Northern Arizona University

Social Media Policy & Guidebook

NAU Social Media

The Lumberjack community is a large online community. Students, faculty, alumni, colleges and organizations are all voices for Northern Arizona University. Through the strategic use of social media, we can reinforce who we are and what we are all about.

As communicators for NAU, we are all responsible for working toward the university's goals and communicating key messages on a continual basis. To maintain NAU's reputation and further NAU's mission, communicators across campus must work together to promote the university and build relationships with the various internal and external audiences.

NAU Mission

Our academic programs, research, public service, and creative endeavors enrich lives and create opportunities in Arizona and beyond. We develop solutions to challenges and drive innovation in a supportive, inclusive, and diverse environment.

NAU Strategic Goals
● Student success
● Nationally recognized research excellence
● Global engagement
● Diversity, civic engagement, and community building
● Commitment to Native Americans
● Sustainability and effectiveness

Overall Social Media Strategy Goals
● Convey the key messages of the University to a broad audience
● Use a variety of social media platforms to reach NAU's various constituents and provide users with a sense of community
● Be a resource to our audience
● Ensure consistency in style and approaches to social media across the university
● Guide and help university departments with their social media strategies

Getting Started

Those seeking to create a social media site should plan in advance what kind of messages they want to send, what kind of audience they want to build and what their goals are.

Social Media Self-assessment

- **Define your goals**: How does social media fit with your overall organizational goals? Goals should be SMART: Specific, Measurable, Attainable, Relevant, Timely.

- **Determine your audience**: With so many social media networks out there, you may be tempted to join them all. By narrowing your audience, you can connect with the right crowd and network. Ask yourself: what is your current relationship with your audience?

- **Platform**: With your key audience and goals in mind, what platform(s) will serve you best?

- **Sustainability**: Can you spread your message without creating a new account? Will you be able to use the account year-round? Will you have enough content to maintain consistency in posting? How will you grow your following?

- **Staffing**: Who, specifically, is going to find, create, and post content and monitor your channels?

- **Content:** What, specifically, are you posting/sharing, and why? What strategies or model (either internal or external) do you plan to utilize and/or follow?

- **Frequency**: How often will you tweet? Post to Facebook? Post new videos? Upload new photos? Decide in advance how much time you are going to spend on each platform. Be consistent in your posting and post strategically rather than constantly. Utilizing a content calendar can be very helpful.

- **Voice**: The content of your post sets the tone for your audience and their interactions with you. Be consistent across all channels. While it's ok to be less formal on social media, make sure all updates have a unified tone.

- **Monitoring & Evaluation**: For each of your channels, you will need to take the time to respond to posts/questions and engage with your audience. In addition to monitoring your channels, you will need to determine how you will evaluate your success for each channel.

- **Approval**: Before creating an account on behalf of your unit, secure the necessary permissions from your department head and complete the [Social Media Inclusion](#) form. All NAU accounts should have two appointed employees who are responsible for content.

Contact [NAU Social](#) if you'd like assistance in creating a social media strategy. It is strongly recommended that this strategy be reviewed and approved by the departmental head before implementation.

Best practices and guidelines

The world of social media is constantly changing. The following practices can help manage your unit's social media and ensure the best social media experience for the Lumberjack community.

Understand who and what you are representing
Review the mission statement of NAU and the organization you are representing. This will guide your social media identity, goals and activity.

Get listed

Make sure to fill out the social media inclusion form. Once your social media account is approved, it will be listed on the Officially Recognized Accounts page. This public listing is intended to drive people to NAU social media accounts and engage with users throughout the Lumberjack community. Please note inappropriate, offensive, injurious and illegal content may be removed by NAU administrators or at the direction of NAU Social.

Create your identity

Your photo is your main identifier. Choose a photo that is commonly associated with your unit as your profile picture. If desired, incorporate the NAU logo or your official NAU "unit identifier" into your profile picture.

Tip: Ensure proper resolution of the NAU logo and be careful not to stretch, distort or modify the logo in any way. The [Graphic Standards Guidelines](#) provides information on logo permissions and standards. If you are in need of an official unit identifier or would like help in creating an avatar/profile image for your social media accounts, please contact [University Marketing](#).

Make it easy for people to find you

Increase your visibility and exposure by using Northern Arizona University or NAU in your title. In the "about" section, clearly identify your affiliation with Northern Arizona University, provide contact information and a link back to the NAU web environment.

