog consistently if you elect to allow commentary, and craft responses as appropriate.

**You should not:**

- Use your University-recognized account for personal or commercial gain, or to endorse a product or service or candidate for public office, or for communication or activities that are purely personal in nature;
- Post content (or knowingly allow others to do so) that infringes or violates someone else's rights;
- Post content (or knowingly allow others to do so) where harm, embarrassment, defamation, insult or injury to any person or entity is a reasonably foreseeable result (however, frank discussions, criticism or expressions of opinion within the boundaries of respectful communication should not be prohibited) ;
- Post content (or knowingly allow others to do so) that is lewd or indecent, stalking, a forgery/plagiarism, an intentional disruption of University activities, illegal discrimination, harassment (including sexual harassment), threatens physical harm, advocates or causes damage to University or other property, or that is malicious, defamatory, degrading or hateful;
- Post content (or knowingly allow others to do so) that violates the law or encourages illegal activity;
- Post documents containing sensitive or confidential financial, medical, educational or other personal information of any person without that person's express, prior consent; or
- Engage in other similar harmful behaviors.

**Villanova University's Social Media Handbook is subject to revision, in particular to address changes in technology as they occur. Please contact [VUsocialmedia@villanova.edu](mailto:VUsocialmedia@villanova.edu) with questions about this handbook.**

**APPENDIX I**  
**Villanova University Social Media Account 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](mailto: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](mailto: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:

Name	E-mail
Name	E-mail

**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](http://www.facebook.com/villanovau))

Facebook account URL: No. of page likes:

Twitter account URL: No. of followers:

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
- other      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
- other      If other please identify audience \_\_\_\_\_

Please briefly describe the purpose of your account and the goal(s) you hope to attain with it:

**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.

**APPENDIX II**  
**Villanova University Social Media Content Submission Form**

Name

E-mail address

Villanova University department/group/program/organization/etc.

Desired date of post

What is the primary social media audience for your post? \*Please select one.

- alumni
- athletics fans
- faculty/staff
- parents
- prospective students
- students
- other    If other, please identify audience \_\_\_\_\_

What is your message? (In most instances, your message should link to other more detailed content. Please include a link to that content.)