Vanderbilt University Social Media Handbook

Introduction
Social media has changed the way we communicate – both as an institution and as individuals. With tools such as YouTube, Facebook, Twitter, blogs and Flickr, anyone with an Internet connection now has the ability to create a dynamic Web presence, update it from wherever they are whenever they want, and share their content instantly with friends and followers around the world. Social media has given Vanderbilt the opportunity to engage in ongoing "conversations" with our students, faculty, staff, parents, alumni, colleagues, fans and friends about what is most important to them, extending the community found on the Vanderbilt campus to the world.

Vanderbilt University supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues and more. This handbook provides guidance on how to do so effectively, safely and within university guidelines.

Social media is constantly changing. As a result, this handbook will continue to evolve. If you have suggestions, please email University Web Communications at www@vanderbilt.edu.

What is social media?
Social media refers to online tools and services that allow any Internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves. The "social" in social media comes in as these individuals find others with similar interests and interact with them through online communities, sharing information and knowledge, offering support and networking. Social media also allows for the easy sharing and re-purposing of existing content, expanding the reach of your work and enabling others to share it with their friends and networks. Popular social media services include Facebook, Twitter, LinkedIn, blogs, YouTube and Flickr.

How Vanderbilt is Using Social Media
As an institution, Vanderbilt has been an early and eager adopter of social media. These tools enable the university to share what is happening on campus with the world, but more importantly let us hear directly and immediately from students, faculty, staff, parents, fans and friends about what is important to them. This "conversation" is what makes social media so different from traditional forms of institutional communication.

The primary tools the university is currently using are YouTube, Facebook and Twitter. Units across campus, such as Athletics and Development and Alumni Relations, are also successfully using blogs and Flickr to communicate with key audiences.

Vanderbilt's primary official social media presences are:
http://www.youtube.com/vanderbilt
http://www.facebook.com/vanderbilt
http://www.twitter.com/vanderbiltu

http://www.youtube.com/user/vanderbilthealth
http://www.facebook.com/pages/Vanderbilt-Health/99104920858?ref=nf
http://www.twitter.com/VUMCHealth

All of these top-level profiles use the same treatment of the Vanderbilt "V" or Medical Center logo to communicate to fans, followers and viewers that content found in these locations is official Vanderbilt information.

In addition to the sites mentioned above, many Vanderbilt departments and programs have launched official social media presences, similarly branded to communicate that the information they are communicating is official and reliable.

The university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact the Office of University Web Communications for assistance in customizing those icons.

Important Policies: Read These First

Social media usage at Vanderbilt is governed by the same policies that govern all other electronic communications. Read the policies below before engaging in any social media campaign as part of your official duties at Vanderbilt and if you use social media for personal purposes.

Advertising on behalf of external vendors is prohibited on Vanderbilt Web sites and social media presences (with the exception of Vanderbilt Athletics, through their media rights provider ISP).

Electronic Communications and Information Resources Policy (#HR-025)

Acceptable Use Policy

Conflict of Interest Policy

Vanderbilt University Medical Center Social Media Policy and Guidelines: Vanderbilt University Medical Center faculty and staff must also read and follow this policy and these guidelines before creating a social media presence in which they engage in online discourse and identify themselves with VUMC.

Social media site policies: All social media sites have policies about how they will or will not use your content, what is and is not allowed, etc. Be sure to familiarize yourself with these policies before you launch your site.

If you have any questions about social media best practices, or need guidance when problems or issues of concern arise, contact University Web Communications at (615) 322-2707 or www@vanderbilt.edu. We are available to assist you with any social media concern, large or small.

Getting Started

1. **Secure the approval of your department head or manager.**
   If you wish to create a social media page or profile for your department, secure the approval of your senior manager.

   VUMC employees must submit their proposal to VUMC Marketing, School of Medicine and / or the School of Nursing communication departments.

2. **Define your goals.**
   Before jumping in to social media for your department, program or office, spend time determining what you want to accomplish. Understanding this will help you choose the appropriate tool or tools, create relevant content and understand what is the best way to reach your target audience.

3. **Identify a coordinator.**
   Determine who will be the primary person responsible for updating and monitoring your site. Ensure they have the time to check in on the site at least once a day. This does not need to take up a significant amount of time, but successful social media sites are updated frequently, enable easy engagement with viewers and adjust in response to timely events and problems. Assign and train a backup for this person.