Tip: If you have multiple social media sites, consider designing your cover photo to include your other accounts.

Follow the rules

Make sure you understand and follow the terms of service of all social media platform utilized. Unless otherwise stated, NAU policies and procedures apply to social media sites for official NAU usage. These include but are not limited to NAU's Network Security Policy, Use of NAU's Computing and Network Resources, NAU Graphic Standards, Licensing Policy, Web Privacy Statement and Guidelines for Computer Users on Campus. NAU's name, logos, watermarks or images may not be used to endorse any opinion, product, private business, cause or political activity.

Copyrights and social media

Give credit where credit is due. Anything posted that is not your own original creation should cite the source. Also, keep in mind not all photos you find online are free to re-use, even if you do cite the source. Make sure you know if permission to use is required, and then secure permission to use if necessary.

Tip: Use a photo application like [Iconosquare](#) or [Repost](#) that gives credit to the original user.

Protect confidential and proprietary information

Use good judgment about content and respect privacy laws. Do not post confidential or proprietary information about NAU, its staff or its students. Adhere to all applicable federal requirements such as FERPA, HIPAA and NCAA regulations.

Create a community and be a valued member

Prepopulate your site and make a good impression. Make sure there is content on your site before making your "public" announcement. Having content and interaction on your site shows the value of your site right from the start.

Tip: Have a soft launch. Decide who/what pages to like, follow or pin. Follow content generators, such as NAU, Athletics and Alumni Engagement on their social networks and share their posts with your audience. A good rule of thumb is to follow/like fewer accounts than you have followers to ensure credibility.

It's also recommended to work with other departments to share and cross-link content, especially those departments that have similar goals and audiences (i.e. NAU Career Services and NAU W.A. Franke College of Business-Career Development Office).

Be responsible and respectful

Your posts reflect your unit and the university as a whole. Be friendly, helpful and informative. If you are unsure about the appropriateness of material, check with your unit's supervisor.

Think twice-publish once
Once you post content, you lose a degree of control in your messaging. Make sure you have all the facts before you post and double–check everything for accuracy. Cite and link to sources as appropriate. When sharing updates from other units, give credit to the original creator. If you make an error, correct it quickly and visibly.

Be social

Social media is social in nature. Be an active user. Listen to conversations, answer questions, engage with comments and keep your account fresh with regular posts. Keep in mind what is appropriate for the specific social media outlet that you are using.

Tip: "Listen" to your online community to better understand what is relevant and of interest to your audience. Create lists on Tweetdeck to help track users, unit specific hashtags and conversations.

Make connections

Social media activities should be purpose-driven and integrated with your other communication activities. Direct people to your website, events, newsletters, resources and other social media channels. Ideally, posts should redirect a visitor to content that resides within the NAU web environment.

Tip: Link back to the university. When linking to a news article about NAU, check to see whether you can link to a release on NAU News instead of to an external publication or other media outlet.

Shorten links through services like [bit.ly](bit.ly) that allow you to personalize your links and track engagement. If you shorten a link for a recurrent event such as NAU Orientation, you can continue to use the link throughout the year. Using shortened links can also create unity in messaging and promotion.

Build Relationships
Linking to another person's page, tagging them, retweeting, pinning, following, or sharing--all of that spreads goodwill. If you are posting about particular experts, organizations, event, etc., see if they have a social media account. If they do, tag them in your post (@_____). This encourages retweeting as your tweet will show up in their "mentions" column. If you see that your account or NAU has been mentioned in a tweet, retweet the message to spread the word. Likewise, retweet posts by or about entities you follow, local organizations, etc., to share relevant information with your followers and become a part of the conversation.

Tip: Before re-tweeting or sharing something, click on the link being shared and/or the user's profile and carefully look at the content. Are the tweets something NAU should be associated with?

Comments and replies

Social media, by design, is a two-way street. Be ready to respond to all comments in a professional manner. Understand that not all replies will be positive. Take the opportunity to respond to negative or frustrated comments by providing helpful information that may help resolve the issue. In some cases, direct messaging or email may be beneficial, especially if the case is a personal one.

