SOCIAL MEDIA GUIDELINES

Office of Strategic Marketing
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SOCIAL MEDIA GUIDE

The following document outlines the guidelines for use of social media representing Doane University.

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Introduction

The purpose of this guide is to
1. Identify Doane's social media philosophy and goals;
2. Document Doane's presence on social media and the process for maintaining accounts; and
3. Provide guidance for Doane employees who have a presence on social media and/or are interested in helping to expand Doane's online presence.

These guidelines were created to ensure the most effective use of this utility and a consistent approach across the Doane community. The Office of Strategic Marketing (OSM) will continue to monitor and research social media trends and make recommendations to join new networks, discontinue association with old networks, and/or modify these guidelines as deemed necessary. This will allow Doane University to maintain an active and up-to-date presence on relevant social networks that will assist with the goals outlined below.

- These requirements do not apply to personal accounts or blogs that do not directly represent Doane University.

- This document has been developed and implemented by the Office of Strategic Marketing, in consultation with Doane Faculty Council, Academic Deans and Leadership.

Social Media: Any social media presence purporting to be an authorized Doane University activity must receive that authorization under the terms outlined in this document.

Social Media Philosophy and Goals

Doane University's presence on social media should *augment* official channels of communication rather than replace them. Social media accounts should be utilized to drive traffic to other communication mechanisms including Doane's website and other social media accounts – and vice versa. Doane's presence on social media is intended to serve as:
- A tool for marketing to prospective students.
- A venue to communicate with alumni and the larger Doane community.
- A venue to communicate with current students and a means to improve retention as students interact with Doane and other students.

Social Media Guidelines

When using Doane University social media accounts, please follow these guidelines. Review the account set-up section of this guide to understand how social media accounts are created. The following guidelines are relevant to all Doane social media accounts:

(1) When using a social media page/group to recruit students, please contact OSM to set up the account. (See account set-up page)

(2) When communicating with students through social networks, remember to follow FERPA guidelines.

(3) All communication on Doane's social media accounts (i.e., posts, profile info, etc.) should be kept in accordance with these guidelines. Official course communication (feedback on an assignment, for example) should never be posted in a public area of a social network. Private educational or health records should never be communicated through a social network. Common sense should be used regarding profiles, posts, photos, and other information accessible through social media.

(4) Individual departments and groups seeking to advertise on Doane's social media accounts must contact the Director of Marketing. Such advertising must be approved and facilitated through the Director of Marketing.

(5) All content on Doane's social media accounts should be in line with Doane University's values and professional standards. When posting on Doane's social media accounts, do not promote individual opinions hobbies, projects, products or causes that are not directly related to college purposes. National holidays and local events affecting the Doane community are acceptable to post.

(6) Do not post anything that could be disrespectful, hurtful, insulting, hostile to anyone on Doane's social media accounts – racially, ethnically, sexually, obscene, profane, threatening, illegal, etc. Due to the nature of social media, Doane cannot retain any control over how messages are interpreted or how constituents might respond. If disrespectful, hurtful, insulting, hostile language, photographs, etc. are posted to Doane's official accounts by constituents, those responsible for the account must determine if and how to respond. For example, a message containing disrespectful, insulting, hostile language might be removed, but a complaint could be handled with an appropriate response. In some cases, the best response may be to follow up individually with a concern rather than providing a public response. The intent is to protect the freedom of speech but not allow messages that are disrespectful, insulting, using hostile language, inappropriate photographs, etc.

Information contained within this document is not intended, nor shall be interpreted, as an attempt by Doane University to obstruct with the rights or protections granted under the First Amendment of the U.S. Constitution, or to affect academic freedom, as defined by the American Association of University Professors (AAUP)'s *1940 Statement of Principles on Academic Freedom and Tenure* (AAUP, n.d, 1940 Statement.pdf). Contact the Director of Marketing if you have questions.

> American Association of University Professors (AAUP) (n.d.). *1940 Statement of Principles on Academic Freedom and Tenure* (1940 Statement.pdf) American Association of University Professors. https://www.aaup.org/report/1940-statement-principles-academic-freedom-and-tenure

(7) Do not post copyrighted information on Doane's social media accounts without the consent of the author and don't cite anyone: students, faculty, partners, vendors, etc., without their prior approval. Maintain confidentiality at all times. Do not disclose confidential or proprietary information about Doane University, its students, its alumni, its donors, or your fellow employees. Use good ethical judgment and follow Doane policies and federal requirements, such as FERPA and HIPAA. Never comment on anything related to legal matters, litigation, or any parties we are in litigation with without the appropriate approval.

