

Introduction

Social media refers to online tools that people use to connect with one another, including social networks (from *AP Stylebook Online [2010]*). These services allow users to create and publish content about themselves and their organizations. The social aspect of these tools lies in the ability for individuals to interact and connect with others, thereby building online communities.

Social media offers a unique opportunity for two-way communication with our constituent groups, such as prospective and current students, faculty and staff, alumni, and more. These tools allow the university to share information with the world, but, perhaps more importantly, allow our constituents to communicate with us in return. Therefore, **listening and responding** are key parts of the social media equation. Social media also allows for easy sharing of existing content, allowing us to share media stories and other online resources with our online communities quickly and easily.

University of Puget Sound supports the appropriate use of social media in support of university communication goals. This handbook provides guidance on how to do so effectively, safely, and within university guidelines. Parts of this handbook have been adapted from other institutions' resources, including the Vanderbilt University Social Media Handbook.

This handbook includes the following sections and appendices:

- How is Puget Sound using social media?
- Getting Started
- A Word About Tone
- Best Practices
- Contacts
- Related Policies and Resources
- Appendix A: Facebook
- Appendix B: Twitter
- Appendix C: Flickr
- Appendix D: Media Options (Audio, video)
- Appendix E: Blogs
- Appendix F: Wikipedia and LinkedIn
- Appendix G: Puget Sound Social Media

How is Puget Sound using social media?

Puget Sound has been using forms of social media for several years, with the Office of Communications maintaining an official university presence adopted on major social media outlets including:

- www.facebook.com/univpugetsound
We use Facebook to connect with a wide audience, which includes prospective and current

Puget Sound Social Media Handbook

Final 9.15.10

students, as well as faculty, staff, and community members with an interest in the college. The Office of Communications typically posts three or four times per week during the academic year (once or twice per week in the summer), sharing campus news items, key events (such as Homecoming and Family Weekend), and more.

- www.twitter.com/univpugetsound

The Office of Communications uses Twitter to post selected campus news and event notices up to several times per day. In addition we follow peer institutions and have created an alumni list to follow alumni on Twitter.

- www.flickr.com/univpugetsound

The Office of Communications uses Flickr to post photostreams for major campus events such as Orientation, Homecoming and Family Weekend, and Commencement, as well as collections of photos taken each term representing activities on campus ranging from speakers and athletics to campus candid.

- www.youtube.com/univpugetsound

The Office of Communications uses YouTube to host both professionally created and amateur videos related to Puget Sound, as well as to highlight user-generated videos others have posted about the college in our playlists and favorites, including footage from Repertory Dance Group (RDG), the Spring Lu'au, and more.

In addition to these main university accounts, many offices, departments, and programs have launched their own social media efforts, such as the Twitter feeds for Career and Employment Services (CEStweets) and athletics (PSLoggers), and Facebook fan pages for *Arches* magazine and the biology department, among others. A list of university social media accounts as of September 2010 can be found in Appendix G.

Puget Sound also has entered the blogosphere, adopting and adapting blogs as part of its social media efforts. The university started hosting blogs in conjunction with the launch of the new website in 2009 (www.pugetsound.edu/voices), but several departments had successful blogs hosted off site long before, such as the Department of Politics and Government and the International Political Economy Program.

Getting Started

If your office, department, or program wishes to delve into social media, the Office of Communications is here to help. We encourage you to follow the guidelines in this handbook so your efforts comply with Puget Sound's graphic standards and style guide, ensuring that you are an effective ambassador for the college.

Step 1: Get approval.

First discuss social media with your department head to determine the feasibility of launching your efforts and get the go-ahead to explore the possibilities.

Step 2: Consult with communications.

Next contact the Office of Communications for consultation and assistance in preparing for your social media efforts. Listed below are some of the topics we'll discuss during our consultation to help you determine which (if any) social medium is right for your needs.

- **Defining your goals and creating a strategy.**

Before you sign up and start posting, spend some time considering what your goals for using social media are. Whom do you want to reach? What type of information do you want to share? How will you determine and measure if your efforts are successful? It can also be helpful to look for similar programs at other universities and see how they are using social media tools.

- **Choosing your tool(s).**

The Office of Communications can help you examine the goals you've outlined above and determine if social media is the right fit for your needs. If so, your goals will typically lend themselves well to one or more forms of social media. If it's not an area that we have experience with, our partners in Technology Services can likely assist in determining if there's another tool out there that may meet your needs. Here's a brief list identifying four of the major social media tools and how they might be used. More detailed information about these and other tools can be found in the appendices.

Tool	Demographics	Purpose
Facebook	High percentage of prospective and current students, as well as alumni and parent-aged users	Posting news and personality items approximately 2–3 times per week during academic year (1–2 times per week in summer). Posts show up on fans' feeds and fans often comment on posts that are of interest to them. Can post photos (beware), videos, links, and more.
Twitter	Skews 30 and older; not the tool for targeting prospective/current students by default	Posting 140-character news and personality tweets about Puget Sound as often as needed (the market is friendly to multiple tweets per day). Tweets show up on followers' feeds. Can include links most easily, but can post photos and other media through related tools.
Flickr	Wide range	One of the more popular of a whole slew of photo-sharing sites. Good for posting photosets of Puget Sound activities for people to see or to link to the website and other social media feeds. Offers more protection in some ways than uploading photos to Facebook.
YouTube	Wide range	Tool for uploading videos. Can also create channels to display your videos and others that you've put into playlists or marked as favorites.