Types of reactions and how to respond

Positive comment	- Thank the person in a comment. - Share with the appropriate areas (area complimented i.e. Admissions, Advancement, Marketing)
Unhappy stakeholder	- Did the user have a negative experience? - Decide if you can help with the situation and provide assistance on the forum or if you should contact the user privately.
Misguided information	- Does the comment contain incorrect information? - If yes, respond in a follow up post with corrected information and link to posted information if you can.
Trolling	- Does the attack have any merit? - If no merit, avoid responding to post and monitor the comment. Consider whether to notify the department involved or the Office of Communications and Media Relations - You can report a social media concern here.
Policy Violation	- Document and delete the comment. - Notify user of the comment policy.

Tip:
- Always disclose your NAU connection.
- Respond in a tone that reflects NAU's values.
- Direct viewers to the most relevant portions of nau.edu.

Comment policy

Current and prospective students, alumni, parents, faculty, and staff are all voices for NAU. Our social media outlets provide a space for Lumberjacks to easily connect with one another and to engage with NAU. NAU welcomes participation and encourages users to post, comment, and interact with others through commentary that is responsive to NAU posts.

Please note our sites are not a public forum. NAU reserves the right to remove any comment containing abusive language, personal attacks, profanity, nudity, hate speech, illegal material, or language that may create a hostile or intimidating environment. NAU also reserves the right to remove posts promoting commercial entities or containing solicitations.

Comments made by social media users reflect the opinions of the users and not necessarily those of NAU.

By posting a comment on this social media site, users agree to follow the terms of use of the site and NAU regulations and policies.

If you have concerns about the content posted on a NAU social media outlet or would like assistance formulating your own comment policy, please contact NAU Social at social@nau.edu.

Content

Producing social media content can be a trial and error process. When creating content don't forget the previous information you have about your missions, goals, audience, and platform, in addition to social media best practices.

Try different types of content and messaging to learn what is most engaging for your audience. Always ask yourself if the content being generated is helping to accomplish your goals.

Top content

Consider what you would like your audience to do with your content. For instance, if your primary audience is prospective students, you may create a photo post that features a stop on the campus tour and includes a link to the Discover NAU website. If your audience is alumni, you might take advantage of a "Throwback Thursday" post to highlight an annual event like Homecoming and direct alumni to a site where they can sign up to attend or volunteer.

Tip: A commonly accepted practice is to use the 70/20/10 rule. 70 percent of content should focus on your audience's interest and needs. This can be done through links to helpful resources and sharing of news, events and photos. 20 percent of content should be "OPC" — other people's content. This shows a willingness to allow user-generated content on your channels and gives your audience a sense of ownership in the conversation. 10 percent of content should be promotional.

Social Media Content Do's	What to avoid
▪ Decide on a consistent voice for your social media channels. Be professional but personable. ▪ Be concise. You only have a few moments to capture attention. ▪ Be relevant and informative. Post content about timely topics. ▪ Enhance your posts. Use photos, links and videos to enhance posts wherever appropriate. ▪ Establish traditions. Regularly introduce ways to engage with your audience around repetitive themes that encourages people to consistently engage. ▪ Call for action. Ask your fans to share their photos, share their thoughts, and interact with you. ▪ Keep your social profiles fresh. If you go too long without an update, you will lose credibility and, in turn, audience members.	• Don't use social media as a one-way broadcast platform. • Don't neglect replies. Respond to tweets, mentions, and comments in your social media profiles. • Don't bombard people with information. Short and frequent updates are the best way to inform your audience without overloading them. • Facebook posts should be about three sentences long. Videos should be 1-2 minutes. Keep photo albums to 10-15 shots. • Do not overuse hashtags. Too many hashtags can turn people away from your site. Use one or two and always around the most important words/themes of your post.

Customize posts

Each social media platform and its users are different. If you're posting the same information across multiple outlets, avoid linking status updates to post automatically from one social media account to another. Rather, tailor the content for each audience and avoid repetition.