(8) Develop a content calendar. Review the Content Calendar Requirements Section to determine how often you should be posting content. It is a conversation - you must be engaged with your followers. Be a valued member of the sites in which you are participating. Refrain from posting information unless you are sure it will be of interest to readers.

(9) Monitor daily. Respond to comments and/or concerns immediately. Take any personal attacks to another communication channel as quickly as possible through an email or phone call request. If you are away from work, remember to identify someone as your backup and share the login information with him/her.

(10) Be proactive. While social media may be an excellent method to spread your message, it is twice as fast in spreading bad news. The best way to handle these situations is to be prepared. Develop a proactive plan so you can be ready to react if the unthinkable happens:

- Remember, an issue is different than a crisis. No need to overreact. The goal is to avoid the issue becoming a full-blown crisis
- Monitor the social media landscape daily, so you can quickly spot an issue before it becomes a crisis
- Include your fans and followers in discussions about brand, service or product changes

- If an issue arises, be proactive and engaged in the environment in which it is being discussed
- A crisis, if properly handled, can lead to greater customer appreciation and loyalty
- Contact the Director of Marketing should you see a potential crisis starting to arise

Content Calendar Requirements

Social media requires a strategic plan to execute quality content at an effective frequency. Depending on the social media platform, your content will appeal to different target audiences. Frequency and post requirements have been established to ensure that the best practices are utilized.

Instagram Demographics
- 500 million daily users
- More than 300 million users check Instagram Stories daily
- 71% of Americans aged 18-24 use Instagram

Facebook Demographics
- 1.4 billion daily users
- Americans aged 25-34 are the largest demographic on Facebook
- 81% of Americans aged 18-29 use Facebook
- 68% of Americans adults use Facebook (75% of those use it daily)

X/Twitter Demographics
- 330 million monthly users
- Nearly 25% of Americans use Twitter
- 45% of Americans aged 18-24 use Twitter
- Americans aged 25-29 are the second largest demographic on Twitter

TikTok Demographics
- 834 million users
- 25% of users are under 20 years old
- 47.4% of users are under 30 years old
- TikTok has as many Gen Z users as Instagram
- The average user opens TikTok 19 times a day

LinkedIn Demographics
- 950 million users
- 60% of LinkedIn users are 25-34 years old
- The second largest age group on LinkedIn is 18-24 (21.7%)
- 40% of people ages 30-49 read news on LinkedIn (second only to Reddit at 41%)
- 98% of LinkedIn users have a post-secondary education

These requirements do not apply to personal accounts or blogs that do not directly represent Doane University.

Social Media	Frequency	Requirements	Target Audience/Message
X/Twitter	Min 1/day - Max 8/day	#hashtag, link or photo/video	Campus awareness (News/PR), and increase social media engagement.
Facebook Page	Min 1/day - Max 4/day	Link, photo/video and tag people, places or pages	Campus awareness (News/PR), photo/video, public events, programs of study
Facebook Group	Min 1/month Max None	Content varies	Group engagement, polls, etc.
LinkedIn	Min 1/week - Max 2/day	Photo/video, logo and call to action	Building institutional awareness, building a professional network, and establishing Doane as an expert in the field. Academic news, alumni news, etc.
TikTok	Min 1/week - Max 2/day	Video, caption, #hashtags	Engaging with students by creating content they enjoy. Great for general awareness and showcasing personality.
YouTube	Min 1/month - Max 2/day	Detailed video description, title, settings, and keywords	Act as an online hub for all Doane video content. Resources showcasing the Doane campus, amenities, etc. Longer form videos highlighting academic outcomes, alumni, event coverage, and more.
Instagram	Min 1/week - Max 2/day	Photo or vertical video, #hashtag, links are only available in bio or stories	Campus and program photos of student engagement and hands-on learning. Photo/video is always preferred over graphics, but graphics can have their place.

Official Facebook Pages and Groups

Doane recognizes these official pages: Doane University, Doane Athletics, and Doane Alumni

- Since these pages/groups serve as the official Doane University Facebook pages/groups, staff, faculty, and administrators are required to refrain from creating other Facebook pages/groups related to Doane without prior approval from OSM.

- Official Doane pages/groups are required to adhere to the Doane brand guidelines on official college groups/sites. If non-official groups attempt to display the logo or use the tagline, they will be asked to discontinue their use.