- **Choosing a name.**

The Office of Communications can help you consider a variety of factors when choosing an appropriate name for your department's social media handle. It goes without saying that no department should choose a name that might lead people to believe it was representing the entire institution, such as "pugetsound." But other factors may come into play, such as username restrictions in various social media programs, other university social media identities, and consideration of your target audience.

- **Developing an icon.**

The Office of Communications has developed a family of icons that can be used for individual university programs while still maintaining the overall university identity and brand. At no time should the university seal, wordmark, or admission type treatment (found at the top of all website pages and on admission printed materials) be used as a social media icon without express permission from the Office of Communications. Development of custom social media icons for various departments is also possible by working with the university's design director.

- **Finding images/media.**

The Office of Communications often can assist in identifying existing media resources you might need. See the Communications Resources Web page at www.pugetsound.edu/commresources or contact a representative from the Office of Communications for assistance.

After the issues outlined above have been addressed, it is important to revisit the concept of social media with your department head. With a better understanding of the strategy being planned and the time involved in successfully executing it, you can determine who on your team will have responsibility for implementing and maintaining social media efforts. (We recommend that you have more than one person trained so that there is a backup in place.)

Step 3: Build your social media presence.

When establishing your social media account, we encourage you to start slowly. Spend some time posting (maybe a few weeks) without publicly sharing the account, and invite feedback from a small and trusted group, such as the Social Media Users Group (SMUG). This will help you work out any kinks prior to your public launch. (See the appendices on various forms of social media for more information.) Having the site up and running well before you officially launch it also establishes a cache of useful and valuable content for your first visitors and ensures that you're comfortable supporting the account.

Step 4: Launch your site to the public.

When you're ready to launch your site to the public, you can use a variety of means to advertise your new communications outlet: e-mail, website, print materials, and more. Be sure to notify other departments with social media accounts so you can connect with one another and form a network of Puget Sound social media sites. You can also re-post each other's content when appropriate to cross-pollinate information through various university social media outlets. For instance we often re-tweet significant sports news from the PSLoggers account on the main university Twitter feed, @univpugetsound.

Puget Sound Social Media Handbook

Final 9.15.10

Be sure to alert the Office of Communications when you announce your account so we can share the news with our fans, followers, and subscribers, and stay abreast of your posts. We'll also add you to the SMUG listserv so you can join us periodically to discuss trends and strategies for making the most of our social media efforts and learn from others on campus engaged in social media.

Other resources you may consider for publicizing your social media efforts include adding sidelets to your university Web page advertising your feeds, adding badges created on the social media sites to your page, and adding notations to any print pieces you do advertising your online presence. These online and print acknowledgements of your social media outlets may include the use of the well-known icons for these media. Recommended icons of the four major social media outlets (Facebook Twitter, Flickr, and YouTube) may be downloaded from the Communications Resources Web page at www.pugetsound.edu/commresources.

As you work with social media, you'll see that some things you do are well-received and foster communication from your audience and others fail to do so. Learn from this. You can tweak your use of the tools to make the best possible use of your time and resources. Most social media tools also offer some kind of tracking options, allowing you to see which content is most effective and who is using your feed. For instance, when we started our university Twitter feed, we originally thought perhaps many of our followers would be prospective and current students. While we have some followers in this demographic, many of our 500+ followers are local community organizations. We continue to tweet campus news and events via this outlet, which is useful information to our followers.

A Word About Tone

Because social media is more and more a part of our daily *personal* lives, it can be very easy to blur the lines of professionalism when using it at work. When posting content to your Puget Sound social media account(s), always remember that you are an official representative of the college. The nature of social media demands a tone of friendliness and familiarity, but keep it professional. Please keep in mind these guidelines regarding tone:

Be nice.

Do not engage in arguments or heated or extensive debates with your fans, followers, or subscribers. Most social communities have a way of self-policing incendiary commenters. Always take the high road.

Be honest and transparent.

You are posting as part of *your* professional role at Puget Sound. If you are a student, don't post as a professor; if you work in athletics, don't post as if you were an admission counselor. Make it clear in the bio section or information section of your account that the posts are coming from University of Puget Sound.

Puget Sound Social Media Handbook

Final 9.15.10

Have fun.

Social media is not stuffy. It's OK to have personality in your posts. In fact, it's essential. Just use your head.

When in doubt, ask.

If you're unsure about the tone of a planned post, link, photo, etc., ask around. Ask colleagues in your department, share your concern on the SMUG listserv, or feel free to contact the Office of Communications.

Best Practices

The following items are best practices to consider as you represent Puget Sound via social media.

Be respectful.

Anything you post via social media reflects on the university. As ambassadors of University of Puget Sound, it's important for all administrators of social media to remain courteous and professional at all times.

Identify yourself.

Make it clear that your social media account is part of University of Puget Sound. Include "University of Puget Sound" or "Puget Sound" in title of the account, if possible, and explain in the profile or information tab for the account that it is affiliated with the college.

It may be beneficial to specify who is posting to your social media account. You can do this either by including the name(s) and role(s) of the poster(s) in the bio/profile information for the account, or by tagging posts with a poster's initials (if multiple people are contributing to the same account). If you have multiple contributors but prefer to present a "united front" and one voice for your office, department, or program, that's OK. The important thing is to be clear that the account is managed by University of Puget Sound.

Listen and respond.

