

Social Media Guidelines

A resource for BYU Alumni Chapter leaders

BYU Alumni maintains and promotes participation on social media profiles and platforms with the following purposes:

- Continue to build and market the BYU brand
- Build and maintain our online campus community:
 - Build and maintain relationships with and among Alumni and friends to celebrate, recognize and encourage support of BYU
 - Give opportunities to serve through mentoring, job/internship placement, and philanthropy.
 - Provide information to alumni and friends, create resources to assist with their needs, and provide a forum for appropriate discussion of relevant topics.
 - Reach out to new and potential students to help them decide to enroll and transition to campus life, and to answer their questions in a responsive manner using an environment in which they are comfortable.
- Increase the amount of high quality, university-related content available online.
- Receive and respond to feedback received through social media channels.

Additionally, we hope our efforts will assist the university's sponsor, The Church of Jesus Christ of Latter-day Saints, in building the kingdom of God and bringing people to Christ.

Approval for creating accounts

Social media accounts/profiles may be set up by authorized BYU Alumni Chapters, and may use the BYU name and likeness on these accounts. "BYU Alumni" should be used in the name of the account/profile.

Account Setup

BYU Alumni Chapter leaders should follow the steps below when setting up a new social media account/profile:

1. *Control and accountability* should reside with the current leadership (the Chapter Chair and/or Vice Chair of Social Media): account login and password should be given to the Chapter Chair and it should be checked regularly. Comments or posts deemed to be inappropriate should be removed.
2. *Presence of branding elements*: BYU Alumni Office can provide a branded image that can include the Chapter name, to be used as the profile image/avatar on Facebook / Twitter / Instagram. Contact the Alumni office (via Facebook @BYUAlumni) for recommendations.
 - Preferred naming of profile: "BYU Alumni [San Diego] Chapter"
3. *Link back to alumni.byu.edu*: Social media, like Facebook, is simply another communication tool. Make this clear through profile information and descriptions by connecting users to where there might be more information online.

Appropriate content & guidelines

Those responsible for adding content and responding to posts on the accounts/profiles represent the Chapter and the university. It is important to exercise proper digital citizenship. Use the following guidelines when posting content. Content that falls outside of these boundaries will be moderated and accounts should be blocked or removed.

- Be accurate
- Be respectful
- Take the high ground
- Be aware of liability
- Stay on topics related to BYU and BYU Alumni
- Maintain confidentiality
- Don't make endorsements
- Think before you post and **re-read** your posts
- Always tag/hashtag #BYUAlumni (Twitter/Instagram) or @BYUAlumni on Facebook

Facebook Posting Tips

- 80/20 rule with content—do more than self-promote
- Use images when possible (more interesting and creates more interaction)
- Share posts from other Facebook pages (don't recreate content if you don't have to)
- Be consistent (need to stay updated at least 1-2 times every week)
- Post at different times (Friday's and then weekends tend to be the best days)
- Hold contests
- Ask open ended questions
 - What would be your advice for incoming freshmen?
 - Ask people directly to like your post – ie. "Like this post if you can't wait until our next tailgate party"
- Hold polls – what is your favorite dinner "pizza or hamburgers"
- Provide reminders, updates, and calendar items
 - Our next Chapter meeting is...
 - We will have our next Chapter event...
- Give helpful information about BYU or the area
- Ask for feedback and suggestions –
 - What would you like to see from our Chapter
 - Tell us how we helped you
- Note: be courteous and accept the bad with the good.
 - Responses may be something like "Thank you for sharing your frustration. We would be happy to discuss this further. Please call us at ... to schedule a time when we can meet"
 - <http://socialsolutionscollective.com/negative-feedback-respond/>
- Research libraries and tips
 - <http://blog.hootsuite.com/category/resources/>
 - <http://www.likeable.com/blog/>
 - <http://mashable.com/social-media/>