Facilities Directorate Social Media Policy

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Policy outline

Online social platforms have fundamentally changed the way we work and promote our services to our customers and stakeholders. The Facilities Directorate use social media to communicate messages to a growing audience and we believe that this kind of interaction can help us to build stronger and more successful relationships with the people who use our facilities and services. It also allows us to take part in larger conversations related to the work we are doing at the University of Leeds and talk about the things that we care about.

No new social media profiles should be created on behalf of the University of Leeds Facilities Directorate without prior authority from the Facilities Directorate Marketing and Communications team. All current FD accounts will be asked to complete the **Platform Review Form**. This is to ensure that accounts are being used efficiently and to also identify any training needs (see Training and Support below).

Where possible profiles will be coordinated to reduce the number of social media channels and increase the effectiveness of communications by reaching out to larger audiences. This will include using events functions, imagery, hashtags, groups and check-in locations to create a sense of individuality but to a much wide-ranging and receptive audience.

The Marketing and Communications team reserves the right to request the removal of new accounts created on behalf of the Facilities Directorate, which have not been created using the new **Account Creation Form**.

Purpose of the policy

- The purpose of this policy is to enable the Marketing & Communications team to set a strategy, with the service areas, as part of a coordinated Facilities Directorate marketing plan for utilising social media channels for the benefit and professionalism of the Facilities Directorate.
- To provide support for staff with responsibility for social media channels in order for them to develop communications with their audience.
- To monitor, with the service areas, the tone of voice used for communicating messages to various audiences across the Facilities Directorate to maintain a high level of professionalism. **In alignment with the University's Terms and Conditions: www.leeds.ac.uk/termsandconditions**

This policy applies to all social media channels referring to and originating from the Facilities Directorate at the University of Leeds.

Training and support

Social Media training is available on request for all FD colleagues who are responsible for an FD social media account. Training needs may also be identified through the Platform Review form.

Beginner Social Media training may include:
- Overview of Social Media landscape – what's out there, and what's relevant to your service
- Developing a plan for finding and growing your audience
- Scheduling tools and planning

Intermediate and Advanced topics:
- Advertising
- Custom audiences

For general support issues /questions please contact the Digital Marketing Team who will be happy to help.

Please contact Vickie Hesketh for more information **v.hesketh@leeds.ac.uk**

How this policy was produced

This policy has been developed following consultation with the University's Central Communications team and the FD Marketing and Communications team along with Leeds University Union. This policy should be read in association with the University of Leeds web terms at www.leeds.ac.uk/termsandconditions.

Social media account creation

The creation of any new social media accounts should be carefully considered against a number of criteria as specified in the **Account Creation Form**.

Having a large number of social media accounts can quickly become unmanageable and can dilute the impact for the overriding aims of the Facilities Directorate. The Facilities Directorate Marketing & Communications team will be able to discuss the best solution for all social media needs.

Obtaining authorisation for any new accounts can be made by submitting a New Account Request form to the Digital Marketing team.

The Digital Marketing team reserves the right to remove accounts created on behalf of the Facilities Directorate, without prior authorisation.

Roles and responsibilities

Social media activity is service-wide and includes a number of social media accounts. It is not practical for the Digital Marketing team to manage all of these accounts and it is recognised that service staff will need to contribute to, and manage, certain social media sites. Below are practical guidelines to help.

Engagement guidelines

These guidelines are intended to help you get the most out of social channels and aim to bring consistency to our online presence.

If you work for the Facilities Directorate and create or contribute to blogs, social networks (such as Facebook, Twitter or YouTube), wikis or any other sort of social media that represents the Facilities Directorate then these guidelines are for you. Contributing to online social discussions is a great opportunity for us to let staff, students and the wider public understand what we are doing, so please treat it seriously and with respect.

- Be transparent and genuine. Use your real name and be clear about your role. Stick to your expertise and write about what you know.
- Add value to social networks. Share insights and tips - make your contribution worth something to the reader.
- Respond to people. Answer questions and thank people even if it's just a few words. Make it a conversation, not a broadcast!
- Be responsible. Members of staff are personally responsible for the content they publish online. If you are unsure ask a colleague or member of the Digital Marketing Team. Be mindful that what you publish will be public for a long time.
- Value our privacy. Do not discuss business performance or sensitive matters publicly.
- Respect your audience. Do not use personal insults, obscenity or engage in any conduct that would not be acceptable in the workplace.
- Respect the competition. Play nicely! Do not encourage or participate in conversations that criticise our competition. Anything that you publish must be true and not misleading.
- Respect the privacy of our customers. Do not discuss customers' details or information online.
- Show consideration for others' privacy and for topics that may be considered controversial or inflammatory.
- Listen to others. What they say may make us do things even better – appreciate the feedback.
- Don't over share information. Never reveal anything that may be confidential.
- Use common sense. The lines between public and private, personal and professional, can be blurred in online environments. If you identify yourself as an employee of the University of Leeds make sure that you act appropriately online.
- Tell the truth. Ensure that any content you include is accurate. Try to ensure that any content you post is factually correct at that time.
- If you make a mistake, admit it! Be upfront, honest and quick with your correction.
- Pause and think before posting. If you are about to post something that makes you slightly uncomfortable then take a minute to read through these guidelines and start again until you are happy with what you are saying. Speak to your line manager if you'd like some guidance.
- Be aware of your association with the University of Leeds whilst on social networks and be sensitive about what you post.   Anything you write may have an impact on the reputation of the University.