"Listening" to the communications on your social media accounts (and others') is a key part of being successful in such a venture. Of course it is imperative to pay attention to and respond to posts from your fans and followers, but it is also important to follow other accounts (related to Puget Sound, higher education, your specific niche, etc.) that may post content of use and interest to your followers so you can share that information. This additional content adds value for your followers.

Be active.

Even more than on regular websites, social media requires regular attention and posting. If people find your site inactive or boring, they'll drop it. Social media doesn't *have* to take an extensive amount of time every day, but those responsible for social media accounts should plan to spend at least a few minutes each day devoted to checking in on their sites: posting fresh content, reposting appropriate content from sources other than the college, responding to queries from followers, searching to see what others are saying about you, etc. **If you can't devote time to this important task, don't start a social media account.**

Note: It's important to note how easy it is to get caught up in the always-changing world of social media. There is so much research and commentary out there that it can be distracting. While it's good to schedule time to keep up on social media research occasionally, you may have to be diligent to stay on top of your social media channels without letting them take over the rest of your workload.

Be useful.

Related to being active on social media is the concept of being relevant. Think quality over quantity. Don't assume you need to post every day to gain or keep subscribers. Fans and followers want *useful*

Puget Sound Social Media Handbook

Final 9.15.10

information. If you have an event coming up, exciting news about your department, an interesting article about your discipline, etc., share it. You don't need to fabricate information to post. If your audience knows they can rely on you (your social media account) to provide the information they need to stay connected to your office, department, or program, plus interesting and useful bonus material, you've done your job.

Be timely.

Social media is an immediate medium. People expect information posted quickly, which is sometimes difficult in a large organization prone to checking and re-checking or deciding things by committee. A small amount of accurate information provided in a timely manner via social media channels can be much more valuable than a more extensive report delivered too late to be of any use. However, keep in mind that...

Everything online lives forever.

Think before you post. Nothing on the Web is truly private, even if you **think** it's on a closed network. It can easily be shared and could spread globally. Not to mention long-term storage of information—Twitter recently gave its archived posts to the Library of Congress for posterity. A good rule of thumb is not to post anything you wouldn't be comfortable seeing on the front page of *The News Tribune*. In addition you must consider confidentiality when determining what information is appropriate to post, including laws such as FERPA, by which we are required to abide. For more information on FERPA, please see www.pugetsound.edu/academics/academic-offices/academic-advising-registrar/know-educational-rights.

Accept and monitor comments.

Social media is, by definition, social. Therefore in most cases, you should be prepared to accept, moderate, and respond to comments relatively promptly. Understand at the outset that not all comments will be positive. Consider your response (or whether you choose to make one in certain circumstances) carefully, perhaps discussing it with colleagues in your department, the Social Media Users Group, or your department head before responding. It is often not the best policy to just delete comments that say things you don't want to hear, as the backlash from that kind of censorship can be more harmful than the original comment itself. Sometimes your staunch supporters will come to your defense instead, which is often even more effective than if the university itself had made an attempt to rebut a comment. It is recommended to delete comments or posts that contain profanity, obvious spam, and any messages that are discriminatory or otherwise offensive. You may consider posting a disclaimer on your social media site that you reserve the right to remove such comments.

Separate personal and professional social media.

While your family and friends may love to see your vacation photos, your Puget Sound fans and followers couldn't care less about them. Nor should they. Keep content appropriate to your personal accounts off your professional sites, and vice versa. That said, even when you're commenting on a post on a different site *as a representative of Puget Sound*, include who you are and your affiliation with the university. If you see something you think merits an official university response, please contact the Office of Communications.

Puget Sound Social Media Handbook

Final 9.15.10

Be secure.

Make sure you follow high-security protocols with your social media passwords. If someone hacks your personal account, that's an inconvenience. If someone hacks your *university* account, there's a much larger problem. You could lose access to that whole account, and worse, someone unknown could potentially post inappropriate things that look like they're coming from the university.

Use passwords that follow Technology Services' guidelines for data security, such as using uppercase and lowercase letters, not using easy-to-guess words and phrases, using numbers and special characters in your password, etc. For instance instead of "password," a better option would be "P@ssw0rd#." And always be wary of clicking on links from users/accounts/e-mail addresses you don't recognize or providing your account information to unsecure sources.

Also related to security, pay attention to the privacy and security settings on your accounts, especially on Facebook. Consider carefully where you post certain media, as some sites may have policies about being able to use your images indiscriminately without your permission.

Cross promote.

Mention on Facebook when your website is updated or post a link to a new Flickr photoset you've uploaded. Tweet about a new video you just posted on your website or YouTube. This can be interesting to your audiences, may interest them in a new outlet to learn more about the university, and may potentially drive traffic to your website.

Consider other ways to promote your efforts outside social media, as well, such as including your social media information in promotional materials, posting an invitation to follow you on Facebook on your website, or even including a link to your Facebook and other social media sites in your university e-mail signature (check the Graphic Standards Manual for details). See Step 4 in the Getting Started section for more ideas.

While cross-promoting can be beneficial, be cautious about posting the same information to multiple media, such as regularly posting the same information on your blog, Facebook page, and Twitter feed—especially at the same time. When people make identical posts on multiple media, followers can easily see that these are not uniquely tended outlets. It can turn people off. Pick your messaging carefully for the appropriate media and target audience for each piece of information. This isn't to say you'll never post about something on more than one type of media, just be cautious about doing it regularly. Or at least take the time to craft different messages about the same topic for each outlet rather than spamming an identical message across multiple media.

