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EFFECTIVELY IMPLEMENTING YOUR SOCIAL MEDIA POLICY

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LEARNING OUTCOME


After participating...

...you will be able to more effectively implement and manage the social media policy at your institution.


AGENDA

- Review of Essential Elements of a Social Media Policy
- Training of Your Policy
- Policy Deployment and Implementation
- Ensuring Compliance



 **POLL**

Do you have a social media policy?



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REVIEW OF ESSENTIAL ELEMENTS OF A SOCIAL MEDIA POLICY



TYPES OF POLICIES

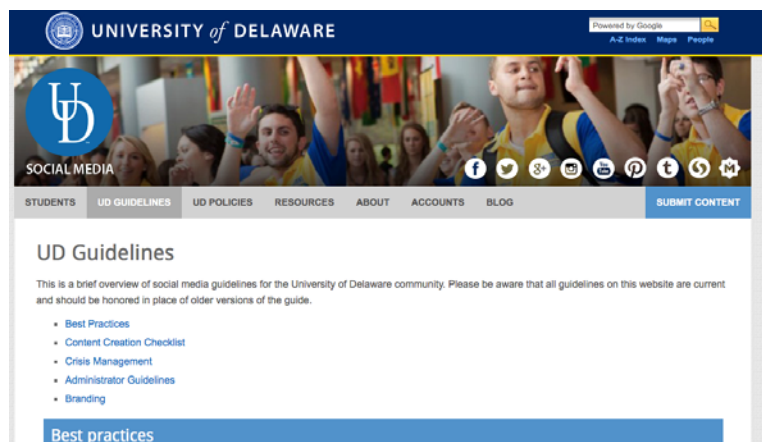
1. Best practices
 - Overarching
 - Platform specific
2. Community rules
3. Legal policies
 - Users
 - Employees/account administrators



BEST PRACTICES




CREATE BEST PRACTICES



ELEMENTS OF A SOCIAL MEDIA GUIDE

AUDIENCE	STRATEGY
<ul style="list-style-type: none">Account administrators<ul style="list-style-type: none">Students, employees, alumni, volunteers	<ul style="list-style-type: none">StructureBrandingPolicies
PURPOSE	PROCESS
<ul style="list-style-type: none">Provide university-specific best practices<ul style="list-style-type: none">ContentEngagementMonitoring	<ul style="list-style-type: none">New accounts and platformsTroubleshootingRevising policies


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COMMUNITY RULES

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COMMUNITY RULES

- INSTITUTION**
 - Responsible for upholding brand and building loyalty to empower followers
- AUDIENCE**
 - Knows the expectations as a social media follower of your organization
- BRAND ADVOCATES**
 - Unprompted, monitor the community and go to bat for the institution without hesitation due to brand loyalty
- OFFENDERS**
 - Quickly are overpowered by brand advocates who want to preserve the community



POLICIES



UD'S SHARING POLICY

General Information

UD Social Media Sharing Policy

- Anything posted on the UD official social media sites—by the administrator or followers—should be in good taste and appropriate for all audiences.
 - Photos, comments, videos and stories shared on social media by users may be reused by the University of Delaware on other platforms.
 - UD reserves the right to delete comments that are deemed by the page administrators as inappropriate. These comments include but are not limited to political endorsements or banter; outside links; mudslinging or defamation; advertisements and promotions of any sort; or SPAM.
 - UD's student policy on Responsible Computing (<http://bit.ly/h4U2JU>) as well as the Policy for Responsible Computing at the University of Delaware (<http://bit.ly/fZrClq>) apply.
- Email socialmedia@udel.edu with any questions.



CHAT

What are the differences
in freedom of speech for
faculty, staff and students?



CONSIDER: "FREEDOM OF SPEECH"



Staff



Faculty



Students

SOCIAL MEDIA POLICIES

USERS

- Anyone who engages with the brand
- Employees' personal use
- Job-related social media managers

BRAND MANAGEMENT

- Trademark and licensing
- Tracking and reporting "illegal" accounts with brand infringement

OWNERSHIP

- Account owner
- Content owner
- Copyright
- Content sharing/credit to source

COMPLIANCE

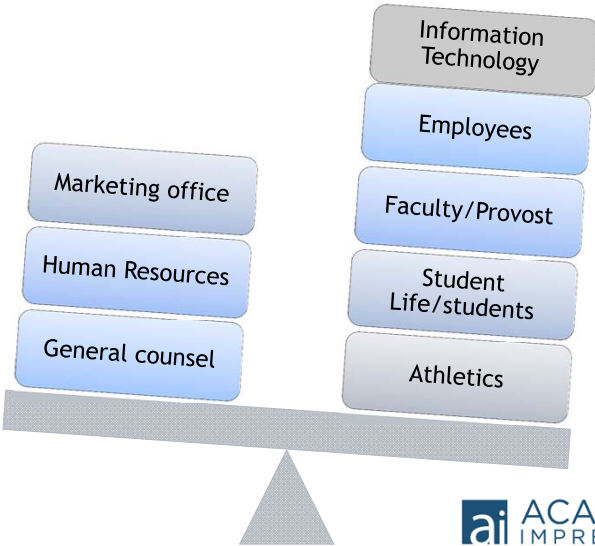
- FERPA
- NCAA
- HIPPA
- IP/Research
- Minors in photos