4. **Create a strategy.**
   The more work you do on the front end, the more likely you are to create a successful social media presence. Define what you hope to accomplish, with whom you wish to engage, and what content you wish to share first, and then begin exploring social media tools. Use the worksheet found in Appendix A to create your social media strategy.

5. **Listen.**
   All social media platforms have their own standards, styles and expectations. By becoming a consumer of social media well before you become a producer, you will learn how these communities work, what content is of most interest, what other organizations are talking about your topic, etc. Spending a good amount of time on this step will help you better plan what unique contribution your voice can have.

6. **Choose your tool.**
   After listening, you may find the short, 140-character bursts of Twitter are a good fit for your goals. Or you may have photos, videos and a well-developed community that would be best shared via a Facebook fan page. Do not try to do it all at once – choose a tool that best meets your goals and focus on building a strong presence.

7. **Name yourself.**
   Create a profile name that clearly and concisely identifies your program and its Vanderbilt affiliation. Do not identify yourself simply as "Vanderbilt," as that implies

you are speaking for the entire institution.

8. **Experiment.**
Build out your blog, Twitter stream, Flickr profile, Facebook page or whatever you choose and spend time populating it for several weeks, sharing it with a small group who can provide comments. Have the site up and running well before you plan to launch it so you can become comfortable with maintaining it.

9. **Launch.**
You're ready to communicate! Use traditional means, such as email lists and notices on your Web site, to notify your potential audiences that you have a social media presence. Also, notify others with social media presences and similar interests that your site is live – one of the best ways to do this is by linking to these sites from yours and mentioning them in your posts. Include easy-to-find links to your social media presence on your Web site.

10. **Adjust.**
Once your site is up and running, you will find some content is popular, some is ignored, and some is just plain cumbersome. All social media tools come with easy-to-use tracking tools, so you can see which posts are viewed and shared most, which generate comments, etc. Be prepared to re-align your strategy in response to who is viewing your site and how they are doing so.

Tell Us About It!
Vanderbilt has a broad audience of students, faculty, staff, parents, alumni, sports fans and more keeping in touch with the university via social media. Let us know what you are doing so we can help expand your reach by sharing it with these individuals, and also to make sure we are aware of the news and developments your are sharing with your audiences. We can all learn from each other, but it's easy to slip into a vacuum when working on your own.

For university staff, email your link to University Web Communications at www@vanderbilt.edu when you launch your site (or if you're already up and running).

Best Practices for a Successful Social Media Presence

Be respectful.
Anything you post in your role as a Vanderbilt employee reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with naysayers on your site.

Be transparent.
Make it clear that you are blogging / tweeting / Facebooking, etc. in your role as a staff member for Vanderbilt. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions such as Vanderbilt. Use your own "voice." Do not ghostwrite posts for supervisors.

Listen.
Being a consumer of social media is essential to your ability to be a successful producer of social media content. "Listen" to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

Be active.
Social media presences require diligent care and feeding. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media at this time. Your site is only as interesting as your last post – if that post is several months old, visitors will consider it mothballed.

Be timely.
One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

Remember, everything you do online can and will live forever.
Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally. Don't post anything online you wouldn't feel comfortable seeing on the front page of the newspaper, or on the CNN Web site.

Comment.
As a consumer as well as a producer of social media, offer comments on interesting posts and share the good work of others using your sites. Social media is not (only) about sharing your news and success, it's about sharing information that is of interest to your readers and viewers.

When commenting as part of your job, be sure to indicate who you are and your affiliation with Vanderbilt. If you see a post that you think requires or would benefit from an official Vanderbilt response, please contact the News Service (university) at (615) 322-2706 or News and Communications (Medical Center) at (615) 322-4747.

Accept and monitor comments.
A social media site without comments isn't very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

Separate personal from professional.
Balancing your professional and personal social media presences can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends is most likely not appropriate or of interest to your department's "friends." Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.

Be a valued community member.
Don't just talk about your program or department – share the best information you find from trusted sources outside of Vanderbilt. This will increase the value of your site and also will ensure you are a valued member of the community and are not just tooting your own horn.

Don't cyberslack.
Endless amounts of time can be spent, and wasted, on social media sites. Limit the amount of time you spend attending to your department's social media presence to what is needed to post content, evaluate traffic data, review related sites, and monitor comments. Limit your personal use of these sites while at work as directed by your department's guidelines.