Know the rules.

Be sure you're familiar with the terms and policies of social media sites in which you engage, but also be sure you're familiar with all university policies related to social media (by reviewing this handbook and the policies referenced).

Some resources to help you stay abreast of the policies and inner workings of some of the more popular media sites include:

Puget Sound Social Media Handbook

Final 9.15.10

Facebook

Facebook Help Center: www.facebook.com/privacy/explanation.php#!/help/?ref=drop

Facebook Privacy Guide: www.facebook.com/privacy/explanation.php

Inside Facebook Blog: www.insidefacebook.com

Twitter

Twitter Privacy Policy: <http://twitter.com/privacy>

Twitter Blog: <http://blog.twitter.com>

Flickr

Flickr Community Guidelines: www.flickr.com/guidelines.gne

YouTube

YouTube Blog: <http://youtube-global.blogspot.com>

YouTube Community Guidelines: www.youtube.com/t/community_guidelines

Puget Sound Social Media Handbook

Final 9.15.10

Contacts

Office of Communication Contacts

Barbara Weist

Web Manager

bweist@pugetsound.edu

253.879.2691

For assistance with general social media inquiries, setting up a university-hosted blog, or tying social media into the website.

Sarah Stall

Publications Manager and Assistant Director of Communications

ssall@pugetsound.edu

253.879.2673

For assistance with general social media inquiries, information about writing style and tone, social media icons, or Facebook ads.

Technology Services Contacts

Technology Service Desk

servicedesk@pugetsound.edu

253.879.8585

For assistance in setting up role-based e-mail accounts to be used with social media efforts.

Educational Technology

edtech@pugetsound.edu

253.879.3259

For assistance with video services.

Related Policies and Resources

Policies

Advertising and Corporate Sponsorship Policy

www.pugetsound.edu/about/offices--services/office-of-communications/communications-resources/advertising--corp-sponsorship

E-mail, Voice Mail, and Network Access Policy

www.pugetsound.edu/about/offices--services/human-resources/policies/campus-policies/network-policy

Family Educational Rights and Privacy Act (FERPA)

www.pugetsound.edu/academics/academic-offices/academic-advising-registrar/know-educational-rights

Information Use and Security Policy

www.pugetsound.edu/about/offices--services/human-resources/policies/campus-policies/information-use-and-security-p

Political Activity Policy

www.pugetsound.edu/about/offices--services/human-resources/policies/campus-policies/political-activity-policy

Privacy and Appropriate Use of Resources Policy

www.pugetsound.edu/about/offices--services/human-resources/policies/campus-policies/privacy-and-appropriate-use-of

Security Services Information Release Policy

www.pugetsound.edu/about/offices--services/human-resources/policies/campus-policies/security-services-information-

Resources

Communications Resources (including Graphic Standards Manual, University Style Guide, and CommImages photo repository information)

<http://www.pugetsound.edu/commresources>

Appendix A: Facebook

Using Facebook can allow Puget Sound offices, departments, and programs to promote activities, highlight news and accomplishments, and engage an online community of students, faculty, staff, alumni, and community members, many of whom are already using Facebook.

Departments may elect to set up either a Facebook fan page or a Facebook group, each with its own purposes and features. Typically it's better to create a fan page rather than a group as an organization, but see the comparison chart below to help you decide which might be better for your purposes.

Feature	Fan Page	Group
Allows distinct URLs	Yes	No
Indexed by search engines such as Google	Yes	No
Administrator can access visitor statistics	Yes	No
Discussion features and forums	Yes	Yes
Can be cross promoted on other fan pages	Yes	Yes
Ability to create events and invitations	Yes	Yes
Can link to Twitter or blog feeds	Yes	No
Visible to unregistered people	Yes	No
Fans can leave comments and "likes"	Yes	No
Can send out bulk e-mail messages to members' inboxes	No	Yes
Information posted on wall will appear on fans' walls	Yes	No
Administrator's personal information is listed	No	Yes

Some notes for creating your fan page:

- We recommend having a Facebook account to set up a fan page. (It's possible to establish a page *without* an account, but not advisable.)
- We recommend using a role-based e-mail address at the university to create accounts, such as webmanager@pugetsound.edu versus bweist@pugetsound.edu. (Contact the Technology Service Desk for assistance setting up a role-based e-mail account.) This will allow for easier transitions when staffing changes. Be sure to use a person's name associated with the account, rather than a general name like Web Manager. Facebook doesn't like "fake" people and may flag or delete your account.
- We recommend that you make more than one person in your department an administrator on the account. This is beneficial if one administrator is out of the office, unable to post for any length of time or make a necessary change, or unexpectedly leaves the university.
- Be sure to choose a page name that clearly identifies your office, department, or program **and** the fact that you're affiliated with University of Puget Sound. It is preferred that you use "Puget Sound" when abbreviating the university name rather than the more easily confused-with-a-shipping-service "UPS." Choose and type carefully. Once you've confirmed the page name, **it cannot be changed.**
- Once you have at least 25 fans, your page is eligible to create a username, which is a direct custom URL to your fan page. This is particularly appealing for use in non-Facebook promotional

materials. For instance, the main university fan page can be found at our username of www.facebook.com/univpugetsound, a username we chose carefully as it matches our other social media handles: Twitter, Flickr, and YouTube. Choose and type carefully. Once you've confirmed the username, **it cannot be changed.**

