SOCIAL MEDIA GUIDELINES

Note: As with the ever-nebulious nature of social media, this a working document. Please send any questions to socialmedia@utep.edu.

OFFICIAL UTEP SOCIAL MEDIA SITES

Here is a list and links to the official social media channels for The University of Texas at El Paso (UTEP):
- Facebook: facebook.com/UTEPMiners
- Twitter (UTEP News): twitter.com/utepnews
- Twitter (UTEP Research News): twitter.com/UTEP_Research
- Twitter (UTEP): twitter.com/UTEP
- Instagram: https://instagram.com/utep_miners
- LinkedIn: https://linkedin.com/school/15358/(used to market UTEP, build an alumni, prospective student community, employment opportunities at UTEP)
- YouTube: youtube.com/user/UTEP
- Vimeo: vimeo.com/utepuc
- Snapchat: utep.miners

Note: This list will be updated if other social media sites, accounts are acquired.

STARTING, REGISTERING A UTEP SOCIAL MEDIA ACCOUNT

To register an existing account (Facebook, Twitter, Instagram or otherwise) with University Communications, and to be included in the UTEP Social Media Directory, send an email to socialmedia@utep.edu.

To get help with setting up a new social media account, send an email to socialmedia@utep.edu. Several points should be established before starting a new social media account:
- What is the objective of this page?
- Who is the audience for this page?
- What are our expectations?
- Is our chosen platform being used correctly?

- Be aware of naming conventions for your organization. Official, University- and Athletics-affiliated departments and teams should begin with “UTEP.” Registered Student Organizations should not have “UTEP” at the front of their name. If UTEP is included, it should be at the end.

POSTING TO SOCIAL MEDIA

- Unless posted by a manager, content should first be approved by a manager in your department. This will help eliminate the possibility of error and inconsistency in posts.
- Although it is discouraged, some UTEP staff, students and faculty may choose to add “UTEP” to their personal Twitter and Instagram handles. If an account holder chooses to do so, be aware that your account may be assumed to be an official University account by the media and the public. Be very aware of the content you post and retweet, and how it may reflect on the University — this includes using your channel to comment on political and other controversial topics.
- Set goals with your page and posts.
- To establish whether you are meeting your goals, to measure your engagement (likes, comments, shares) and reach (people who have seen the post). Facebook offers analytics on their Insights tab. Twitter offers analytics on analytics.twitter.com.
Snapchat and Instagram do not natively support analytics, but manual post audits can track engagement and growth. UTEP social media sites should not share content from other non-University pages. Exceptions could be made for “in the news” stories or blog posts that feature the University in a positive light. If outside content is shared for an academic program, provide context that explains the content’s educational value. Note: UTEP social media sites cannot host paid advertising.

**POST TONE**

- Copy written for UTEP social media accounts should convey an active and upbeat tone.
- Avoid double entendres or posts that could be misread as “dirty,” which can harm the page you run or the University’s image.
- Be direct, but conversational
- Post accurate, grammatically correct and useful information for your reader. Try to avoid multiple corrections in a post (edit history can be seen on Facebook) or retractions.
- Write content that includes a call to action – get your audience to click a link, share a post, comment or submit photos.
- Avoid the first person when writing posts, especially when representing a college, department or club.
- Steer clear from acronym overload in a post. Write out an acronym on its first reference, unless it’s widely recognized (like UTEP, NASA, FBI, etc.)
- If possible, and grammatically logical within the bounds of your post, tag (or at-reply on Twitter and Instagram) respective pages.
  - With Instagram, it’s suggested to write out the name of a profile and at-reply it in a parenthetical. [Ex: “…Presented by the Office of Student Life (@uteposl)…” ]

**BEST PRACTICES**

- Unlike academic writing or writing for print, writing for the web hinges on its ability to be quickly read and digested by your audience.
- Posts should be scheduled based on optimal audience times for the respective platforms.
- Twitter posts can be scheduled on TweetDeck or Hootsuite.
- Facebook posts can be scheduled on the platform itself.
- Instagram can be “scheduled” out using the Latergramme app. (Note: The app schedules out posts, but the user will have to manually post content to Instagram.)
- For Facebook, it’s recommended to not post multiple times in a single day. Over-posting may alienate your audience. How many posts depends on your channel, audience and content.
  - As a rule of thumb, pages should post at least once a day, but no more than four or five posts total.
  - There isn’t a set time that will guarantee that a post will do well. If you’re trying to reach a student, it might be best to schedule a post to launch within a 10-minute window of classes beginning and ending. Late night posts or posts during spring/summer/winter break may not perform exceptionally well due to a lack of student interest in the “off season.”
- Facebook users tend to be most active between 8 and 9 p.m.
- When scheduling content, it might be best to adopt an unusual scheduling pattern within your desired post time. (i.e. posting at 11:11 a.m. instead of 11:15 a.m. or 11 a.m.)
- Remember: Good content is good content is good content. If a post is engaging, visual, and has a clear call to action, users will notice, share and engage.
- Hashtags are helpful to group your content together, but try to avoid over-tagging single posts. #Posts that #read #like #this won’t engage your audience.
COMMENT MODERATION

- **Monitor comments** on your social media channels regularly and respond when appropriate to provide information or clarification on a post.
- UTEP reserves the right to delete inappropriate comments.
- When directly engaging your audience, always be respectful and courteous.
- **Negative does not mean inappropriate;** do not censor comments just because the content is negative.
- Negative or positive comments should be allowed as long as the discussion is within the context of the post.
- Inappropriate can include, but is not limited to:
  - Political endorsements
  - Posting links, images or text not relevant to a post
  - Spam, advertisements
  - Obscene language
  - “Trolling” to start arguments within a thread
- As a rule of thumb, hide the comment first — deleting may incite more inappropriate comments.
- **Banning a user should be used as a last resort and for repeat offenders.**