Doane University Facebook Pages

Doane recognizes these official pages:

Doane University

Website: *www.facebook.com/doaneuniversity/*
Administrators: Office of Strategic Marketing
- This page provides a tool to create awareness by promoting Doane to the general public through posts of campus events, classes, current and prospective student support, community support, and program details. The administrator is encouraged to post any upcoming events open to the campus and the public.

Doane Tiger Athletics

Website*: www.facebook.com/DoaneAthletics/*
Administrators: Athletic Department
- This page provides a tool to create athletic awareness, booster support, athletic recruitment, and community awareness. The administrator is encouraged to post any upcoming events open to the campus and the public.

> #### Doane University Wrestling
> Website*: www.facebook.com/DoaneWrestling*
>
> #### Doane University Football
> Website*: www.facebook.com/DoaneFootball*
>
> #### Doane University Track & Cross Country
> Website*: www.facebook.com/DoaneTrack*
>
> #### Doane University Men's Basketball
> Website*: www.facebook.com/DoaneMBB*
>
> #### Doane University Women's Basketball
> Website*: www.facebook.com/DoaneWBB*
>
> #### Doane University Cheerleaders
> Website*: www.facebook.com/DoaneCheer*
>
> #### Doane University Dance Team
> Website*: www.facebook.com/DoaneDance*
>
> #### Doane University Volleyball
> Website*: www.facebook.com/DoaneVolleyball*

Doane University Tennis
Website*: www.facebook.com/DoaneTennis*

Doane University Baseball
Website*: www.facebook.com/DoaneBaseball*

Doane University Softball
Website*: www.facebook.com/DoaneSoftball*

Doane University Women's Soccer
Website*: www.facebook.com/DoaneWomensSoccer*

Doane University Men's Soccer
Website*: www.facebook.com/DoaneMensSoccer*

Doane University Men's Golf
Website*: www.facebook.com/DoaneMGolf*

Doane University Women's Golf
Website*: www.facebook.com/DoaneWomensGolf*

Doane Esports
Website*: www.facebook.com/DoaneUEsports*

Doane University Alumni
Website*: www.facebook.com/DoaneAlumni*
Administrators: Advancement Office
- This page provides a tool for the Offices of Alumni and Advancement to interact with and help foster an online network for Doane alumni. The administrator is encouraged to post any upcoming events that are geared toward alumni engagement.

Facebook Groups:
- Groups provide privacy to the members who join, and posts are only visible to group members. There are settings available for groups that allow for closed groups in which individuals must be approved before joining. The most useful groups tend to be the ones created with groups of people who know about the specific program, organization, or service.

- In groups, members receive notifications by default when any member posts in the group. Group members can participate in discussions, upload photos to shared albums, collaborate on group docs, and invite members who are friends to group events.

Facebook About Section:
- The marketing department will provide content for the About section of any profile.
- Contact information including college address(es), phone number(s), email address(es), college website, and name(s) of the individual(s) should be included whenever possible.
- Links to other appropriate networking sites should be provided whenever possible. For example, on Facebook, all Doane University pages should have links to other official pages.

Any questions or assistance should be directed to the Director of Marketing.

Doane University's Presence on X (Twitter)

Twitter (or X) is a free social networking and micro-blogging service that enables its users to send and read messages. Posts (formerly *tweets*) are text-based posts of up to 280 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers* via the profile page, news feed, and other external applications.

Twitter Account:

These accounts will allow Doane to provide quick status updates, links, and other appropriate information useful to prospective students, current students, and alumni.

Doane recognizes these official accounts:

Doane University

Website: *twitter.com/doaneuniversity*
Administrators: Office of Strategic Marketing

Doane Athletics

Website: *twitter.com/DoaneAthletics*
Administrators: Athletic Department

Doane University Wrestling
Website*: www.twitter.com/DoaneWrestling*

Doane University Football
Website*: www.twitter.com/DoaneFootball*

Doane University Track & Cross Country
Website*: www.twitter.com/DoaneTrackXC*

Doane University Men's Basketball
Website*: www.twitter.com/DoaneTigersMBK*

Doane University Women's Basketball
Website*: www.twitter.com/DoaneWBB*

Doane University Cheer & Dance
Website*: www.twitter.com/DoaneCheerDance*

Doane University Volleyball
Website*: www.twitter.com/DoaneVolleyball*

Doane University Tennis
Website*: www.twitter.com/Doane_Tennis*

Doane University Baseball
Website*: www.twitter.com/DoaneBaseball*

Doane University Softball
Website*: www.twitter.com/DoaneSoftball*

Doane University Women's Soccer
Website*: www.twitter.com/DoaneWSoccer*

Doane University Men's Soccer
Website*: www.twitter.com/Doane_Soccer*

Doane University Men's Golf
Website*: www.twitter.com/DoaneMGolf*

Doane University Women's Golf
Website*: www.twitter.com/DoaneWGolf*

Doane Esports

Website*: www.twitter.com/DoaneEsports*

Doane Alumni

Website: twitter.com/DoaneAlumni
Administrators: Advancement Office

Twitter Profile:
- The marketing department will provide content for the About section of any profile.
- Campus Locations: Crete, Lincoln, and an Omaha location
- The Doane web address: www.doane.edu