Tips for managing and building your fan page:

- Avoid sending too many updates to your fans. Research shows Facebook users will un-like or hide your posts from their newsfeeds if you post too often. A good rule of thumb for Facebook posts is to average approximately 11 to 13 posts per month, roughly one every other weekday.
- Wondering what to post to engage your audience? Recommendations from higher education social media experts BlueFuego.com suggest dividing your posts as such (approximately):
 - 50 percent call to action
Example: *This Friday begins the first-ever Summer Reunion Weekend at Puget Sound, celebrating our fabulous Logger alumni. Will you be there? What are you looking forward to?*
 - 25 percent conversation about the university
Example: *Biology professor Mark Martin was the guest blogger last week on Small Things Considered, the blog of the American Society for Microbiology. In his post he reflects on what students take away from college classes... [with link to blog post]*
 - 25 percent personality posts
Example: *Holy smoke, the folks at Google have done it this time. Conspiring to prevent any of us from actually doing what we're supposed to be doing, they've turned the Google doodle into a mini *playable* PAC-MAN game in honor of PAC-MAN's 30th birthday. (Wait, PAC-MAN's 30?!)*
- Wondering how you'll know if your Facebook efforts are successful? Of course it's nice to see the fan numbers go up, but one of the major goals with social media is fostering communication in the online community. Therefore it can be useful to gauge how many interactions you're getting from your adoring public in a month. You can use the following formula to get an idea of how much interaction you're getting from your fans, and then tweak your posts to try to increase the yield, if desired. A good target is getting 1 percent of your fans interacting.
 - Total Contacts for Month = public posts in month (posts from your fans, not from you) + comments from fans in month (on your posts or fan posts) + number of new fans/likes in month
 - Divide Total Contacts for Month by the number of posts you made that month (how much you posted to get all those interactions) to get the Average Monthly Interactions Per Post
 - Divide Average Monthly Interactions Per Post by the number of fans on your site to get the percent of fans that interacted that month.
- Considering using Facebook ads? Contact the Office of Communications for more information. It is worth noting that you can use the ad interface to gather data about your audience without actually placing an ad.

Puget Sound Social Media Handbook

Final 9.15.10

- Useful links to help keep on top of changing policies and information about Facebook:
 - Facebook Help Center: www.facebook.com/privacy/explanation.php#!/help/?ref=drop
 - Facebook Privacy Guide: www.facebook.com/privacy/explanation.php
 - Inside Facebook Blog: www.insidefacebook.com

Appendix B: Twitter

Called a microblogging tool, Twitter allows you to share information with an audience in 140 characters or less (it's actually quite a challenge sometimes!). Here are some tips to help you succeed in the Twitterverse.

- Remember that the main demographic for Twitter is not tweens, teens, or young adults (our typical prospective student audience). It's more like 30+. Be aware of that when planning your communication strategy and considering this tool for your target audience. In our experience you should also expect a much smaller list of followers on Twitter than fans on Facebook, as the marketshare is smaller. For instance, as of June 2010, the university's main Facebook fan page was just shy of 3,500 fans, while the main Twitter account, launched at the same time, had just over 500 followers.
- While Facebook users expect fewer posts (11–13 a month), Twitter is a much more immediate medium—posts are here and gone in a matter of seconds. You can tweet two or three times a **day** and not overwhelm your followers. With the rapid passing of tweets, you can also post multiple times about the same event without annoying your followers. Just remember to mix it up a little bit so they don't tune out your tweets.
- As with Facebook it's good to have a mixture of post content, such as the approximations below:
 - 50 percent call to action
Example: *Alumni tweeters! Let us know you're out there so we can add you to our alumni list. Or follow it and see what other Loggers are tweeting!*
 - 25 percent conversation about the university
Example: *What's a burger to us, when Haiti is hungry? Puget Sound students donate \$1,580 in meal points to relief effort. <http://bit.ly/cARteq>*
 - 25 percent personality posts
Example: *Careful crossing campus, Loggers. The summer residents may be swooping! <http://yfrog.com/9ferirj> [photo of sign warning about nesting crows on campus]*
- Personality is key. Notice that in all the sample posts above, whether they were call to action, university information, or "personality posts," the author's voice and personality shone through. It's key to have personality while still reflecting professionally on the university.
- As with other social media sites, it is recommended to create your Twitter account using a role-based university e-mail address, such as webmanager@pugetsound.edu rather than a personal account such as bweist@pugetsound.edu. (Contact the Technology Service Desk for assistance setting up a role-based e-mail account.) This will be easier for staffing changes. It's also a good idea to make more than one person in your department an administrator on the account.
- Be sure to search Twitter regularly on your handle, or save searches for keywords so you can see what others are saying about you, and to perhaps retweet those posts. There are also many online tools out there that can help you aggregate what is being said about you on Twitter (or other social media).
- Consider using a feed manager such CoTweet or Tweetdeck to help manage multiple feeds and schedule planned tweets. Many handheld devices, such as iPods and smart phones, can also be

set up with applications to allow you to remotely update your account. Just be careful with security.