Tip: Share content more than once but make sure to reframe content to suit your audience. Example: Share the same blog post, but change the headline and/or picture to share.
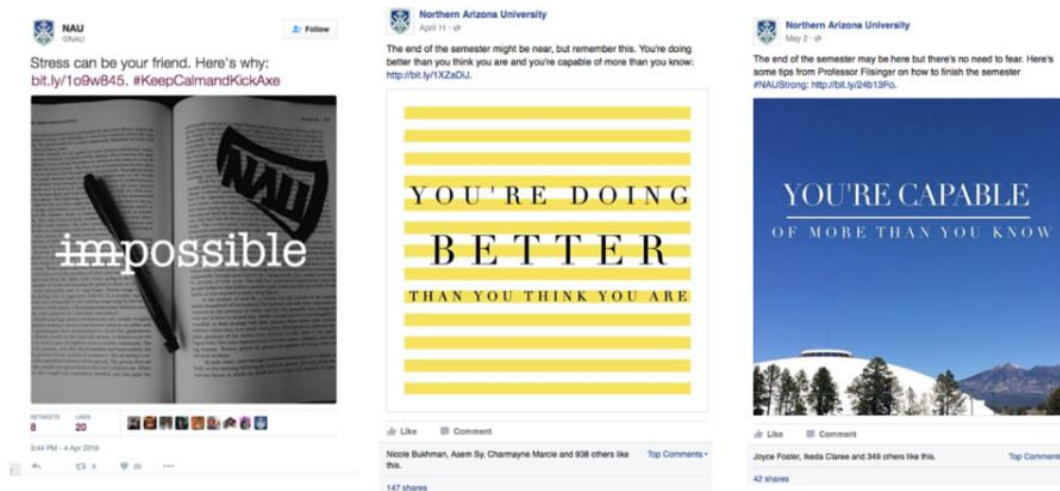
Optimize Each Post

When sharing a link, often a social media platform will pull an image and/or text from the shared website. The headline and text should be manually edited to whatever you'd like it to read. You may also be able to upload your own image to further customize the post.

Tip: Always try to customize the post to relate back to NAU.

Cross promotion

If you have multiple social media channels, cross-promote your content by incorporating your other sites.

Have you started your #NAUCountdown? Make sure you're ready for the big day with our NAU Move In and DIY Dorm Room tips: http://bit.ly/NAUpinterest. — with Celeste Berruezo Dwyer.

Like · Comment · Share   146   26   29

Share your content

If you know of something that we should consider sharing with our social media audience, we welcome and encourage suggestions using this form. Our team will review your pitch.

Hashtags

Hashtags are a great way to reach a wider audience. Hashtags provide people with a way to search and join conversations on topics that they care about on multiple social media platforms.

When using hashtags, make sure you're using them in the most effective manner.

- Keep it simple. A good rule of thumb is to hashtag the most important part of the message i.e. "Father's Day is near. One way to say thanks? With #TrueBlueNAU gear for your #NAUDad"
- Keep your hashtags short, memorable, and easy to read. Use capitalization when incorporating multiple words.
- Be specific. A custom hashtag can make your content stand out for your followers. Examples: #TrueBlueNAU #NAUStrong #NAUResearch
- Give direction. Hashtags work best when your audience uses them, so you need to tell your followers what to do. Are you holding a contest? Looking for audience input? Give your audience a reason to use your hashtag. Example: "It's #TrueBlueFriday. If you're wearing #NAU blue, send us a picture and we'll RT.

Need assistance with a custom hashtag or social media campaign? Email social@nau.edu.

Emergency communications

Whether it's a snow day or safety action, there will be times when sharing information quickly is vital. The Office of Communications and Media Relations will generate all emergency and/or crisis communication. In the event of an emergency or crisis situation, managers of official NAU accounts are asked to share only official information provided by the main NAU social media accounts and shared in official university messages. Sharing information found online or not approved by NAU may lead to confusing information reaching the community and spreading online. Departmental accounts should monitor the university's main accounts and share the information they provide. Depending on the emergency, it may be appropriate to delete or postpone any previously scheduled posts.

Ad Placement
Any NAU unit wishing to purchase advertising services from social media sites must follow all applicable rules and policies governing both the public relations considerations and the procurement and contracting considerations related to such services. To place social media ads, please contact NAU Social.

Media Interaction

Social media may generate interest from the press (print, television, radio, online). If you are contacted by a member of the media about a University-related posting, contact University Communications before responding.

Personal accounts

If you identify yourself as a member of the NAU community on your personal social media, make it clear that the views expressed are not necessarily those of NAU. *Example disclaimer: The postings on this site are my own and do not represent the views, positions or opinions of NAU.*

Strive to maintain an appropriate and respectful tone when engaging in online discussion. Even though you are not speaking on behalf of the institution, readers will likely associate you with it. The actions and words of even one may reflect on the reputation of the entire University. Before posting, consider your audience.

