



Fairfield
UNIVERSITY

Social Media Handbook



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I. Introduction

Fairfield University maintains a robust presence on the social media networks for the purpose of promoting events/news, building relationships, and staying connected with our community.

This guide outlines Fairfield University's social media strategy and University policy for establishing and maintaining official social media accounts. You'll find useful guidelines and best practices that will help you align your official social media activity with larger University objectives and build coordinated campaigns to reach a broader online community. In addition, this handbook offers helpful tips about some of the risks associated with social media.

Before posting anything on a Fairfield University social media account please familiarize yourself with these guidelines. We expect everyone to follow them when using social media to communicate on behalf of the University.

II. Social Media Strategy

The University believes social media is an effective tool for increasing awareness of Fairfield University, building loyalty, excitement, engagement and elevating the institution's reputation among key audiences.

Here are the main aspects of our social media strategy:

- Positively engage with the Fairfield University community, including current and prospective students, alumni, faculty, staff, and parents
- Support the University's marketing and communication strategies of brand awareness and thought leadership.
- Increase interaction and engagement of target audiences with the institution's main website, microsites to drive participation.
- Provide frequent updates about campus news and events

III. Social Media Policy

A. Social Media Account Designation

A campus group (e.g., a college, school, department, program, or other organization) that wants to either start a new social media account or maintain an existing one related to the University must make a written request to your Integrated Marketing Manager (IMM).

B. Official Accounts

Only social media pages approved by Marketing and Communications may be listed on any official University Web page, or print or electronic publication. Those that are approved will be listed in a directory of social media pages available through the University's social media hub. You may apply for a social media page or presence by contacting Eric Mayrhofer in Digital Marketing to discuss the application process.

NOTE: Digital Communications (DC) must have the password to any official social media account. For Facebook a member of Digital Marketing must be an admin of the page in order for it to maintain official status.

Criteria for obtaining official status

- The primary administrator of the page **must be a benefits-eligible** employee of Fairfield University. At least **one other** benefits-eligible employee in your department or division must have administrative access. An assigned member of the DC staff and the account manager from Marketing and Communications **must be given administrative access** to the account. Although DC does not intend to actively engage in maintaining various sites, this designation will enable DC to properly track University social media pages and respond more quickly in the event of a problem.
- The primary administrator must agree to be responsible for: (i) managing the content of the social media account; and (ii) removing content that may violate University policies and/or state and federal law. The primary administrator also agrees to monitor the account at least three times a week, depending on the volume of traffic it receives.
- Official social network pages must comply with any design or other standards adopted for such pages by the University. The use of the brand marks, logos and designs approved by Marketing and Communications.
- Assignment of account names, "handles" or other nomenclature used to identify the account and University, should be developed in consultation with the Marketing and Communications.
- Pages created by a department on behalf of the University must be created as "Facebook Pages" rather than groups or personal profiles. A Facebook Page is a profile used by an entity (i.e. a non-individual) for business purposes. Such pages may only be created by representatives of Marketing and Communications.
- Any changes in the designated account administrator(s) must be promptly communicated to DC.

IV. Social Media Best Practices

Digital Marketing recommends that anyone who is involved in social media at Fairfield should understand and employ the following helpful best practices.

- A. Make Time for Social Media:** So you've got a social media account. Make sure you have enough time for it. Ideally, you should post to Facebook at least five times a week; Twitter, twice daily; Instagram, 2-3 times a week. Make a commitment to keep an active, lively account.
- B. Stick to the Plan:** Before posting anything anywhere, make sure your message is aligned with your department or school's comprehensive marketing plan. Be sure what you say will promote your ultimate goals and objectives. And remember: You are representing the University as a whole; be sure your message represents Fairfield in the best possible light.
- C. Consider Your Audience:** Do you want to reach prospective students? Parents? Young alumni? Each social media platform is best suited to a certain audience. For example, parents are more likely to be active on Facebook than high school students. Be sure to go where your intended audience is.
- D. Listen up:** Before posting, think, "Why am I posting this?" Make sure what you have to say will be helpful or interesting to your audience. If not, they may tune you out.
- E. Call to Action:** Make sure you clearly state what you want your audience to do. Offer them a chance to click for more details or photos or to RSVP for an event. Make getting more information and taking action as easy as possible.
- F. Cross-Promote:** Is your message of interest to a number of constituencies? Cross-promote on several channels. If you have a great Instagram photo, share it on Facebook and Twitter, too. With a few tweaks, you can tailor your language to each specific audience and get your message heard.
- G. Re-post:** Don't be afraid to promote your event/news more than once on the same account. Some social media platforms, such as Twitter, change so refresh so quickly, your message may get lost in the chatter. You can re-post, within reason, to make sure you're reaching people.
- H. Respond promptly:** Has someone responded to your message in a positive way? Great! Feel free to share additional details or answer questions, if appropriate. If you receive a negative response, use common sense and proceed with caution. If the issue is something we are not publicly commenting on, don't. If you're unsure of how to deal with a comment, contact Eric Mayrhofer at emayrhofer@fairfield.edu.
- I. Blurred Lines:** Just because you have a photo, doesn't mean you must post. Photos should be crisp and have a purpose. Please don't post blurry, sub-par photos or copyrighted photos.
- J. Be a Pal:** See something interesting on another University account? Re-tweet, share and like the content with your audiences. Just remember it's proper social media etiquette to give credit to the originator when sharing someone else's post.

