

University of St. Thomas Social Media

The University of St. Thomas, in its commitment to building a responsible and respectful community, has expanded Communications to include social networks. All individuals professionally associated with the University with access to the officially-sanctioned social networks are expected to exhibit honesty, respect and integrity for the rights and property of individuals and organizations within the social structure.

These guidelines may be frequently updated in keeping with the continuous changes made by social networks. Please send suggestions or questions to the Social Media Specialist in the Office of Marketing Communications at Socialmedia@stthom.edu.

University departments and organizations wishing to launch social media accounts should first discuss it with Ronnie Piper at 713-525-3114. Each account must be registered with the Marketing Communications office through an online [social media registration form](#) and must follow the social media guidelines defined on this site.

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Social Media Guidelines

Each department is responsible for the content and activity of its own social media accounts. To be associated with the University, all accounts must promote dialogue between the University and the University community and should not be used for promotional or sales material. All University social media accounts must comply with copyright laws and with the policies of the individual social media websites. Social media accounts are intended to supplement traditional marketing plans, not replace them.

Guidelines

- When creating a social media account, a **departmental** stthom.edu email account should be used to access social media sites rather than an individual UST email account (ie. smithj@stthom.edu) to ensure continued account access regardless of employment status.
- Each department or program should appoint a primary person and backup person to maintain social media accounts and limit the number of authors and administrators.
- A high standard of writing should be maintained despite the electronic form of communication.
- In keeping with the values of UST, please delete any comments or content from social media accounts that includes:
 - Vulgar or offensive language
 - Personal attacks of any nature, including, but not limited to, those targeting ethnic, racial or religious groups
 - Spam or links to erroneous or inappropriate sites
 - Off topic material
 - Advocation of illegal activity
 - Infringement of copyrights or trademarks
 - Personal or sensitive information
 - Any content deemed by the Office of Marketing Communication to be inappropriate or unnecessary for a University website

Social media accounts not registered with the University and found to be in violation of these guidelines will be removed from the website listing.

Note: Please refer to the University's [Acceptable Use Policy](#) for technology resources.

Facebook Guidelines

Facebook is a free social-networking service that allows individuals, groups and organizations to communicate with more than 750 million users worldwide. The University of St. Thomas uses Facebook to communicate with students, faculty, staff, alumni and friends about campus activities and events. The official University Facebook page will be administrated and moderated by the Office of Marketing Communications.

University departments and organizations wishing to create and maintain their own Facebook pages must register their accounts with the University through an online [social media registration form](#) and follow all social media guidelines.

Creating Facebook Events

- Only UST events and UST sponsored events will be posted to the Official UST Facebook page and must be approved by the Office of Marketing Communications.
 - To request that an event be added to the Official UST Facebook, contact the [Social Media Specialist](#) or call 713-525-3114.
- When possible, events should include complete information and be accompanied by an image.

Uploading Photos

- Only photos highlighting the UST community will be uploaded to the Official UST Facebook page and must be approved by the Office of Marketing Communications.
 - To submit a photo Official UST Facebook, contact the [Social Media Specialist](#).
- Tag individuals in the photo and caption each photo when possible.

Facebook Comment Policy

The Office of Marketing Communications reserves the right to delete all content posted to the official UST Facebook page.

Twitter Guidelines

Twitter is a free social-networking website that allows users to send and read 140-character updates. The University of St. Thomas uses Twitter to keep the university community informed of campus activities and events. The official University Twitter page will be administrated and moderated by the Office of Marketing Communications.

Posting Tweets

- All tweets will be made by the Office of Marketing Communications.
- University associates may request a “tweet” to be posted to the UST Twitter account through the Tweet Request Form.
- Tweets content may include:
 - Notification of official UST events that are currently in progress or occurring that day
 - Statistics on UST event results and turnout
 - Official UST event cancellations and rescheduling information
 - Award recognitions and appointments for UST faculty, staff and students
 - Upcoming deadlines for UST applications, scholarships and financial aid
 - Emergency notifications
- All Tweets will be reviewed before and after being posted. All tweets must be coherent and easy to understand.

YouTube Guidelines

YouTube is a free video-sharing website that allows users to upload, view and share video material. The University of St. Thomas uses YouTube to share videos of campus activities, events and promotions with the university community. The official University YouTube account will be administrated and moderated by the Office of Marketing Communications.