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Measurement and Analytics

Evaluating your activity and interaction with your audience can help to refine your strategy and better understand your audience's preferences and behaviors. Many social media platforms have built-in analytics. Here are a few things to consider when determining your metrics.

- **Key Messages:** Did your content tie into your area's key messages and goals? How many times were those messages shared?

- **Top-Rated Content:** What did your followers most engage with? What were the posts that generated the most discussion? Which content was most viral/shared?

- **Key Interactions:** Was there an online interaction in which the help you provided made the difference to someone? Share those key interactions with screen shots or summaries to demonstrate how your work is helping the NAU community.

- **New Tools:** Did you try something different this month with social media? Was a new feature or tool introduced that can be used to reach your goals?

- **Trends:** Is there a pattern in community interactions? Perhaps a spike in the number of questions about a certain topic? Does this mean you should create content focuses on the topic? Identify trends that may clue you in to how to improve your content and serve the community.

- **Growth:** How big is your community? How many new followers do you have? How many views did your video have?

- **The Big Picture:** Is your social media activity having a positive impact on your unit?

Resources to help your efforts:

Social Media Audit (Medium)

Social Media Audit Template

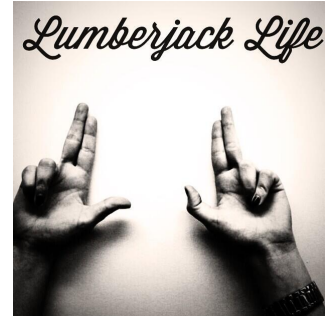Analytics Report Template

Content Calendar Template

Going live on social

Stay connected to all things social— Subscribe to the NAU Social Media Newsletter.

Hashtag Guide

Your Guide to Lumberjack Life from A-Z

Want to reach a built-in audience? Embrace established hashtags on social media networks.

#AlwaysaLumberjack- No matter where you end up, you'll always have a piece of NAU with you.
#DiscoverNAU- We have amazing people, programs and facilities. Come for a visit and see for yourself.
#FutureLumberjack- You've made your decision. Now spread the good news.
#GoJacks- Spread your NAU pride.
#ImaLumberjack- It's who we are.
#JacksUp- Throw up your LJs (see picture above).
#KickAxe- How a Lumberjack says good luck or congratulations.
#KissMyAxe- The popular saying that shows up on ASNAU t-shirts and at events around campus.
#LJs- Hand gestures made at sporting events, NAU Orientation and whenever you want to show your Lumberjack pride.
#LumberjackCountry- Discover life at 7,000 feet.
#LumberjackLife- What we're all about.
#LumberjackOn- When things get tough, keep calm and Lumberjack on.
#MyNAUview- What you get to see from campus.
#NAU- All things NAU
#NAUAlert- If you see this, pay attention and follow the emergency system notification.
#NAUAlum- Proud graduate.
#NAUbound- Where one is headed.
#NAUgrad- Time to put on your caps and gowns.
#NAUMoveIn- The wait is over. Welcome back to NAU, Jacks.
#NAUOrientation- Where the journey begins.
#NAUResearch- What's going on around campus.
#NAUSaidYes- When you get this envelope in the mail, it's a good day.
#NAUStrong- From the classroom to the court, we're #NAUStrong.
#TrueBlueFriday- Our day for featuring Lumberjacks and those in True Blue NAU.
#TrueBlueNAU- Lumberjack school spirit.
#VisitNAU- Interested in NAU? Come for a visit and we'll answer your questions.

Social Media Resources

[Social Media Today](#)
[Buffer Blog](#)
[Social Media Dimension Guide](#)

Social Media Tools
[Tweetdeck](#)
A tool for tracking, organizing and engagement- all in one interface.
Organize and build custom timelines, create searches to track topics, hashtags and events, and monitor your accounts.

[Buffer](#)
Buffer helps you manage multiple social media accounts at once. Quickly schedule content from anywhere on the web, collaborate with team members, and analyze statistics on how your posts perform.

[Bitly](#)
Save, search, organize and share all your web links from around the web.

[Later](#)
Visually search, plan and schedule Instagram posts.

Photo, video & design tools
[Canva](#)
[Studio](#)
[Photofy](#)
[Over](#)
[Adobe Spark](#)
[VSCO](#)
[Snapseed](#)
[Word Swag](#)