V. Risk and Reputation

While social media is, by definition, social, that doesn't mean users should be too casual on University-approved public platforms. To guard against potential harm or damaged reputations, Digital Marketing asks that Fairfield University employees and students follow the same behavioral standards online as they would in other aspects of their lives. The same laws, professional expectations, and policies for interacting with students, parents, alumni, donors, the media, and fellow staff and faculty apply online as in other communication methods.

Confidential or proprietary information about Fairfield University, or its students, employees or alumni should never be posted.

VI. Copyright and Fair Use

Users of social media should be conscientious about the content they post and share in these mediums to avoid infringing upon a copyright owner's intellectual property rights.

Pursuant to the Title 17 of the United States Code (the "U.S. Copyright Act"), a copyright owner has the exclusive right to do and authorize the reproduction of copyrighted work; reproduce copyrighted work in copies or phonorecords; and to prepare derivative works based upon the copyrighted work. Further, a copyright owner has the exclusive right to do and authorize the performance of the copyrighted work publicly with respect to literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works; to display the copyrighted work publicly with respect to literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work; and to perform the copyrighted work publicly by means of a digital audio transmission with respect to sound recordings. See Title 17 U.S.C. § 106.

A. Who owns Copyrights?

The universe of possible copyright owners is too expansive and varied to list. However, common examples include Authors, Publishers, Photographers, Composers, Musicians, Choreographers, Videographers, Painters, Sculptors, Programmers, and Actors.

B. What constitutes “Fair Use”?

The “Fair Use Doctrine” is a limitation on exclusive rights of copyright owner pursuant to the U.S. Copyright Act. The doctrine is the progeny of numerous court decisions and is codified in Section 107 of the Copyright Act.

Section 107 of the U.S. Copyright Act states:

Notwithstanding the provisions of sections 106 and 106A, the fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright.

In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include: (1) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; (2) the nature of the copyrighted work; (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and (4) the effect of the use upon the potential market for or value of the copyrighted work.

Section 7 of the U.S. Copyright Act is a reflection of the difficulty in formulating an exact definition of “fair use”. The factors are a set of criteria used by Courts to balance the equities of particular circumstances of the use to gauge whether the Fair Use Doctrine applies, i.e. - whether the particular use falls with the paradigm of fair use or constitutes copyright infringement. Determining whether a use is “fair use” may be difficult and Social Media users obtain written permission from the copyright owner to use copyrighted material when they are unsure that the use would constitute fair use.

More information about what constitutes fair use may be obtained on the United States Copyright Office website located at <http://www.copyright.gov/fls/fl102.html>

C. Obtaining Permission To Use Copyright Materials

In order to legally use copyrighted work, you must obtain permission from the copyright owner. This starts with identifying who copyright owner is because copyrights may be owned by someone other than the original creator and there may be more than one copyright owner of the underlying copyrighted work.

Places to begin looking for the identity of the copyright owner(s) include the Copyright Notice on the copyright work or the Registration of Claim of Copyright with the United States Copyright Office. Because the law does not require that copyrighted work either contain a Copyright Notice or Registration with the United States Copyright Office, you may have to search further. Collective Licensing Agencies (e.g. Copyright Clearance Center for print, SESAC for music, and Motion Picture Licensing Corporation for movie and audio-visual) are an additional sources. However, this is not an exhaustive list, and indentifying the copyright owner may prove challenging and can require significant research.

D. Implications of Posting Content on Social Media

When you post content to social media sites such as Facebook, Twitter, LinkedIn, YouTube or Instagram, under the terms of their respective service agreements, you are automatically granting them as license – commonly known as an intellectual property (or IP) license – to use this content. Although the specific language of these agreements varies from platform to platform, the IP license are similar in that you typically are granting the sites permission to share your content all over the world without having to gain further approval from you and without having to pay you any royalties. Some platforms also reserve the right to change, commercialize or publicly perform or display your posted materials without express permission or compensation.

Also worth noting are the provisions that govern the license period. Some service agreements expressly state that you are granting them a perpetual IP license, while others indicate that your IP license ends when you delete your content or terminate your social media account, unless the content has been shared with others who have not deleted it. In both instances the net result is the same: The social media platform owns a license to use our posted content, for whatever purpose, in perpetuity.

VII. Recognized Fairfield University Social Media Platforms

The social media universe is vast and dynamic; it seems like there are new platforms every day. Fairfield University routinely evaluates each new entity to decide if it's a good strategic fit for our content and our constituencies. We currently have a presence on seven platforms—Facebook, Twitter, YouTube, LinkedIn, Instagram, and Snapchat.