TALK TO THE MARKETING, LEGAL, AND HR LEADS



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Developing policy **Reviewing policy**



Developing policy	Reviewing policy
Marketing office	Information Technology
Human Resources	Employees
General counsel	Faculty/Provost
	Student Life/students
	Athletics

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TRAINING OF YOUR POLICY



■ REQUIRE TRAINING



■ TRAIN STAFF
ACROSS UNITS



■ PRE-TRAINING
CHECKLIST

- Establish list of all social media accounts
 - Identify manager of each
 - If possible, identify the unit head
- Review each account for policy compliance, e.g. branding, documented ownership, best practices
- Group accounts according to compliance
 - Good: Already adhering to 80%+ of rules
 - Okay: Clearly trying but only at 50%
 - Bad: Violations across the board


TRAINING PREVIEW



- Host a campus-wide meeting for all social media managers
 - Provide overview of institution's social media strategy, structure and policies

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GOVERNANCE OVERVIEW



Structure and procedures

Best practices

Community rules

Policies

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■ TRAINING
PREVIEW...
(CONTINUED)



- Host campus-wide meeting for all social media managers
 - Provide overview of institution's social media strategy, structure and policies
 - Use examples from (good) accounts adhering to policies
 - Discuss training plan and why



■ TRAINING
PREVIEW...
(CONTINUED)



- Host campus-wide meeting for all social media managers
 - Provide overview of institution's social media strategy, structure and policies
 - Use examples from (good) accounts adhering to policies
 - Discuss training plan and why
- Establish regular meetings to outline new platforms, changes to strategy, policies, governance, etc.



TYPES OF TRAINING

CONSIDER OFFERING ARRAY OF POLICY-DRIVEN TRAININGS THAT BUILD UPON EACH OTHER:

- Account management
 - Overview of the policies for those representing your institution
- Best practices and policies
 - Change as needed, details of rules and new platform considerations
- Crisis management
 - Prepare the front line folks for 'battle'
- Ongoing coaching/collaborating with leading units



TRAINING SET-UP




- Keep it short
 - 90-minutes
- Make it interactive
 - In a computer lab/BYOD
- Empower employees
 - Provide tangible takeaways




**TRAINING
SCENARIOS**


WORK THROUGH REAL-LIFE CASE STUDIES

- Treat as a tabletop exercise
- Provide a prompt (real or fictitious)
 - Require timed responses
 - “Defend your tweet” forum



 **CHAT**


**What types of scenarios
could you work through?**



**■ TRAINING
SCENARIOS**


IDEAS FOR TYPES OF SCENARIOS FOR TRAINING

- Defamatory comments by users
- Profane comments by followers
- False information on official account
- Extreme weather
 - Planned
 - Last-minute
- Customer service issues, e.g. billing
- Facilities issue/building closed
- Active shooter

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**■ TRAINING
SCENARIOS**

- Work through real-life case studies
 - Treat as a tabletop exercise
 - Provide a prompt (real or fictitious)
 - Require timed responses
 - “Defend your tweet” forum
- Facilitate discussion about process, protocols and policies
 - Reinforces through hands-on experience
 - Builds relationships with other social media admins on-campus

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SAMPLE CLASS AGENDA

- Overview of approved social platforms
- Small group case study
 - Provide scenario and teams respond
- Risks and legal considerations
- Process for setting and reviewing policies
- Sample policy development
 - As individuals, have them try to draft a policy for a social platform
- Open discussion
 - Highlights of current policies
 - New platforms and considerations



RESOURCE

Ernst and Young: “Social Media Strategy, Policy and Governance”

[http://www.ey.com/Publication/vwLUAssets/Social_media_strategy_policy_and_governance/\\$File/Social_media_strategy_policy_governance.pdf](http://www.ey.com/Publication/vwLUAssets/Social_media_strategy_policy_and_governance/$File/Social_media_strategy_policy_governance.pdf)





RESOURCE

Social Media Law Blog

<http://www.delawareemploymentlawblog.com>



TRAINING RECAP

SECURE SUPPORT

- Senior leaders
- HR

EVALUATE

- Take inventory of all accounts
- Document for accountability

GET TOGETHER

- Merge the virtual and physical
- Avoid singling out

REAL-LIFE SCENARIOS

- Learn by doing
- Build contacts



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POLICY DEPLOYMENT AND IMPLEMENTATION



