

Social Media Quick Guide

A supplement to the official WVSU Social Media Guidelines and Procedure Policy



Do I really need my own account?

Social media may not be the right platform for your program or department. Can you answer "yes" to these questions?

Will audience engagement help my program and the University?

Is this better than using an existing WVSU social media platform or the website?

Does this allow me to offer services I couldn't otherwise offer?

Can I maintain it long-term?

Yes, I do need my own account! What next?

Once you decide social media is the right platform for your area, you must get your idea approved through University Relations.

Contact University Relations at socialmedia@wvstateu.edu with your proposed social media idea, including the suggested account administrator.

Ensure that at least one faculty or staff person is designated to monitor the account.

Include your suggested account name. Ensure the placement of West Virginia State University, WVSU or WVStateU prior to your department name, i.e. WVSU Alumni Relations for Facebook or @WVSUResearch for Twitter.

Follow the tips and best practices on the back of this handout to ensure proper updating and monitoring.

Contact University Relations with any issues you have.



- Make sure your pages are timely, relevant and have the most updated information.
- It is the responsibility of the approved faculty or staff member to continuously monitor the social media platform, identify problems that emerge and take action when necessary.
- Any use of University marks, such as logos and graphics, must comply with the WVSU Brand and Graphic Identity Manual, available online. For more information, please contact Yuma Nakada at 304-766-3029.
- WVSU logos or other images or iconography may not be used on personal social media sites. WVSU's name, image and likeness may not be used to promote a product, cause or political party or candidate.
- Respect University time and property: University computers and time on the job are reserved for University-related business.

Have a plan: Departments should consider their messages, audiences and goals, as well as a strategy for keeping information on social media sites up-to-date. A University Relations staff person can assist and advise you with your social media planning.

Treat each social platform differently: Do not link your Twitter and Facebook accounts. Each platform should have a different audience and goal, so tailor your message based on those specifications.

Strive for accuracy: Get the facts straight before posting them on social media.

Link back to the University: Whenever possible, link back to the WVSU website.

Check your work: Review content for grammatical and spelling errors.

Be aware: Avoid opinionated statements that may be seen as controversial, and be aware that a presence on social media is, or easily can be, viewed by anyone, anywhere in the world.



Social Media Tips

Communicating a crisis: In the event of a crisis, it is important for all WVSU-related accounts to refer followers to official University accounts, specifically our Facebook page.

Know the rules: Be familiar with the terms of service and policies of the sites and networks with which you interact and ensure that you follow them.

Be social: Encourage comments from followers. Engage (like, retweet, favorite, share). Respond. Show that you're listening.

Keep confidential information confidential: Do not post personal identifiable information, confidential or proprietary information about WVSU, students, employees or alumni.

Respect copyright and fair use: Be mindful of the copyright and intellectual property rights of others and of the University.