To Submit a Video

- All videos must be screened and approved by the Office of Marketing Communications prior to being uploaded.
- The original video source file must be submitted to the [Social Media Specialist](#) in the Office of Marketing Communications. Low quality videos and links to videos on other YouTube accounts and or channels will not be used.
- All videos must be 10 minutes or less in length and no more than 10 GB in size.
- All videos must include a short description and title.
- The following video formats may be used:
 - Windows Media Video (.wmv)
 - .3GP
 - .AVI (Windows)
 - .MOV (Mac)
 - .MP4
 - .MPEG
 - .FLV
 - .SWF
 - .MKV

The Office of Marketing Communications cannot rip or extract videos from DVDs. Please contact Video Services at media@stthom.edu for assistance in formatting videos. Three weeks should be allowed for video processing and uploading.

Marketing Communications Web Video Production Policy

The demand for web video is rapidly increasing. Because the trend will more than likely continue to grow this document is intended to educate people wanting to share their video on the official UST YouTube Video Channel to assist in producing the highest quality video on the web.

Like all promotional materials, videos produced and uploaded by the University of St. Thomas must be of the highest quality to properly represent both the university and the brand. These guidelines are intended to set minimum production quality standards. Videos that do not meet these standards will not be posted to The University of St. Thomas' YouTube Channel.

The purpose of the video should be professional in nature. Ensure that the content is accurate and not ambiguous or misleading. All content in the video should be appropriate for the audience.

Video Quality Guidelines

- Video output should be well lit and should not appear dark on-screen, creating difficulty in seeing the features of the subjects in the video.
- All shots should be clearly focused and well framed. Close-ups should focus attention, not distract the viewer.
- Video output should be stable, not shaky. A tripod should be used whenever possible to reduce "camera shake." If tripod use is not possible, camera shake should be very minimal.
- All titles or other text added to the video must be proofread for accuracy and proper grammar. Misspellings, typos and poor usage are unacceptable and will require recreating the section of the video.
- Any additional graphics or animations should be professional, appropriate and necessary for the message of the video. Graphics and animations must be clean, clear, undistorted and fit on the screen.
- All fade in/fade outs, effects, etc. should add to the message of the video and must be smooth, not abrupt or choppy.
- All dead air should be edited out, so the video is seamless from beginning to end.
- For videos showcasing speakers, panels and events, make a version of the video specifically for online use. For example, trim down or cut out extended introductions. An online audience wants to see the main attraction. If needed, include speaker bios in the written YouTube description.

Video Technical Standards

- Audio Format: MP4, QUICKTIME or WMV preferred
- Minimum Video Resolution? SD, HD, 360, 720p, 480p, 1080p?
- Aspect Ratio: The aspect ratio of the original source video should always be maintained when it's uploaded: *Uploaded videos should never include letterboxing or pillar boxing bars.*
- Testing: Since there is no way to re-upload videos, it's important to test that your audio and video quality are satisfactory before you release your video to the Office of Marketing Communication for posting onto YouTube. Once a video becomes popular, the number of views, user ratings, user comments and other community data, cannot be transferred if another, higher quality version of the same video is uploaded. **Make sure you get it right before you go public!**
- Original Video Source: The less a video is re-encoded prior to uploading, the better the YouTube video quality. We encourage you to provide original videos as a source format for upload.

LinkedIn Guidelines

LinkedIn is a social networking website for professionals. Users can add people as professional contacts, send messages to their contacts, update their personal profiles to notify contacts about their activities, and both recommend and be recommended by contacts for their professional skills. Additionally, users can join groups to communicate with other professionals within the same sector or industry. Users are also able to ask and answer questions related to the industry they work in.

All LinkedIn updates will be made by the Office of Marketing Communications.

- University associates may request an event posting or status update relating to business, to be posted to the UST LinkedIn account
- LinkedIn content for status updates may include:
 - Notification of official UST events currently in progress or occurring that day
 - Statistics on UST event results and turnout
 - Official UST event cancellations and rescheduling information
 - Upcoming deadlines for UST applications, scholarships and financial aid

Advertising Guidelines

All social media and online advertising purchases including social media ads must be coordinated with the Office of Marketing Communications. The Office of Marketing Communications has sole authority to execute advertising commitments and contracts and the responsibility to ensure that consistent University design and copy standards are met. The Office of Marketing Communications is available to assist any university department in developing an integrated marketing communications plan which may include online advertising. For more information, contact Sandra Soliz at soliz@stthom.edu.