
Social Media Guidelines

September 10, 2014

The Marriott School's Social Media Guidelines are designed to help you harness the power of social media as you manage your department, center, or program's online activities. Here you will find helpful links, insightful examples, and downloadable assets that will help you craft messages across social media channels. These guidelines were approved by the Marriott School executive council on 10 September 2014.

Remember, approach online communication the way you would in the real world—by adhering to the values of Brigham Young University and by using common sense.

Follow Procedure

All departments, centers, and offices should do their best to follow the Marriott School's recommended standards when setting up new accounts for [Facebook](#), [Twitter](#), [Google+](#), and [LinkedIn](#) and should strive to adhere to the [Marriott School's Style Guide](#). Each account should be monitored by a non-student university employee (i.e. social media manager) who will oversee the organization's social media efforts as part of his or her other job responsibilities. Students may help in the creation of content but should not post on school streams.

Be Professional

The relaxed tone of social media is part of its appeal, but it's important for social media managers to keep communications professional. What you tweet, post, and share reflects on more than your department or program—your content will also be associated with the Marriott School and BYU. Always be respectful of diversity. Our students, alumni, fans, and enthusiasts encompass all races, religions, groups, and cultures. Marriott School social media channels must comply with university policies prohibiting discrimination and harassment.

Stay Active

Building an online audience requires regular posting. Any social media account that is dormant for more than two months should be deleted. Each department is responsible for knowing who has the password to their accounts and for providing the names of their social media managers to the [external relations office](#). Only social media managers and their supervisors should have the login information. Passwords must be updated at the start of each semester. Pick strong passwords to ward off hackers.

Be Truthful

Never say anything that is dishonest, untrue, or misleading. Always obey copyright laws. Don't use images, music, or video content that doesn't belong to you. Do not alter BYU or Marriott School logos. If you like what someone else has created, give them the credit rather than copying and

pastings their work. What you publish will be around for a long time, so consider the content carefully and be cautious.

Redirect Questions

Sometimes you'll be asked a question that may be outside of your expertise. Since it's important that the information you post is factually correct, direct questions to the right channel rather than trying to answer them yourself. For example, if you receive a question regarding MBA admissions, an appropriate response would be, "Hi XXXX! You can find more information, including how the Marriott School selects students, on the MBA program's website at <https://marriottschool.byu.edu/mba/admissions/overview>."

Handling inappropriate posts

In the digital age, everyone has a platform to voice their opinions. Do not delete posts that you disagree with. If possible, use the opportunity to solve a problem or generate a productive discussion. However, if a post promotes violence or is believed to be discriminatory, harassing, defamatory, or obscene, do the following:

1. Do not respond to the post.
2. Print a copy of the post for your records, including the date and time it was originally posted and who posted it.
3. Notify your immediate supervisor and the external relations office to discuss removing the post and/or other necessary action.

No endorsements

Any advertising, promotion, or overtly favorable acknowledgement or endorsement of third-party products and services is not permitted. Many additional policies can apply if you will be using social media for purposes such as research, fundraising, or volunteer activity. Please be sure to understand these requirements by discussing your proposed use of social media with the external relations office and reviewing policy.byu.edu. And remember: Marriott School social media channels should never be used to endorse, promote, or oppose political parties, candidates, or platforms.

When in doubt

As a social media manager, you are personally responsible for your words and actions. Ensure that your posts are accurate and not misleading, that they do not reveal non-public information about the Marriott School or its students, and that they align with the values of our sponsoring institution. Exercise common sense, and, if you have any doubt about whether something is inappropriate, do not post.

Quality control

How you say something often speaks louder than the intended message. Please refer to our [style guide](#) on all matters of voice and always use a spell-checker. To ensure you are posting high-quality content, take time to reflect on your message after drafting it. Before posting, always have another

person in your office give you a second opinion. This will allow you to identify any potential problems with the post and to make edits. Two sets of eyes are better than one.

Share it

We encourage you to support the social media efforts of the Marriott School community. Collaborate whenever possible and share content when it is appropriate across your social media channels.

Who to contact

If you have any additional questions or need help, please contact the [external relations office](#).

IS SOCIAL MEDIA RIGHT FOR YOU?

Before you start hashtagging, identify your communication goals and objectives using the following questions:

1. How can social media help my organization?

Creating an account because somebody else has one, isn't a good answer. Social media takes work to do well, so make sure you're directing your effort toward a specific purpose. Maybe you'd like to share information, gain feedback, or engage with students. Knowing your goal will help you make decisions about where to establish accounts, what information to share, and who you'll reach.