Doane University's Presence on LinkedIn

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people and businesses they know and trust professionally.

LinkedIn Account:
Doane recognizes this official account: Doane University

Doane University

Website: https://www.linkedin.com/school/doane-university
Administrators: OSM and Human Resources

- This account will allow Doane to provide educational articles, links, and other appropriate information useful to develop a network of business professionals in our community and share articles that establish Doane as an expert in the field.

Doane University's Presence on TikTok

TikTok is a video-based social media platform consisting of an algorithmic "For You" page of never-ending scrollable videos. Doane uses this platform to increase brand awareness and engagement with our youngest target audience by creating fun and relatable content.

TikTok Accounts: Doane University
Administrators: OSM (run by brand ambassadors)

- This account allows Doane to interact with prospective students on a platform they use frequently. The intent is to create relatable and engaging content that feels less like a sales pitch.

Doane University's Presence on YouTube

YouTube is used to discover, watch, and share original videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

YouTube Account:
Doane recognizes these official accounts: Doane University and Doane Athletics

Doane University

Website: www.youtube.com/doaneuniversity
Administrators: OSM and Technology Services

- This account will allow Doane to provide professionally developed videos, links, and other

appropriate videos useful to develop a platform for video media sharing.

YouTube Profile:
- The marketing department will provide content for the About section of any profile.
- The Doane web address: *www.doane.edu*

Doane Athletics

Website: *www.youtube.com/doaneathletics*
Administrators: Athletic Department and Technology Services

- This account will allow Doane Athletics to provide athletics highlights, links, and other appropriate videos useful to develop a platform for video media sharing.

YouTube Profile:
- The marketing department will provide content for the About section of any profile.
- The Doane web address: *https://doaneathletics.com/landing/index*

Doane University's Presence on Instagram

Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, an Instagram account has a profile and a news feed. When a photo or video is posted on Instagram, it will be displayed on the Doane profile. It's like a simplified version of Facebook, with an emphasis on mobile use and visual sharing.

Instagram Accounts:
Doane recognizes these official accounts

Doane University

Website: *www.instagram.com/doaneuniversity/*
Administrators: OSM
- This account provides a tool to create awareness by promoting Doane to current and prospective students through posts of campus, classes, programs, and extracurricular activities. The administrator is encouraged to post photos and videos related to campus and classroom hands-on activities.

Instagram Profile:

- The marketing department will provide content for the About section of any profile.
- The Doane University Linktree: *linktr.ee/doaneuniversity*

Doane Athletics

Website: *www.instagram.com/doaneathletics/*
Administrators: Athletics
This account provides a tool to create awareness by promoting Doane Athletics to current and prospective students through posts of athletic events, players, coaches, and competitions. The administrator is encouraged to post photos and videos related to athletic events and activities.

Instagram Profile:

- The marketing department will provide content for the About section of any profile.
- The Doane web address: *https://doaneathletics.com/landing/index*

Doane University Men's Wrestling
Website: *www.instagram.com/doanewrestling*

Doane University Women's Wrestling
Website: *www.instagram.com/doanewwrestling*

Doane University Football
Website: *www.instagram.com/doanefootball*

Doane University Track & Cross Country
Website: *www.instagram.com/doanetrackxc*

Doane University Men's Basketball
Website: *www.instagram.com/doanemensbasketball*

Doane University Women's Basketball
Website: *www.instagram.com/doanewbb*

Doane University Cheerleading
Website: *www.instagram.com/doaneucheer*

Doane University Dance Team
Website: *www.instagram.com/doane_dance*

Doane University Volleyball
Website: *www.instagram.com/doane.wvb*

Doane University Tennis
Website: *www.instagram.com/doane_tennis*

Doane University Baseball
Website: *www.instagram.com/doaneu_baseball*

Doane University Softball
Website: *www.instagram.com/doanesoftball*

Doane University Women's Soccer
Website: *www.instagram.com/doanewsoccer*

Doane University Men's Soccer
Website: *www.instagram.com/doane_soccer*

Doane University Men's Golf
Website: *www.instagram.com/doanemgolf*

Doane University Shotgun Team
Website: *www.instagram.com/doaneshotgunsports*

Doane Esports
Website: *www.instagram.com/doaneesports*

Doane Alumni

Website: *https://www.instagram.com/doane_alumni/*
Administrators: Alumni and Advancement
- This account provides a tool to create awareness by promoting Doane to our alumni base. The administrator is encouraged to post photos and videos related to alumni engagement and fundraising efforts.