Contacts and Resources

University Web Communications
(615) 322-2706
www@vanderbilt.edu
http://www.vanderbilt.edu/publicaffairs/webcomm/

To request permission to use the Vanderbilt brand:
Office of Trademark Licensing
(615) 343-7292
maggie.huckaba@vanderbilt.edu
maryann.daniel-kazuba@vanderbilt.edu

Medical Center Marketing
(615) 936-0301

VUMC Social Media Tool Kit
http://www.mc.vanderbilt.edu/root/vumc.php?site=socialmediatoolkit

Medical Center News and Communications
(615) 322-4747
http://www.mc.vanderbilt.edu/root/vumc.php?site=npa&doc=1829

Appendix A: Social Media Strategy Worksheet

1. **Team:** Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. <u>List the team members.</u>

2. **Primary Goals:** Are you trying to communicate a campaign, generally promote your department, communicate with alumni? <u>Define your goal for your social media presence.</u>

3. **Measuring Success:** Determine how you will measure the success, or lack of success, of your site. Increased traffic to your Web site? Better communication with prospective students? A new network of colleagues? <u>List how you plan to measure the site's success, and the tools you'll use to track that success.</u>

4. **Audiences:** Identifying your audiences will help you tailor your content and also choose the right tool. <u>List your primary audiences.</u>

5. **Current Conversation:** This is when the listening begins. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? <u>List the topics, people and sites that are leading the conversations that are relevant to you.</u>

6. **Content:** Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? <u>List the content you will be sharing via social media.</u>

7. **Name and Design:** <u>Identify a simple and descriptive name for your profile that clearly identifies your affiliation with Vanderbilt.</u>

   The university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact the Office of University Web Communications for assistance in customizing those icons.

   <u>Contact the Office of Trademark Licensing if you wish to use some form of the Vanderbilt brand or need guidance on your own brand.</u>

8. **Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. <u>Define your timeline.</u>

Appendix B: How to set up a Facebook fan page for a department or program

A Facebook fan page can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, faculty, staff, alumni and the community, and create a forum for conversation and discussion.

Facebook Fan Page vs. Facebook Group
It's usually better to create a fan page rather than a group for your department or program. The chart, below, compares the features offered by fan pages and by groups.

Feature	Fan Page	Group
Allows distinct URLs	Yes	No
Indexed by search engines like Google	Yes	No
Admin can access visitor statistics	Yes	No
Discussion features and forums	Yes	Yes
Can be cross-promoted on other fan pages	Yes	Yes
Ability to create events and invitations	Yes	Yes
Twitter or blog feeds	Yes	No
Visible to unregistered people	Yes	No
Fans can leave comments and "likes"	Yes	No
Can send out bulk emails to your members' in boxes	No	Yes
Information posted on your wall will appear on your fans' walls	Yes	No
The administrator's personal information isn't listed	Yes	No

How to create a Facebook Fan Page:
1. To set up a Facebook fan page for your Vanderbilt department or program, first secure the approval of your department chair or program manager. Unlike on your personal Facebook page, on this page you will be speaking for the university. Include a statement on the page that states you reserve the right to remove any inappropriate content. Medical Center programs must follow additional guidelines; discuss with your supervisor before proceeding.

2. The university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact the Office of University Web Communications for assistance in customizing those icons. If you do not wish to use these icons and wish to use the Vanderbilt logo or any variation of it, contact Maggie Huckaba in the Office of Trademark Licensing at 3-7292 or Maggie.huckaba@vanderbilt.edu.

3. To create a fan page, you'll need to have a Facebook account. You can set up this account with your personal Vanderbilt email account (fan pages keep your personal account information private) or you can set up the account with a VUgroupmail account (like, say, mydepartment@vanderbilt.edu). Go to www.facebook.com and fill out the form on the homepage to set up a new account.

4. Once you've set up your Facebook account, go to www.facebook.com and log in with your user name and password.
5. Then go to www.facebook.com/pages/create.php

6. You may want to use the category "Local > Education" or you may prefer to use "Brand, Product or Organization > Nonprofit."