EMERGENCY SITUATIONS

- In the event of an emergency or crisis at UTEP, **page administrators of secondary UTEP social media pages are asked to share only posts that have been approved and posted by the main UTEP accounts.**
- Please refrain from sending out messages during an emergency situation that have not been approved by the main social media accounts — @utepnews and the main UTEP Facebook page.
- Sharing information (tweets from media outlets, students, or other users) that has not been approved by appropriate UTEP officials may lead to false news spreading.
- Unless official communications are being shared on a page related to the emergency situation, all other pages should remain silent, directing questions and users to utep.edu/newsfeed, the main social media accounts or email correspondence to news@utep.edu.

PRIVACY AND ACCOUNT SECURITY

- When a social media manager or student admin leaves, it is imperative to take the necessary steps to secure your account(s).
  - Change passwords or remove account access as needed.
  - If a student sets up an account under his or her email address, make sure the contact email is swapped out.
  - For security reasons, it is highly recommended to change the passwords to accounts at least once a semester.
- **Do not post confidential information about UTEP, students, faculty or staff.**
- Do not use University resources for private social media sites you maintain.
- Do not post photos of minors (under 18) without a signed photo consent form from their parents.
- Even with a signed consent form from a parent, it is recommended that photos of children be **limited to wide shots** that do not focus on a single child’s face, or do not show their faces at all so individual children are not easily identifiable.
- Posting photos of UTEP students in a class setting who have not signed FERPA forms consenting to have the photos used publically may violate their right to privacy under FERPA law.

UTEP COLORS AND LOGO USAGE

- **UTEP’s logo, name and copyrighted images should not be used to endorse causes, political parties or products.**
- Use the following hex codes to create graphics for social media that use University colors:
- When using the official UTEP logos, please refrain from:
  - Altering the logo colors in any way
  - Altering the proportions of the logo in any way (stretched or squeezed, for example)
  - Placing the logo with any other mark, symbol, logo or name, other than the University’s official graphic signature or official signature of a college or school
- The logos are the trademarked property of the University and their use is limited to University employees, offices and departments for official purposes only.

**IMAGE SPECS (PIXELS)**

**FACEBOOK**
- Cover photo: 851x315
- Profile photo: 180x180
- Link image: 1200x627
- Image: 1200x1200
- App Tab 111x74

**TWITTER**
- Header photo: 1500x500
- Profile photo: 400x400
- Image display size: 880x440 (recommended)

**LINKEDIN**
- Profile background image: between 1000X425 and 4000X4000
- Profile photo: 400X400
- Company Logo: 100X60
- Company banner: 646X220
- Company career cover photo: 974X300

**INSTAGRAM**
- Profile photo: 110X110 (Note: Profile photo is a circle)
- Square image (in feed) 510X510
- Landscape image: 600X450
- Portrait image: 1080X1350

**POLICY OVERVIEW**

All UTEP-managed social media sites should comply with University policy, rules and regulations, including the University’s Information Security Office (ISO) policies and standards.

1. We emphasize the importance of properly managing the administration of organizational social media accounts (i.e. keeping the number of administrative publishers to a minimum and having rules in place for managing login credentials). Do not share your social media passwords in the workplace or classroom.

2. Comply with applicable copyright and fair use laws to the fullest extent. Observe and abide by all copyright, trademark, and service mark restrictions in posting material to social media.


4. Be knowledgeable and comply with applicable privacy laws, rules and regulations, including the Family Educational Rights and Privacy Act of 1974 (FERPA) which protects students’ personally identifiable information in educational records.
5. When maintaining or contributing to University-managed social media properties, we should follow the standards of nondiscrimination and social conduct as outlined by the University policies, rules and regulations, including the University Handbook of Operating Procedures (HOOP), Chapter 1: Equal Opportunity/Affirmative Action/Non-Discrimination Policy and Standards of Conduct Guide. We should also expect the same of our visitors to The University’s social media outlets.

6. Protect The University of Texas at El Paso and students, faculty, staff, or third-parties’ (high school students, consultants/vendors, etc.) confidential or personal information. If you have any questions about what constitutes confidential or sensitive data, consult the UTEP Data Classification Standard provided on the Information Security Office (ISO) website.

7. Provide official University social media site URLs to University Communications for dissemination. Doing so encourages cross-site collaboration with all University-managed social media properties and the University’s web audiences to connect with our social media platforms.

**HASHTAGS**

#UTEP: Commonly used to group content under the University as a whole
#GoMiners: Used as a rallying call on social media; typically used to drum up school spirit
#MinerNation: Alumni-based; used to trigger a call to action for alumni across the country
#MinerPride: Used for accolade-type posts
#WeAreMiners: Athletics-based
#UTEPserves: Typically paired with Project MOVE’s social media endeavors
#Minerpalooza: Used before and during Minerpalooza, UTEP’s pep rally
#UTEPGrad: Used during Commencement and other graduation-related activities
#FutureMiner: Recruitment-based, used during Orange and Blue Day
#IGotPickd: Recruitment-based, used for students accepted to the University
#MinerWelcome: Used during the first week of school
#UTEPAlumni: Can be used to categorize content that features UTEP alumni or promotes events by the UTEP Alumni Association