- Standard actions/conventions in Twitter:
 - **@handle:** You can make sure the folks you're tweeting about see your posts by using the @ sign with their handle in your post.
Example: *Current students, fac, & staff: Be a DJ for the summer!! @KUPSTHESOUND is accepting apps thru 6.5. Request an app: thesound@pugetsound.edu*
 - **Reply:** Reply to someone else's tweet by using their handle (with @ sign) as the first thing in your post. Your reply will show up in your feed as well as theirs.
Example: *@ivoandov Fabulous! Welcome to the fold, Ivo! Consider yourself alumni listed.*
 - **Retweet:** Sharing someone else's tweet on your feed. There are two ways to responsibly retweet content: adding an "RT" and their handle (with @ sign) in front of their original post content **OR** if you need to alter the post to add your own comments or make it shorter, you can attribute it with a note such as (via @handle). Twitter has also added a Retweet button to make retweeting even easier, if you choose to use it.
Example: *Hmm. This seems interesting. RT @duckiehunt Duck #205 has moved to University of Puget Sound <http://duckiehunt.com/view/location/401>*
Example: *How was the BBQ? Via @tedmeriam Didn't accept the bid to Sigma Chi back in 2004, but today I crashed the Greek Reunion BBQ @univpugetsound.*
 - **URL Shorteners:** These free online services take a long URL and reduce it to just a few characters, which is pretty important when you only have 140 characters for your whole message, including any URL you want to add. Our favorite is **bit.ly** because it offers tracking and customization of the links.
 - **Hashtags:** Hashtags are keywords you can use in your post so that people can follow a thread or topic. Hashtags are preceded by the # sign, and you should test yours out before you want to use it. It could be taken or not work for some reason, as we've experienced. You may want to consider offline promotion of planned hashtag use, such as listing a hashtag on event materials if you're hoping people will tweet about or during the event, such as a conference.
Example: *RT @univpugetsound: Puget Sound nominated for a #Webby! Help them be Web Champs. VOTE! <http://bit.ly/aitbYu> /via @amytvuong <Thanks!>*
 - **Lists:** Twitter lists allow you to organize groups of tweeters around topic, region, relationship, or any other conceivable organizing principle. We maintain two lists on the university Twitter account: an alumni list (Puget Sound alumni who have self-identified as alumni who tweet) and a Tacoma list (area organizations and groups that tweet useful local information).
- You may have noticed that the syntax in the example posts in this section doesn't always match the university style guide. No one is more aware of that than the Office of Communications! However we recognize that in a 140-character world, sometimes syntax has to take a backseat to getting the message across effectively. So you may have to play with your post and evolve

Puget Sound Social Media Handbook

Final 9.15.10

through several drafts to find the winning post that meets the size requirements. Don't be afraid to abbreviate as long as it's logical. Nonstandard words, phrases, and syntax that might not fly in an official university publication is sometimes necessary in the Twitterverse, such as the use of "thru" versus "through" or the occasional ampersand.

- Twitter users can choose to subscribe to your tweets and receive them on their cell phones as texts. If you're considering an appropriate feed which might merit such a delivery method, consider advertising this as a possibility.
- Useful links to help keep on top of changing policies and information about Twitter:
 - Twitter Privacy Policy: <http://twitter.com/privacy>
 - Twitter Blog: <http://blog.twitter.com>

Appendix C: Flickr

While there are dozens of photo-sharing sites out there, flickr has the largest marketshare. It is currently used by several campus departments, including a main university account under the univpugetsound handle. For that reason unless you have specific needs that require you to use a different photo-sharing tool, we recommend that you go with flickr. It makes for a more cohesive user experience if all our photo-sharing links go to the same site.

You can open a flickr account for free, but for \$24.95 a year you can greatly increase your capacity. See the table below for comparison information.

	Free Flickr Account	Flickr Pro Account (\$24.95/year)
Monthly photo upload limit	100MB	Unlimited
Maximum individual photo size	10MB	20MB
Monthly video upload limit	2 videos	Unlimited
Maximum video file size	150MB	500MB
Photostream visible	200 most recent images	Unlimited
Group pool posts per photo	10 group pools	60 group pools
Original high-res photo availability	No	Unlimited
HD video	No	Yes
Replace a photo	No	Yes
Statistics	No	View count and referrer data available

Not sure you want to maintain your own departmental flickr account or that you have enough photos to merit one? Consider having the Office of Communications post your photosets on the main university account.

Other flickr details and tips:

- Try to post event-related pics as promptly as possible following the event. We live in an era where people expect things available immediately.
- Upload only the best photos from your event. Especially avoid uploading lots of similar photos.
- Be sure to tag and organize your photos as you go, and make sure one of your tags is University of Puget Sound!
- You can create a flickr badge to include on your Web page, or contact the Web manager for assistance embedding a flickr slideshow on your Web page.
- You can favorite photos from other photosets, such as those from the main university account. People viewing your photostream will be able to see these connected photos and accounts by choosing the Favorites link.
- Be sure to review the Community Guidelines for using Flickr: www.flickr.com/guidelines.gne.
- Consider adding photo credits, particularly if the photo is owned by University of Puget Sound and taken by campus photographer Ross Mulhausen. Flickr has copyright information posted, but we all know how easy it is for people to lift photos from the Web even though it's illegal.

Puget Sound Social Media Handbook

Final 9.15.10

Flickr does offer the protection that you can't right-click and save an image. But it is possible to capture the image that appears on the screen, albeit in a low-resolution version.

Appendix D: Media Options (Audio, video)

Got a video you want to use, but not sure where to put it? There are several options. First, as you may have read in Appendix C, flickr offers video uploading capability. So if you have a flickr account, this may be an option you want to consider.