A. FACEBOOK

(Fairfield University's primary Facebook account: [facebook.com/fairfielduniversity](https://www.facebook.com/fairfielduniversity))

The world's largest social network, Facebook is a free service that allows users to share news, information, photos, videos, and more with friends and colleagues. It's a great space to showcase everything from departments and programs to student clubs and events because it encourages networking and a sense of community.

Here are a few tips for navigating the network:

- Include “Fairfield University” in the name of your account. It will be easier to find.
- Make sure to use an appropriate profile image. Pages with no image look inauthentic or neglected.
- Consult the Fairfield University Brand/Logo Guidelines, if you plan to incorporate a logo on your page.
- Make sure your contact information is always current. The Facebook page will likely live on long after a current student or staffer has left the University.
- Keep your password private for security purposes.
- Know your purpose. University-approved Facebook accounts are there to promote the University and its programs and events. No endorsements for products, services or political candidates, please.
- Think first, then post. Posts should be positive and helpful. Please avoid anything that would cause harm or embarrassment or would defame, insult, injure or violate someone’s rights. A post should not include lewd or derogatory content or encourage illegal activity.
- Keep confidential. Posts should not include medical, educational, financial or other personal information unless you’ve received prior consent from the individual.

B. TWITTER

(Fairfield University’s primary official Twitter account: twitter.com/fairfieldu)

Twitter is a free micro-blogging resource designed to quickly disseminate and collect information through 140-character (maximum) posts. It is seen as more immediate than Facebook, and is ideal for broadcasting news releases, statements, accomplishments and facts of interest to the Fairfield University community. Twitter is also suited to emergency and real-time messages.

Handy tips:

- You will need a username and real name for your Twitter account and you should choose them carefully. Web Communications encourages you to use “Fairfield University” in your real name, which will appear on your profile page. It will make your page easier to find. The username is what followers will use when sending @replies, mentions, and direct messages.
- Upload a profile photo and write a short bio on the right side of your account as soon as you’re up and running. The bio will appear with the username and real name in search results, so it should highlight your connection to Fairfield University.
- Do not impersonate others or engage in username squatting.
- Please consult the tips for Facebook, as they apply here as well.

C. YOUTUBE

(Fairfield University’s official YouTube account: www.youtube.com/user/FairfieldStags)

YouTube, which features a free platform for uploading, sharing and viewing videos, has grown into the world’s largest content-sharing service. Fairfield has a single University-recognized channel that tells the Fairfield University story via videos capturing student and faculty achievements, class lectures, presentations of visiting scholars, and campus activities and events. Digital Communications will not grant official status to any other Fairfield University related YouTube channel at the present time.

Contact the Media Center for information and advice on how to use YouTube for the benefit of your campus entity. The tips under “Facebook” apply to YouTube, too.

D. LINKEDIN

(Fairfield University’s primary official LinkedIn account: www.linkedin.com/edu/school?id=18022)

LinkedIn is a free social networking platform ideally suited to helping members of individual LinkedIn groups—individuals who aggregate into communities based on self-identified common interests or professions—to develop personally and professionally by facilitating connections among these members.

With a LinkedIn profile, you can connect with former classmates, browse job listings by locations and job field, and contact colleagues in your field to widen and deepen your professional network. Fairfield University organizations can use LinkedIn by creating groups to connect with students and alumni, and to post job openings for paid positions and internships. Many units within the University, including Alumni Relations and the colleges, are currently active on LinkedIn.

In 2014 LinkedIn created university pages. Fairfield University’s university page is the official LinkedIn page. If you would like a post to appear on this page or be granted access to be an admin of this page please contact SocialMedia@Fairfield.edu.

Handy tips:

- Post content frequently
- Post content that is relevant to career outcomes since LinkedIn is used as a career networking site
- Read the tips under “Facebook” for more information on how to – and not to – use LinkedIn.

E. Instagram

(Fairfield University's primary official Instagram account: [instagram.com/fairfieldu](https://www.instagram.com/fairfieldu))

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook and Twitter. Fairfield's focus is to post photos and videos that collectively tell the Fairfield University story. Subject matter of content includes student and faculty achievements, class lectures, presentations of visiting scholars, campus activities, and events, and other academic and social highlights.

Handy Tips:

- Carefully select the username and real name for your Instagram account when you create it. The username is the name your followers will use when sending @replies, mentions and comments. It also is part of URL of your account's profile page and appears alongside your content each time you make a post. The real name you choose for your Fairfield University account is the full name you want displayed in your profile page and used to identify your group to followers. Keep in mind when selecting your real name that it should contain one or more words that logically would be used by people searching for your group's profile.
- Post content that is visually interesting and relevant to the event/subject about which you are posting.
- Read tips under "Facebook" for more information.

F. Snapchat

Snapchat is an ephemeral social network used primarily for private messaging, but also for posting public stories consisting of photo and video posts that disappear after 24 hours. Fairfield's focus is to post photos and videos that will promote the University's activities and atmosphere to current and prospective students. Subject matter includes club, academic and athletic events, photos of campus, custom-made filters for special University events and more.



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