

## Saint Leo University - Social Media Best Practices

These guidelines outline standards and best practices for faculty, students, and staff to use in the creation and management of social media accounts representing Saint Leo University across various channels.

Main objective when acting on behalf of the University on social media: to engage and motivate our audiences and encourage prospective students to learn more about Saint Leo.

The official university social media accounts include:

- <https://www.facebook.com/officialsaintleo/>
- <https://www.instagram.com/saintleouniv/>
- <https://twitter.com/SaintLeoUniv>
- <https://www.linkedin.com/company/saint-leo-university>

Prior to creating a new social media account, please contact [socialmedia@saintleo.edu](mailto:socialmedia@saintleo.edu) to officially register your university account. Registering your account will allow it to be added to the Saint Leo Social Media Directory housed on our website at [www.saintleo.edu/social](http://www.saintleo.edu/social).

### RECOMMENDED GUIDELINES

**Strategy.** Accounts should demonstrate a clearly defined strategy with measurable objectives. Account administrators should coordinate their efforts to ensure favorable results. Basic social media strategies have a clearly defined goals and include an overview: topics, images, links, copy/messaging.

**Building an Engaged Audience.** Accounts should strive towards developing a highly engaged audience through meaningful interactions with each audience and have a consistent presence. Some individuals might contact the university through social media instead of using more traditional channels.

Therefore, questions or comments should be fielded by administrators as soon as possible (within 24/48 hours).

**Content Creation.** Accounts should generate content that encourages interaction with their audience and that is both engaging and informative. To ensure consistent content generation, multiple administrators should monitor the account to ensure regular content posting and audience engagement.

**Cross Promotion.** New or existing accounts, it is recommended to link to the official Saint Leo social media accounts as well as [www.SaintLeo.edu](http://www.SaintLeo.edu). Linking to the official sites and website help drive traffic to all of the university's communications channels.

**Optimizing Post Frequency.** While there is no exact formula for the appropriate frequency of posts, a general best practice is scheduling posts is when your audience is online. Based on your resources available or tools provided by each platform.

- Be sure to listen to the conversations.
- Remember to think through your content and platform.
- Bring content of value and relevance.
- Adhere to the university's policies and guidelines.
- Ensure your content and replies are respectful to all audiences.
- Be sure to abide by all state or federal laws.

Remember not to segregate or express bias towards your audiences. Your participation on these platforms are a representation of the university.

Ensure your content is accurate and appropriate.

Don't be argumentative. Social media are platforms for open conversations.

Use your best judgment. If you are unsure on content or a best response consult with your direct supervisor.

#### **Formula's to determine when to respond:**

(HubSpot Resources)

\*Troll: person who seeks out arguments or upset in public forums on the internet.

Positive + False = Respond

Positive + True = Listen or Respond

Negative + Troll = Listen Negative + Not a Troll + Rant/Joke = Listen

Negative + Not a Troll + Not a Rant/Joke + Erroneous Information = Respond

Negative + Not a Troll + Not a Rant/Joke + Not Erroneous Information + Unhappy = Respond

Negative + Not a Troll + Not a Rant/Joke + Not Erroneous Information + Not Unhappy = Listen

If you are interested in discussing how to better leverage social media to assist you with meeting your department's goals and objectives, or for any brand questions contact [socialmedia@saintleo.edu](mailto:socialmedia@saintleo.edu).

Please remember that the official Social Media Policy requires that any accounts that use the Saint Leo University name, logo or variations of them must be approved by the Marketing Department/Social Media team prior to creation.