GOVERNANCE COMMITTEE

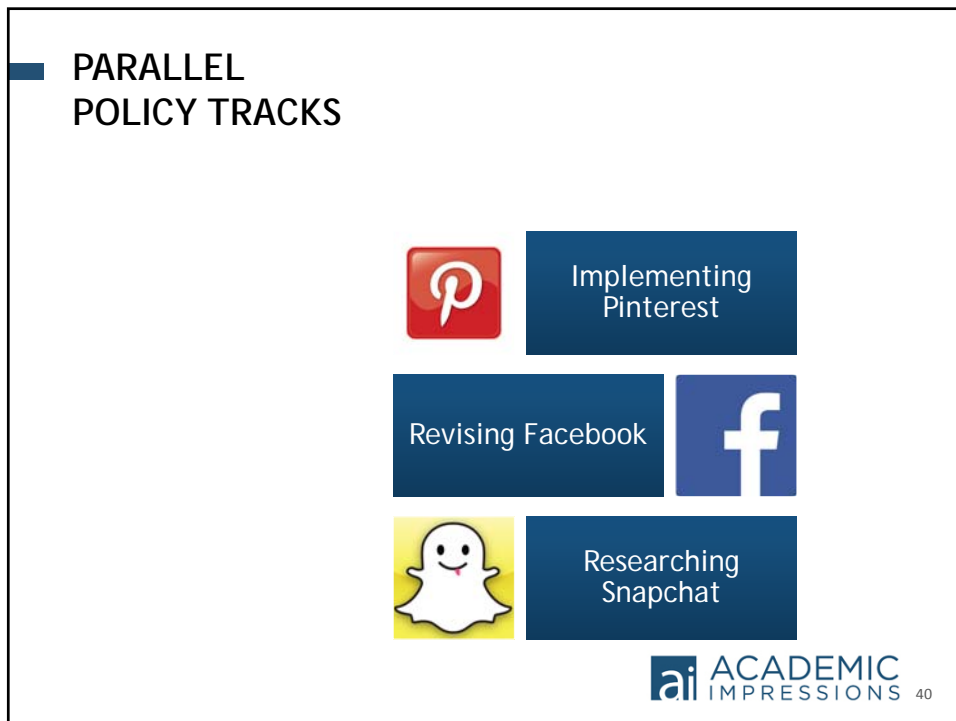
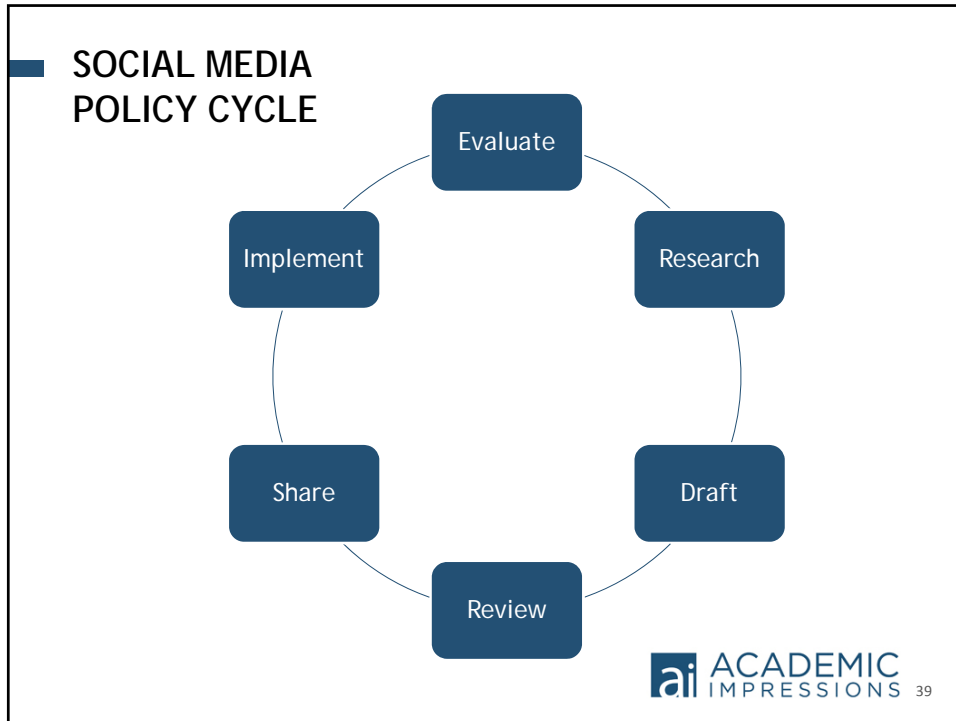


FORM A COMMITTEE

Marketing Office (Chairs)