Second YouTube is a free option for uploading video you want to share with the world. But remember it really is available to the *whole world*, so be careful what you upload. YouTube videos can be linked from other social media sites, as well as the university website. Be sure to check out the following resources about using YouTube so you're aware of the site policies:

- YouTube Blog: <http://youtube-global.blogspot.com>
- YouTube Community Guidelines: www.youtube.com/t/community_guidelines

Third the university has a Vimeo account, which allows us to upload and secure video, as well as embed the videos directly into the university website without the ads that normally accompany an embedded YouTube video. If you wish to have embedded video on your Web page, please contact the Web manager for assistance in getting your video uploaded to the university's Vimeo account. If your department plans to offer a lot of video, you look into getting your own Vimeo account. As with flickr accounts, you can get a free, basic account or pay more for a Vimeo Plus account.

Features	Basic Account	Vimeo Plus
Storage space	500MB/ week	5GB/ week (1GB/ file)
Video quality	Standard	High
Banner ads	Yes	No way!
Priority uploading	No	Yes
High definition	1 new HD video/ week	Unlimited
HD embedding	No	Yes
Player customization	Basic	Full control
Groups/channels/albums	1/1/3	Unlimited
Domain level privacy	No	Yes
Source file downloads	1 week	Always
Price	Free	\$59.95/ year

Be sure that you haven't used any proprietary music in your video—it's illegal. You can't just grab the track from your favorite song and pop it into your department picnic video. Sorry. You can read more about copyright laws at www.copyright.gov/faq.html or www.pdinfo.com. Or check these online resources for royalty-free music you can select for your video projects:

- <http://creativecommons.org/legalmusicforvideos>
- www.pdinfo.com/royaltyfreemusic.php

The university is in the process of establishing a university iTunesU account where we can post lectures or other audio or video clips we want to share with the world. Contact Educational Technology for more information and assistance.

Puget Sound Social Media Handbook

Final 9.15.10

If you have questions about incorporating audio or video files into the university website, please contact the Web manager in the Office of Communications.

Appendix E: Blogs

Pondering a blog? Interested in having it included in the Voices section on the university home page? Typically, only blogs hosted by the university are selected for inclusion in the Voices section of the site. Contact the Web manager to initiate a university-hosted blog, or if you have an off-site departmental blog you want to alert us about. Blogs hosted off site may be selected to be included in the Related Blogs list on the right side of the Voices page.

All the standard recommendations for other forms of social media apply with blogs:

- Use a role-based e-mail address.
- Establish more than one administrator.
- Nothing is ever confidential on the Web, and everything lives forever, so think before you post.
- Be professional, but have personality. You are a representative of University of Puget Sound.
- Use appropriate icons and graphics.
- Choose your blog name carefully.

But blogs in particular beg some additional consideration. Writing fresh blog content regularly is a much more challenging concept than putting together a few 140-character Twitter posts each week. Crafting a successful blog takes time: your time to write and post regularly AND time for it to grow a following.

One technique for building a dynamic blog without carrying the constant weight of crafting content yourself is to have a multiuser blog where more than one person in your department may be responsible for writing occasional posts. For example see the Career and Employment Services blog (<http://blogs.ups.edu/cesblogs>) or the Adventures Abroad blog (<http://blogs.ups.edu/studyabroad>). Having more than one poster can help ensure you have more consistent fresh content without always having to create it yourself. However, even if your writers commit to posting regularly, expect that they won't always do so, and you may have to spend some time sending reminders.

We use an online journaling agreement we ask participants to sign as a commitment outlining our expectations. You can view this agreement online at www.pugetsound.edu/about/offices--services/office-of-communications/web-site-guide/social-media/best-practices in the Blogs section. Consider drafting a similar agreement outlining your expectations of your participants and documenting the cases in which you will edit or remove their posts. Also, if you plan on inviting students to participate in the blog, be aware that they should be approved by the dean of students office first, and consider if there are any other requirements you wish to set, such as a minimum GPA level.

For most of the university's Voices "blogs," we've set a minimum requirement of three committed posters before we'll launch the blog. This helps ensure we consistently have fresh content on the site. We also developed a commitment that outlines the journaling agreement that participants must sign before being given posting information. However, while signing commitments sometimes encourages parties to follow through with their promised actions, we find that we often have to prompt our users to post more regularly, so we often err on the side of having many more than three potential posters to try to ensure a goal of weekly fresh content.

Puget Sound Social Media Handbook

Final 9.15.10

So why is the word “blogs” in quotes when we refer to the Voices “blogs?” Well, typically, a key component of a blog is the fact that the public can submit comments on blog posts, to which the author may respond. For the official university Voices “blogs” that we set up for groups such as students studying abroad, we elected not to put our students in the position of accepting or responding to comments, therefore we decided we shouldn’t officially call them blogs. We have termed them “Voices Online Journals.” However it is important to note that while we have elected not to allow comments on these student-oriented online journals, other university-hosted blogs could be established that allow comments if required by departmental blog needs and the department is prepared to moderate and respond to comments.

An issue that is often more of a question in the realm of blogging is ownership. While conceptually the content posted on a university blog is theoretically copyrighted by the university (though not ostensibly marked as such), it is understood that the content posted on a blog may be easily passed on via electronic means such as RSS feeds. If you have students or employees writing for your blog, they may want to provide said blog posts as writing samples. Consider outlining a guideline for blog posters at the outset and making it a part of the agreement or commitment they sign to become part of the blog. For instance you might state that while the blog is copyrighted by the university and their posts therefore become the university’s intellectual property, they have the right to share the text with attribution to the university or to list it as a writing sample with similar attribution.

