

FISK UNIVERSITY

SOCIAL MEDIA GUIDELINES

2022 EDITION

SOCIAL MEDIA

GUIDELINES

These guidelines serve as a general best practice reference for administrators that represent various social media accounts associated with Fisk University and were developed by the Marketing and Communications office, which oversees the University's official social media presence. The purpose is to ensure social media channels represent the University in an appropriate, authentic, safe, and genuine manner while upholding institutional core values.

University Social Media accounts must be created and registered in coordination the Marketing and Communications department. An account administrator, preferably a member of the professional staff, must be designated by the University unit responsible for each Social Media account, and the name of that administrator must be provided to the Office of Marketing and Communications, who shall have the final say on all university social media accounts. The responsibilities of account administrators are set forth here.

All aspects of account and site management, including responsibility for monitoring the site and its content, reside with the unit responsible for the account and site. Account administrators are responsible for ensuring that the site is compliant with University policies and are responsible for removing from the site any comments or other material deemed inflammatory, vulgar, or otherwise inappropriate. Marketing and Communications retains the authority of usernames and passwords and all rights to deactivate any University unit account that violates this policy.

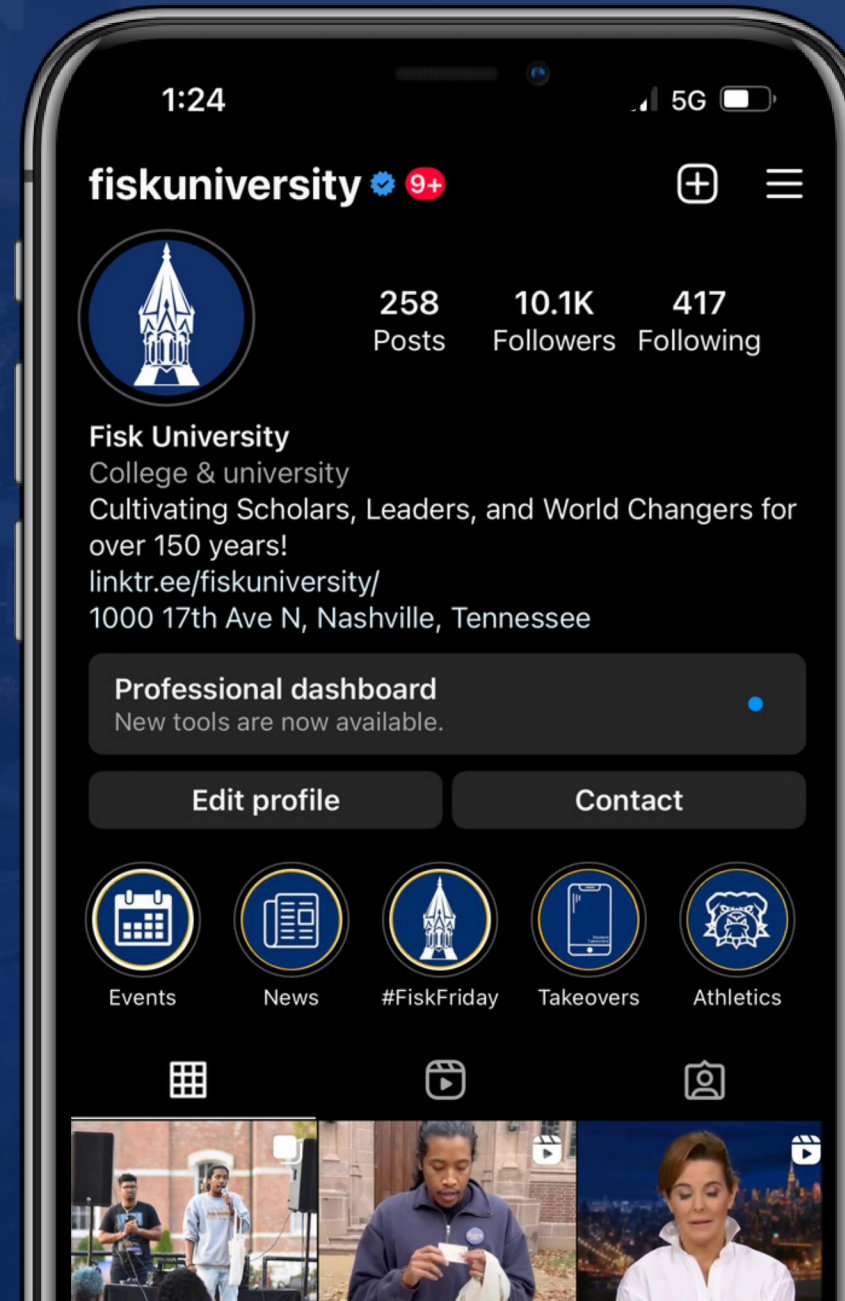
OFFICIAL

SOCIAL MEDIA ACCOUNTS

The University's official social media accounts, @FiskUnversity and @Fisk1866, has a presence on several prominent platforms (Instagram, Twitter, Facebook, LinkedIn, and TikTok). These will change as the social media landscape evolves. Each channel has its own rules of engagement, functions, formats, and communities. Understanding these nuances is essential to maintaining a consistent voice across channels.

Only the Information shared via the University's official social media accounts can be received as true, authentic and creditable.

Instagram



Twitter



ACCOUNT ADMINISTRATOR

RESPONSIBILITIES

- **Account administrators serve as the first responders to their unique audience through social media. While department news and event information are a top communication priority, Admins are also encouraged to:**
- Create accounts with your fisk.edu email address. If you are setting up social media accounts on behalf of your department then be sure to add your shared departmental fisk.edu address as an administrator. This will ensure a successful transfer of administrative power if and when you no longer are responsible for updating the account.
- Protect Fisk's name and brand marks. Fisk brand marks cannot be modified or used for personal endorsements, and the trademarked Fisk name cannot be used to promote a product, business, cause, political party or candidate.