- Admissions
- Student Life
- Information Technologies
- Human Resources
- Athletics
- Alumni & Development
- Academic representative
- Faculty member
- Student





SOCIAL CHANGES



CHANGE MANAGEMENT

PROACTIVE

- Strategically adding new social networks with policies
- Reviewing, planning for platform changes
- Notifying, training social media admins

REACTIVE

CHANGE MANAGEMENT

PROACTIVE

- Strategically adding new social networks with policies
- Reviewing, planning for platform changes
- Notifying, training social media admins

REACTIVE

- Managing real-time incidents
- Adapting policies - and providing notification
- Making strategy decisions based on policy changes or vice versa

STEPS FOR ROLLOUT



1. Hold meetings with stakeholders

STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
 - Governance committee
 - Senior leaders, HR, legal

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STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space

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STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
 - Display all guidelines
 - Best practices
 - Community rules
 - Policies
 - Host all processes
 - New account set up
 - Content submission
 - Crisis protocols
 - Video library

STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media managers together

STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media managers together
 - Provide forum for discussion with “why” from stakeholders
 - Showcase benefits of collaboration, knowledge
 - Offer incentive for compliance

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STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media manager together
4. Ongoing: Showcase good examples

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STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media manager together
4. Ongoing: Showcase good examples
 - Have account admins blog about their own success
 - Push content to industry press
 - Acknowledge at campus meetings

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STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media manager together
4. Ongoing: Showcase good examples
5. Ongoing: Invite feedback

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STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media managers together
4. Ongoing: Showcase good examples
5. Ongoing: Invite feedback
 - Hold regular campus meetings (2-4/year)
 - Use online forum to stay connected in between meetings

STEPS FOR ROLLOUT



1. Hold meetings with stakeholders
2. Set up a virtual space
3. Pull all social media managers together
4. Ongoing: Showcase good examples
5. Ongoing: Invite feedback

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ENSURING COMPLIANCE



SOCIAL MEDIA POLICE




Enforcement is a necessary evil.



■ **BE CLEAR,
PROACTIVE**


- Spell out all policies in one place
- Educate employees on all rules, processes
- Provide trainings and resources to empower social media managers



■ **BE CLEAR,
PROACTIVE**

- Spell out all policies in one place
- Educate employees on all rules, processes
- Provide trainings and resources to empower social media managers

...Keep them accountable





POLICY VIOLATIONS

DOCUMENTATION IS KEY

Keep shared, digital files for your governance committee to access, including:

- Official account lists with contact info
 - Ideally, signed document acknowledging & ensuring compliance with policies & onus to reference website regularly for changes
- Screen grabs and logs of all violations
 - How to handle offenses can vary, depending upon your institution's policies

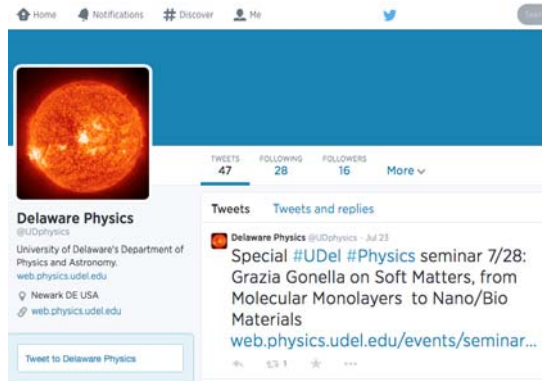
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 **ACTIVITY**

How would you handle this?

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EXAMPLE 1: ACCOUNT CREATION



New account started without approval



EXAMPLE 2: BRANDING



Unofficial account violating trademarks



■ **EXAMPLE 3:
FREEDOM
OF SPEECH**



StUDentEvents StUDent Events

Stop by the UD Haven TUC Kiosk from 12:30-2:30 and find out why they are protesting Chick-Fil-A!

8 Mar

Staff violation of
“freedom of speech”



■ **EXAMPLE 4:
POOR CONTENT**

- Scenario: Tweet sent from official, well-followed UD account during the Olympics about “hijacking a plane” to Sochi
- Fallout: Followers were livid
 - Community rules played out



■ **EXAMPLE 4:
POOR CONTENT**

- Scenario: Tweet sent from official, well-followed UD account during the Olympics about “hijacking a plane” to Sochi
- Fallout: Followers were livid
 - Community rules played out
- Result:
 - Public apology
 - Tweet deleted
 - Employee reprimanded
 - Unit hiring new social media position, rather than assigning an employee



TAKEAWAYS

- Take inventory
- Establish a governing body on-campus
- Set up your structure, process and policies
- Secure support of senior leaders, HR, legal
- Build dialogue with all account admins
- Require training, if possible
- Build hands-on training for institution-specific needs, challenges, likely crises
- Make all documents, policies readily available
- Establish protocols for compliance, enforcement





QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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