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IT Services
Social Media Guidelines

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Table of Contents

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Social Media Guidelines

Aim: We use social media to deliver messages on behalf of University IT Services to the UAL community. Although each platform is different our messages generally fall into three categories:

- **IT alerts** such as planned maintenances, MI, outages, upgrades, network issues and statuses on services.
- **Promotional** promoting projects, services and initiatives from the department or University, for example MyUAL, BYOD workshop, 150 days campaign, SensusAccess, wireless printing etc.
- **Awareness** content that may be unrelated to IT Services but relates to our audience, which typically covers technology, student life, art, creativity, environmentalism, innovation, pop culture and trends.

Tone: On platforms that are external to the department such as Twitter, Facebook and Vimeo our tone should be informal, engaging and friendly. On departmental facing platforms such as Yammer where our audience is the IT department our tone can be more formal.

Language: Generally try to avoid using over technical terms which will confuse our audience. A list of key terms can be found at the end.

Interactions: Aim to be prompt and informative when responding to users. This means monitoring and checking for "@"mentions, replies, questions and direct messages.

Channels: When creating a new channel please discuss with the whole team and make a decision. Remember to save the username and password in the Comms & Contacts excel sheet.

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Our platforms

Platform	Address
Twitter	https://twitter.com/UAL_IT
Facebook	https://www.facebook.com/ITatUAL/
Yammer	https://www.yammer.com/arts.ac.uk/#/users/1572851509
Vimeo	https://vimeo.com/user57310810

Twitter Guidelines

Overview: Twitter is our most popular platform due to its open and unrestricted nature. The rapid and quick response rate means that users will usually see posts, messages and interactions in real time. This also means that the lifetime of a status is shorter. If you have a message that is long it's best to post the message on FB & paste a link on twitter.

Content: The three aspects to Content Management are:

- **Finding** a list of sites can be found in the resources section. It's also important to be aware of topics trending.
- **Organising** we will save the content we wish to publish in the Social Media Calendar.
  A popular way to highlight or raise the profile of a post is to use a hashtag which is witty/engaging. The hashtag will be followed by content relating to the hashtag. For example:
  #MondayMotivation *a post, article, image which is motivational*
  #TechTuesday *an article/image relating to technology*
  #WearableWednesday *an article/image relating to technology*
- **Scheduling** the recommended site to use is TweetDeck

Interactions: Try to reply to mentions or direct messages (DMs) on the same day or within three working days. We do not tweet outside of the hours of 9am – 5pm and on Saturday and Sunday. We don't usually send initial mentions to users unless they are accounts like @UAL_Libraries or @jiscmi (Jisc Major Incidents).

Images: Use high quality, vibrant (landscape is preferred) images.

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Yammer Guidelines

Overview: Yammer is an internal facing social media used for spreading communication to the department and University. Our primary audience here is IT staff.

Yammer is not that effective in sending out communications as we use more targeted platforms and the levels of usage is very inconsistent among staff. Due to this we only posts content on Yammer on request.

Facebook Guidelines

Overview: Facebook is more exclusive than twitter in that you only see content if you like a page. It's useful because you can write a lot more and link tweets to Facebook posts for more detail.
Content: Finding and organising content is similar to twitter and we can use the same content. Facebook has its own scheduling system.
Visitor posts: Click Notifications to see a full list of mentions.
Images: Please follow guidelines relating to Twitter.

Vimeo Guidelines

Overview: Vimeo is a video sharing platform. The reason for choosing Vimeo is that it gives us direct control over our video content and viewers will not be exposed to adverts. We currently have one Vimeo video embedded on the intranet on our IT Services student landing page.
Content: There are several types of videos that will be produced including instructions, staff profiles, animated content and more. As we begin to work on the different types of videos we will also establish a branding style for each video type.
Engagement: This can be measured by video views, likes, collections and shares.

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Personal accounts

If you are using social media it is important to create a distinction between your personal and professional posts. If you interact with the IT Services social media accounts please maintain a level of professionalism as you are acting as a UAL representative. This means refraining from interacting with the accounts with content or comments that are negative or unrelated to IT Services. If you want to interact with the IT Services social media accounts, think first if your posts will be best suited on your personal account or the IT Services accounts.

Key terms

Term	Meaning
#UALStaff	When addressing UAL staff
#UALStudents	When addressing UAL students
#Workflow	Platform which supports the development, documenting, sharing of ideas & creative practice online.
#O365	Referring to Office365
Critical Incident	Affects several locations, services or key service
Major Incident	Affects more than one service or a key service
Minor Incident	Affects only one location, area or service
Network	A group of connected devices (computers, phones, printers etc.)
Internet	A group of connected networks.
UAL-WiFi	The main Wi-Fi staff and students should be using
MFD	Multi-Functional Device refers to printing stations that can scan, print and photocopy. Found in libraries for students
Maintenance work	Work carried out during a specific time(s) which will cause downtime or intermittent access to a service

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Resources

Website	Address
Tech	List **of sites/sections relating to technology**
Wired	https://www.wired.com/
TechRadar	http://www.techradar.com/
Tech Insider	http://uk.businessinsider.com/tech
The Indendent (Tech)	http://www.independent.co.uk/life-style/gadgets-and-tech
Ted Talks (Tech)	https://www.ted.com/topics/technology
Mic (Tech)	https://mic.com/thefutureisnow#.jiBieZ6gT
Mashable	http://mashable.com/
BBC (Tech)	http://www.bbc.co.uk/news/technology
Art	
Street and More (**SAM**)	http://www.streetandmore.com**/**
Very Nearly Almost	http://verynearlyalmost.com/
London	
Street Art Design (LSD)	http:**//londonstreetartdesign.co.uk/**
Design	
Creative Bloq **(CB)**	http://www.creativebloq.com/
Communication Arts	http://www.commarts.com/
Creative Review	https://www.creativereview.co**.uk/**
It's **Nice That**	http://www.itsnicethat.com/
Form **Fifty Five**	https://formfiftyfive.com/
Colossal	http://www.thisiscolossal.com/
Taxi	http://designtaxi.com/
GOOD Magazine	https://www.good.is/
Fubiz	**http://www.fubiz.net/**
Varoom!	**http://www.varoom-mag.com/**

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Further reading

For more general social media guidelines, please see
[UAL's social media policy](#).

You may also find the following links useful:

- [Social Media Examiner – How to Create Social Media Business Guidelines](#)
- [Chartered Institute of Public Relations - Social Media Best Practice Guide](#)
- [Social Media Governance – Social Media Policy Database](#)