- Remain professional and in good taste, and protect Fisk's institutional voice. As a representative of Fisk University, avoid pranks and postings that could be misinterpreted. Ask your supervisor or the Marketing and Communications department if you are unsure.

ACCOUNT ADMINISTRATOR RESPONSIBILITIES

- Respect others. Social media sites are designed for two-way communication, and content contributed to a social media site may encourage comments or discussion of opposing ideas. As an administrator, you can and should respond when relevant, but consider how your response may reflect on you, your department and the University. If you are unsure about posting something or responding to a comment, ask your supervisor. You may remove comments libelous or offensive by standards of the Fisk community, but do not censor posts with which you personally disagree. Also, avoid criticizing other people and institutions. Doing so may alienate you from your audience, reflect poorly on Fisk or escalate into a conflict.
- Connect thoughtfully. Connecting to other social media members and sites builds credibility and community but could also give the unintended impression that your site endorses a certain cause, group or person. Consider carefully whom you “friend,” “follow,” link to or allow into your site and to what extent you will allow comments. Help the Fisk community stay connected by linking back to the Fisk homepage and other Fisk University social media sites. When possible, link to a Fisk University news source instead of an outside source.

SOCIAL MEDIA CRISIS

COMMUNICATION

- **In the case of an emergency or University-wide crisis the first social media source of information will be the official social media channels maintained by the Marketing and Communication department. Communication should follow a two-step flow approach:**
- The Department of Marketing and Communications releases an official statement on social media channels primarily (Facebook, Twitter, Instagram), which will always lead with “Official Statement:
- Admins should then disseminate office information either by reposting, retweeting, or re-circulating across their social media channels. ****Please refrain from editing any official statement from the University. Admins should make every effort to direct inquiries to the University's official social media channels for official updates. During a crisis, answering user inquiries directly is discouraged, a proper response might be: “Please check with the University's main account for further updates and inquiries.”**
- All media inquiries initiated through social media should be directed to the Marketing and Communications department.

STUDENT ORGANIZATION

SOCIAL MEDIA ACCOUNTS

- Any student organizations that wish to be included on the University's official social media directory, should submit social media handles to the Marketing and Communications department. Otherwise these accounts do not need to be approved by the Marketing and Communications department and are not officially governed by these guidelines.
- **Student Organizations are not permitted to use any Fisk University official brand marks under any circumstance.**