7. For "Name of Page," choose something that will clearly identify your organization.

8. Then click on the "Create Page" button.

9. Now you're ready to start adding items to your fan page. Here are some ideas to help you build your Fan Page:
   • Avoid sending too many updates to your fans.
   • Highlight new Facebook features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.
   • Mention when your Web site is updated, whether it's new photos, an upcoming event, etc.
   • Add links to drive traffic to your department or organization's Web site.
   • Favorite other Facebook pages that have topics similar to your Facebook page.
   • Monitor comments on your Facebook wall daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs. However, do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.
   • Ask staff and co-workers to "Share" or "Post" to your Facebook page. Ensure their comments also follow the guidelines above for professional university communications.
   • Include a link to your Facebook page in your e-mail signature.
   • Include your social media information in promotional materials.

Appendix C: How to Set Up a flickr Account for a Department or Program

A flickr account can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, faculty, staff, alumni and the community, and create a forum for conversation and discussion. This document provides information on how to get started as well as guidelines on do's and don'ts for official Vanderbilt flickr accounts.

A **paid flickr account is $24.95** a year and provides unlimited storage, sets, galleries, collections, uploading, etc; access to your original high-res photos; statistics on your photos; and HD playback for any high definition videos that you post.

	FREE Flickr Account	**PRO Flickr Account ($24.95 / year)**
Monthly Photo Upload Limit	100 MB	Unlimited
Maximum Individual Photo Size	10MB	20MB
Monthly Video Upload Limit	2 videos	Unlimited
Maximum Video File Size	150MB	500MB
Photostream visible	200 most recent images	Unlimited
Group Pool posts per photo	10 group pools	60 group pools
Original High-Res Photo Availability	No	Unlimited
HD Video	No	Yes
Replace a photo		Yes
Statistics		View count and referrer data available

Before you create a new flickr account:

- Confirm that there isn't already a flickr account in use by your department.

- Secure the approval of your department chair or program manager. Keep in mind that the page will become an official communication piece of the university, and as such should follow all guidelines regarding professionalism, confidentiality and decorum applied to any such communication. Unlike with your personal flickr account, with this account you will be speaking for the university. Medical Center programs must follow additional guidelines; discuss with your supervisor before proceeding.

- The university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact the Office of University Web Communications for assistance in customizing those icons. If you do not wish to use these icons and wish to use the Vanderbilt logo or any variation of it, contact Maggie Huckaba in the Office of Trademark Licensing at 3-

7292 or Maggie.huckaba@vanderbilt.edu.

Creating a flickr account:

10. To start the process … go to ***www.flickr.com*** and click on the button that stays CREATE YOUR ACCOUNT.

    • **Flickr requires a Yahoo! ID**. It is advised to setup the alternate email for your Yahoo! ID using a **VUgroupmail account** (like, say, *mydepartment@vanderbilt.edu*). If personnel changes – the Vanderbilt department or program will always have access to the account.

11. Once you've set up your flickr account, go to *www.flickr.com* and log in with your user name and password.

12. For the screenname of your account, choose something that will **clearly** identify your organization. This is what will display at the top of the page when visitors go to your flickr page.

13. Now you're ready to start adding photos to your flickr account. Here are some ideas to help you get started:

    • Avoid uploading TOO many photos. Try not to upload photos that are extremely similar. For any given event / album – only upload the BEST photos.

    • Tag and organize your photos … create sets and collections. If you tag and organize photos as you upload them … it makes maintenance so much easier.

    • Include a link to your flickr page on your Web site – or better yet include a badge that displays your most recently posted photos (build your badge here *www.flickr.com/badge.gne*). Anytime you post a new photo, it will automatically show up on your Web site!

    • Link your flickr account to your facebook and twitter accounts … or post a new message or tweet anytime you've posted a new album.

    • Monitor comments on your flickr page daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs, but be prepared for critical comments. Do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.

    • Include a link to your flickr in your e-mail signature

    • Include your flickr page in promotional materials.

Appendix D: How to Create a Twitter Profile for your Department or Program

With its 140-character updates, Twitter is a great way to get timely information out to your audiences. More importantly, with 75 millions users, its an excellent way to engage with and hear from those with similar interests.

Creating a Twitter account:

1. Go to http://www.twitter.com and click on "Sign up now."

2. For "Name," give the name of your department or program.

   Next, choose your Username – this will become part of your Twitter address and also will be how you are identified when tweeting and responding to tweets. Choose a username that clearly identifies your department or program. Examples: VanderbiltEnglish; VanderbiltEngineering, etc.