2. Who are our audiences and is social media the best way to reach them?

If you're trying to reach the forty-and-over crowd, LinkedIn is your best bet. Want to reach twenty-somethings? Log on to Twitter or Facebook. Finding out where your desired audience is already communicating is key to starting a conversation.

3. Do we have resources for content development, execution, and maintenance?

Many Twitter, Instagram, and WordPress accounts are opened with enthusiasm but, sadly, few stand the test of time. A social media channel is a long-term investment that requires time and personnel resources to maintain. If you can't commit for the long haul or don't have the resources to do it well, there might be a better solution for your social messages, such as feeding content to the Marriott School's already established accounts or blog.

Still not sure if a social media account is right for your unit? The external relations office would be happy to help you determine the best strategy for your communication goals.

GETTING STARTED

Once you have determined the ideal medium for your audience (see [Is Social Media Right for You?](#)), here are some tips to help you get started.

Meet with an External Relations Rep

Before you set up an account, contact the external relations office to set up an orientation meeting. The representative will provide resources and training and will help you develop a strategy for your social media efforts.

Create a Strategy

Having a plan will help you reach your goals and set the overall tone for your account so your fans know what to expect.

- **Set goals:** use your goals to shape the content you create or share to ensure it is useful and relevant.
- **Share exclusive content:** Share photos, videos, links, event info, and other relevant information to highlight your department or organization. Limit the number of posts per day so your fans don't feel like they're being spammed.
- **Monitor your account daily:** Take time each day to monitor and respond to comments and direct messages. Social media users expect quick turnaround for their questions and concerns.
- **Provide value:** Avoid unnecessary posts such as "just started the morning" or "eating a yummy snack right now."

Build Your Community

There are a number of ways to build your community.

- Be responsive to any questions your fans have and take the opportunity to encourage feedback and dialog.
- Add calls to action such as "Like us on Facebook" with a link to your page on promotional materials.

Learn and Grow

Facebook provides a tool called Insights that allows you to analyze your page. Using Insights you can see:

- How your page is performing
- What day of the week most people visit
- How often people comment
- Which posts are most engaging
- How to improve your page strategy

Twitter does not provide any form of metrics to analyze your account. You can, however, use third party tools to help you keep track of your followers. It's also a good idea to keep track of each tweet you make and who retweets or favorites them to help give you a better idea of what content works well with your audience.

YouTube provides an [Analytics Tool](#) that allows you to track metrics for your channel. Using analytics, you can see:

- The channel's growth in subscribers and views
- Top performing videos
- Engagement summaries
- Demographics on viewers
- Traffic sources

Google+ metrics can be tracked within the social network or via [Google Analytics Social Reports](#).

Instagram does not provide any form of metrics to analyze your account. There are third party tools, however, that will track engagement and traffic.

Additional Resources

- [Beginner's Guide to Social Media from Moz.com](#)
- [Facebook's 2013 guide for causes and nonprofits](#)
- [Facebook Insights](#)
- [Twitter for Business](#)
- [YouTube Help Center](#)
- [YouTube Video Tool Box](#)
- [Free tools to measure your instagram success](#)
- [Google+ Best Practices for Nonprofits](#)

FACEBOOK STANDARDS

Setting Up Your Facebook Page

Should I set up a fan page or group?

Departments and organizations should always set up a fan page. Groups are designed for small group communication and for people to share their common interests. To learn more about the differences between Facebook pages and groups, go to <http://www.facebook.com/blog.php?post=324706977130>.

What if someone has already set up a page and is pretending to be me?

You can report claims of intellectual property infringement directly to Facebook at <http://www.facebook.com/help/contact/?id=208282075858952>. For more information on copyright infringements, visit <https://www.facebook.com/help/400287850027717/>.

Profile Picture

The external relations office has created profile images for each department, center, and program to maximize Marriott School branding. This ensures a consistent brand across all of our social media channels. Logo use should also remain consistent with the Marriott School's guidelines.

Username

It is highly recommended that you create a username at <http://facebook.com/username>. This will allow you to share your page with a user friendly link that can be easily remembered such as <http://facebook.com/BYUMPA>.

When choosing a username, you should always add “BYU” before your department or organization and do your best to establish a consistent naming convention across all of your social media channels. Avoid the use of special characters. For example:

Information Systems

Facebook: <http://www.facebook.com/BYUIS>

Twitter: <http://twitter.com/BYUIS>

Note, once your username has been set, you can only change it once.

Info

Make sure to write a short summary that clearly describes what your department or organization is, and include helpful links and contact information. This helps users identify your page or profile as the official social media channel of your organization. For example:

Named the Marriott School of Management in 1988 in honor of Marriott International founders J. Willard and Alice S. Marriott, Brigham Young University’s business school is recognized around the world as one of the best places to hire graduates with high ethical standards. Approximately 2,000 undergraduate students and 1,000 graduate students are currently enrolled. Nearly two-thirds of students are bilingual, underscoring the school’s emphasis on international businesses. The school is accredited by the Association to Advance Collegiate Schools of Business.