Appendix F: Wikipedia and LinkedIn

Wikipedia

Although this may not fall into the typical realm of social media the way we have defined it, we felt that Wikipedia deserved an honorable mention. It is important to remember that the content on Wikipedia, while referenced by an increasing number of people as a primary information source, is created by any user who wants to post. This means it's not always correct.

As one would expect, there is an entry about University of Puget Sound. We did not create it, and research suggests that it is probably in our best interest not to edit it extensively, but we make an effort to monitor the entry and correct inaccuracies. One of the founding principles of Wikipedia is a focus on a neutral point of view. It is not an outlet for a carefully crafted marketing message designed by the university; it is a medium through which we can do our best to provide correct and accurate information about Puget Sound.

An interesting way of using Wikipedia to your advantage is to author or edit a Wikipedia entry for an appropriate research area for your department, linking it back to the university through citations, etc.

LinkedIn

While we don't have an official university presence on LinkedIn, we also felt this social media tool deserved an honorable mention. Though not necessarily used in the same way as the other main social media tools, LinkedIn is often considered by social media strategists to be one of the main five or six tools used in social media today.

LinkedIn is a social network allowing people to connect largely for career-building purposes. Many employers now consider LinkedIn as a place to find reputable job candidates based on their network contacts. It is also possible to form a group on LinkedIn. The Office of Alumni and Parent Relations has formed such a group and posts three to four times per month. However this is a highly specialized social media outlet that likely wouldn't make sense for many social media endeavors on campus.

Appendix G: Puget Sound Social Media

As mentioned in the *How Is Puget Sound Using Social Media?* section, the university currently has general institutional accounts managed by the Office of Communications in the following social media outlets:

- Facebook (www.facebook.com/univpugetsound)
- Twitter (www.twitter.com/univpugetsound)
- Flickr (www.flickr.com/univpugetsound)
- YouTube (www.youtube.com/univpugetsound)
- Vimeo (mostly private use)
- Voices Online Journals (through in-house Wordpress MU)

Other Puget Sound accounts include (may not be a comprehensive list):

- Office of Alumni and Parent Relations
 - Facebook (UPS Alums, Alumni Association, Logger[net])
- *Arches* Magazine
 - Facebook
- Athletics
 - Twitter (www.pugetsound.edu/PSLoggers)
 - Facebook (University of Puget Sound Loggers, run by an alum, not staff)
- Biology
 - Facebook
- Bookstore
 - Facebook
- CES
 - Facebook
 - Twitter (www.pugetsound.edu/CEStweets)
 - Voices Online Journal (blogs.ups.edu/CESblogs)
- CIAC
 - Twitter (www.pugetsound.edu/pugetsoundciac)
- Collins Memorial Library
 - Facebook
 - Twitter (www.pugetsound.edu/collinsunbound)
 - Twitter (www.pugetsound.edu/EdibleBooks)
 - Blogs
 - Collins Unbound (blogs.ups.edu/collinsunbound)
 - Library Logged (blogs.ups.edu/libsuggest)
 - Science at Collins (blogs.ups.edu/science_at_collins)
 - Art at Collins (blogs.ups.edu/artsatcollins)
 - Social Sciences at Collins (blogs.ups.edu/social_sciences_at_collins)
- Community Music

Puget Sound Social Media Handbook

Final 9.15.10

- Facebook
- Diversity and Inclusion
 - Facebook
- English
 - Blog (upsenglish.wordpress.com)
- Faculty Blogs: selected faculty blogs found in Related Blogs sidebar at www.pugetsound.edu/voices.
- International Political Economy
 - Blog (ipeatups.blogspot.com)
- Kittredge Gallery and Art Department
 - Facebook
- Multicultural Student Services
 - Facebook
- Pacific Rim/Asia Study-Travel Program
 - Facebook
- Philosophy
 - Blog (pugetsoundphilosophy.wordpress.com)
- Politics and Government
 - Facebook
 - Blog (upspolitics.blogspot.com)
- Race and Pedagogy Initiative
 - Facebook
 - Twitter (www.twitter.com/PSRacePedagogy)
- School of Business and Leadership
 - Facebook
- School of Music
 - Facebook
- Student groups:
 - Campus Music Network, Facebook, Twitter (www.twitter.com/PugetSoundCMN)
 - VAVA, Twitter (www.twitter.com/VAVAPugetSound)
 - Campus Films, Twitter (www.twitter.com/UPSCampusFilms)
 - Habitat for Humanity, Twitter (www.twitter.com/UPSHabitat)
 - NUBC, Twitter (www.twitter.com/NUBC)
 - KUPS, Twitter (www.twitter.com/KUPSTHESOUND)
 - University of Puget Sound Kayak Club, Facebook
 - Selected student blogs found in Related Blogs sidebar at www.pugetsound.edu/voices
 - Various Class of XXXX groups, Facebook

Note that Facebook has established “community pages,” which are generated automatically based on what users enter into certain fields in their profiles, such as College/University or Concentration fields. This means that if someone enters their college as “University of Puget Sound” and their concentration

Puget Sound Social Media Handbook

Final 9.15.10

as “English (mostly),” a community page for “University of Puget Sound English (mostly)” will be automatically created and linked from the user’s profile. We have no control over these community pages.