   For email, use a group mailbox that several members of your department or program can check if possible, rather than your personal email address.

3. Next, click "Settings" and fill out that information. Under the one-line bio, include brief descriptive text about your department or program, and a link to your Web site.

4. For picture, the university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact the Office of University Web Communications for assistance in customizing those icons. If you do not wish to use these icons and wish to use the Vanderbilt logo or any variation of it, contact Maggie Huckaba in the Office of Trademark Licensing at 3-7292 or Maggie.huckaba@vanderbilt.edu.

5. Before you start tweeting, build the list of those you will be following. Seek out other Vanderbilt accounts, other accounts for people and programs in your field, and others who are tweeting about keywords that are relevant to your interests. Read, retweet and respond to these tweets to begin building your online network.

6. Start tweeting! Remember, Twitter is a conversation, not a megaphone. Use yours not only to share interesting news and information about your program, but to share news from other sources, to respond to and ask questions and to get to know your audiences better.

7. Consider using an app. There are many free online applications that make updating and monitoring your Twitter presence much easier. Check out TweetDeck, Tweetie, HootSuite for starters.

8. There are some standards actions / conventions in Twitter with which you should become familiar.
   - Reply – Reply to someone else's tweet. Your reply will also show up on your Twitter.
   - Retweet – One of the best ways to engage with the community on Twitter. Retweeting means you are sharing someone else's tweet on your Twitter. A retweet is formatted by adding RT in front of the @ sign and the other person's user name, followed by the original content of their tweet. Example: RT @barcablog: national media reacts to Vandy's win - http://vucommodores.blogspot.com/2010/01/national-media-reacts-to-vus-win.html
   - URL shortener: URL shorteners are free online services that take a long URL and reduce it to just a few characters – and are highly important when you're limited to just 140 characters. Examples are bit.ly and ow.ly and tinyurl.
   - Hashtags: Hashtags are keywords added to a post prefaced by the # symbol. Readers can click on or search for hashtag terms to read tweets just about that topic.

Appendix E: Wikipedia Best Practices

Wikipedia is increasingly used as the go-to information source on any given topic. Content is generated and moderated entirely by the Wikipedia community. Though individuals and organizations are often interested in ensuring they are represented in Wikipedia, self-written profiles are expressly discouraged by Wikipedia and should be avoided. The best practices below offer guidelines for participating in Wikipedia.

- Self-written / ghost written profiles discouraged / prohibited.

- Original research prohibited – all information on Wikipedia must be cited.

- "Talk pages" are appropriate places to suggest material / new articles that may reference you, your work or your department.

- Only edit content about yourself or your department when it is obviously vandalism, out-of-date, or a typo.

- If you must post an article about yourself, keep it entirely neutral and ensure all information is verified elsewhere (on your department's Web site, on your personal Web site, professional organizations' sites, etc.) Understand that once you post such a profile you lose control over it – you cannot take it down and others *will* edit it. A better approach is to make a proposal that an article be written about you on a talk page within your area of expertise, provide the relevant content, and let the Wikipedia community take it on.

- "Neutral point of view" is a founding and guiding principle of Wikipedia. Any content provided by public relations / marketing offices should be straight facts only, with appropriate citations.

- To participate in Wikipedia, consider authoring or editing a Wikipedia entry for your research area. Link it back to Vanderbilt, but also link it to other relevant sites.

Appendix F: Information on YouTube

YouTube is a popular way to reach large audiences with your videos. Vanderbilt strongly discourages individual campus offices (schools, departments, student groups, etc.) from setting up their own YouTube channels. We instead encourage offices to use the official Vanderbilt YouTube channel. The benefit to the offices is accessing a much larger audience than they would on their own channel, and the benefit to the viewer is they are then linked in with all of the content VU has to offer on YouTube.

For information about VUMC's YouTube presence, please see their Social Media Toolkit.

Getting started with YouTube:

1. First, if your office does not already have a directory on the streaming server, go to the ITS Media Services page, scroll down to Streaming Content Storage, and fill out the form to request space.
2. Once your account on the streaming server has been established, contact Beth Fox in University Web Communications. She manages the Vanderbilt YouTube channel and will walk you through the next steps of getting your content on to YouTube.