This is the official Facebook page of the Marriott School of Management, maintained by the Marriott School’s external relations office.

TWITTER STANDARDS

Setting Up Your Twitter Profile

Twitter Handle

There is a fifteen-character limit for usernames. You should always add BYU before your department or organization and do your best to establish a consistent naming convention across all of your social media channels. Avoid the use of special characters. For example:

Information Systems

Facebook <http://www.facebook.com/BYUIS>

Twitter: <http://twitter.com/BYUIS>

What if someone is pretending to be me?

You should report the account to Twitter directly at <http://support.twitter.com/forms/trademark>. For more information, visit <http://support.twitter.com/articles/18367-trademark-policy>.

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Background

Keep it simple—it's hard to read tweets over a busy, repeating background.

Name

Add BYU before your name and try to be as descriptive as possible. For example: BYU Marriott School of Management, BYU Ballard Center for Economic Self Reliance, BYU MBA.

Adding links

To tweet links, you may use a URL shortening service, such as <http://bit.ly> or <http://goo.gl>.

Patrol Followers

Follow experts, new organizations, other schools, and applicable organizations. You can also follow faculty, students, and alumni. Make sure you review who you're following, however, to avoid being trolled by inappropriate accounts.

Retweet It

Retweet other Marriott School accounts when applicable. If you want to create a viral tweet, leave some of your 140 characters unused. That will make it easy for other Twitter users to share your content.

GOOGLE+ STANDARDS

Creating a Google+ Page

A Google Account is required to create a Google+ page. To ensure that you will still be able to use the account as social media managers change, create a new Google account for the department rather than using an employee's personal account. Make it something easy to remember. Here's a

suggested naming convention: BYU+Department Name+Social. For example:
BYUMBASocial@gmail.com

Once you have a Google account, you can create a Google+ page [here](#). As a nonprofit organization, the Marriott School and its social media accounts qualify as brands rather than storefronts. Check out [Google+ Best Practices for Nonprofits](#) for additional tips on starting a brand page.

Username

When choosing a username, you should always add BYU before your department or organization and do your best to establish a consistent naming convention across all of your social media channels. Avoid the use of special characters.

Vanity URLs are currently being rolled out by Google. For example, the MBA program could use a shorter URL, such as google.com/+BYUMBA, rather than a long one. To be eligible for a custom URL, you need a profile photo, at least ten followers, and an account that is at least one month old. Google will send you an email to confirm your custom URL.

Profile Picture

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About Page

Use the About page to describe what your organization or department is, and include helpful links and contact information. This will help users identify your channel.

LINKEDIN STANDARDS

Setting Up Your LinkedIn Group

Should I set up an open or closed group?

The answer: It depends. Open groups are great for facilitating discussions with prospective students and friends of your organization. Closed groups work best for alumni networking and job opportunities. Within the group you may also create a level of subgroups. For example, the School of Accountancy could create one LinkedIn group for its alumni with subgroups for tax, audit, and PhD prep. To get the most out of LinkedIn, decide how you plan to use the group and its subgroups before creating it.

Logo Picture

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Group name

When choosing a group name, you should always add "BYU" before your department or organization and do your best to establish a consistent naming convention across all of your social media channels. Avoid the use of special characters.

Summary and Description:

Write a short summary describing what your organization is, how the group is used, who can join the group, and how you can be contacted. This will help users identify that the group is your organization's official LinkedIn account. For example:

This is the official BYU MBA group and is the tool for alumni and students to network, ask business or management questions, announce events and conferences, post job openings and availability, reconnect with old classmates, and stay in touch.

Only those who have graduated from or are currently enrolled in the BYU MBA program are admitted into the group.

For more questions about this group or the BYU MBA program, please email mba@byu.edu or call 801-422-7586.

You can elaborate further on how your organization uses the group (i.e. as a job board or discussion forum) and how to join the group in the description box.

Discussions, Promotions, and Jobs:

You can enable several options for your group, such as the ability to start discussion threads, promote job openings, or share promotions. Marriott School accounts are welcome to use these features, however, social media managers should be monitoring the group on a daily basis. If you'd rather not log on each day, consider disabling these features. It is recommended, however, that all posts be moderated by the social media manager.

Managing Membership

When you create a closed group you'll have to admit those who request to join. However, LinkedIn has provided a way to preapprove group members. If you'd like to learn more or have questions about preapproval, contact the [external relations office](#).