

Social Media Training | Best Practices | Guidelines

The following is a guide for your Augustana University accounts. Use this to enhance, excel and protect your AU accounts when posting on Facebook, Instagram, X, YouTube and other interactive social media platforms.

Training

Verify That Your Account(s) are Registered & Official

- Contact [Jill Wilson](#), director of public relations & communications, with questions on how to register/create an Augustana account, what handles to use and how to acquire proper branding.
- Only social media pages approved by the Office of Strategic Communications & Marketing can be used to represent Augustana on social media.

Make a Plan

- Create a content plan for efficient and effective social media launch/posting strategy.
 - Define your audiences, messages, goals and staffing needs before starting a social media account.
 - Define who is responsible for regularly posting and account maintenance/management.

When & What to Post

- Overall, we encourage you to post, retweet, tag and share content on social media!
 - Joining the conversation on social media is a crucial piece of a successful strategy. Posting positive, engaging and authentic content is a valuable marketing opportunity and helps spread the word about your department.
- Before your post, make sure your content checks one or more of the following:
 - Does your post add value or enhance the student experience?
 - Does your post positively promote and represent the university?
 - Does your post engage with the Augustana and Sioux Falls communities?
 - Have your subject(s) signed an Augustana's Media Consent form?

Retweeting/Liking/Commenting/Sharing

- Retweeting, liking, sharing or commenting on posts is almost always a good idea. However, the big question is which of the three are correct for you?
 - Retweet/share when: My department not only loves this content, but it adds value to our overall vision and mission.
 - Like when: My department generally supports this content.
 - Comment when: You have something original to add to the conversation

Tagging (@ Feature) Other Accounts and/or Students

- It's when someone mentions you in a post by using the @ symbol, your name is linked to your profile and you will receive a notification to let you know it's happened.
 - By tagging, it guarantees that the people tagged will see your post.
 - Tagging can increase your level of engagement and interaction on social media.

Protect Confidential & Proprietary University Information

- Adhere to Augustana privacy and confidentiality policies as well as FERPA, HIPAA and NCAA regulations when posting.
- Do not use Augustana logos, images or name without permission
 - University logos, images and names may not be used to promote or endorse products, causes or political parties on social media.

Ask for Help

- The Office of Strategic Communications & Marketing staff can review your site, multimedia, videos and other materials before you post to make sure it reflects university branding policies.

Best Practices

- Don't repost a headline as social media text – use other engaging text/messaging.
- Vary the wording and style of the post amongst platforms.
- Always double check before you post or have someone else read it first.
- Brevity – being concise is key.
- Take advantage of authentic moments via visual media.
- Maintain a consistent voice, brand and hashtags on all platforms.
 - #WeAreAU
- Don't overuse exclamation points and emojis.

Guidelines

Augustana University employees and students who participate in social media, on behalf of, or when referencing the university are expected to comply with the following guidelines:

- Familiarize yourself with the university core values and strive to emulate these in word and action.
- Always be responsible, professional and respectful. You are personally responsible for the comments and content you post on social media.
- Do not post comments or content about Augustana employees, students or parents that are threatening, bullying, violent, obscene, intimidating, harassing, discriminatory or that could contribute to a hostile community and/or work environment on the basis of

race, sex, disability, religion or any other status protected by law or which violates university policy.

- Use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on Augustana.
- Safeguard confidential information and personal data.

Augustana University-branded social media accounts must be registered with the Office of Strategic Communications & Marketing.

- The registration process provides a means to monitor lapsed accounts, provide training on best practice, clarify brand standards and ensure seamless transition when account holders change.
- Social media icon/profile images must comply with the Augustana branding standards. The social media icon/profile should be a photograph related to your entity, an approved logo for your entity or another appropriately branded image.
 - You can find additional information on page 40 of the [Augustana Visual Identity Style Guide](#). You must use an approved template for the social media page's profile image. Reach out to Keeley Meier with questions or requests.

Augustana University accounts must be monitored by the account holder.

- Unmonitored accounts are subject to human error, hackers, branding and customer confusion, as well as a poor representation of the university.
- Respect all copyright and other intellectual property laws including Augustana's own copyrights, trademarks and brands.

The Office of Strategic Communications & Marketing continuously monitors the evolving landscape of social media. You are encouraged to comment, retweet and like posts from any and all Augustana social media platforms to share the Augustana story.

Registration Process

Account holders should contact [Jill Wilson](#) with the following information:

- Date of registration
- Name of person responsible for managing the account
- Name of department, school, group, etc., in which the account is being used
- Username for the account
- Explain your branding needs. For example, starting a social media account, information on Augustana brand standards, social media best practices, etc.