Instagram Profile:

- The marketing department will provide content for the About section of any profile.
- The Doane web address: *web.doane.edu/doane-alumni*

Social Media Account Setup

- Seek request for approval from the Director of Marketing.

    o To be considered for approval, a social media account must meet one of the following criteria:

      ■ Demonstrates an established, key relevance to an audience for communication and/or marketing purposes that no other established social media account provides, or

      ■ Contractual or legal agreements that specify or require the use of a social media account for the use of communication and/or marketing to a specific audience.

- Seek written approval from your supervisor to establish the account and act as the administrator for the account. Contact the Director of Marketing for the approval form. Please note that being an administrator is time-consuming, and you must devote time each day to checking the site for comments and posting new information that keeps the site interesting for your guests.

- With your written approval, please provide a six-month content calendar.

- Once you have written approval from your supervisor, the social media account will be set up. OSM will share login information with you.

    o Marketing will be the main administrator for these pages. All others will be secondary.

    o Please supply a departmental email address when establishing the account/page. E.g. admission@doane.edu. Identify someone as your backup for when you are away from work, and share the login information with him/her. It is required to set up at least three admin accounts for every account. One of the Administrators will be OSM.

- In-formal training will be provided to review the requirements of maintaining a social media account, content requirements, and how to use the platform.

Tips for Engagement/Helpful Hints

Social media is not a static communication channel. It is meant to engage followers, encourage active conversation, and influence people.

Drive engagement and acquire followers:

- Be authentic
- Keep posts short – it's difficult to maintain your readers' attention with long posts
- Post quality updates that encourage participation – Many platforms now use algorithms to determine which posts show up in news feeds, and post engagement plays a key role in that algorithm. Also, fans may unlike your page or leave your group if your updates aren't valuable to them. Remember, they are following you because they are interested in Doane University and your department, so please stay on topic
- Update account regularly – your followers will only see your account when there are new posts showing up in their feeds
- Post photos – this is one of the best ways to show the human side of any organization and improves the visibility of your post on most platforms. Always have permission from the individual before you post his/her photo on social media
- Post events – posting events will trigger updates and followers can share the events they are

attending with their friends to help build your follower base
- Encourage follower participation – allow them to share content such as photos, videos, posts, and comments. After all, it's *social* media, so be social!
- When writing a post, before you hit send, think if you can make the post shorter, clearer and wittier
- Always represent Doane University in a positive light and provide links from your page to the Doane website or main social media page (Facebook, Instagram, Twitter, LinkedIn, etc.)

Add value by providing meaningful, respectful comments that are on topic in your area of expertise. If you are asked a question or for information that is out of your expertise, contact the correct Doane University representative who can then respond or further direct the question/request to another employee if needed.

Replace error with fact, not argument. If someone posts or tweets something incorrect, do not argue - just respond with facts to counter the error. Consider responding to all postings. Make sure your response is appropriate and polite. If a general response is needed, reply with a simple thank you or "like" the comment or post

Think before you post – use your best judgment. If you think your post may be inappropriate, it probably is. Please do not post. There's no such thing as a "private" social media site. Search engines can turn up posts long after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel annoyed or passionate about a subject, it's advisable to hold off posting until you are calm and clear-headed.

If you make a mistake or say something in error, be the first to admit it and correct it quickly. Be upfront and quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Be yourself and upfront in your identity on Doane-related accounts. Use your real name, and identify your affiliation with Doane University. Be authentic and personal. Social media is successful when authentic stories are told that provide a personal connection to a brand. Your honesty—or dishonesty—will be quickly noticed in the social media environment.

Be sure to clearly separate opinion from fact. If you give your opinion, make sure you state it as such. If you are posting content or opinions on a Doane social media account, do not use Doane's name in the identity or speak as a representative of Doane University.

Be honest. What you write is ultimately your responsibility. Participation in Doane's social networking is not a right but an opportunity, so please treat it seriously and with respect.

Do not let your social networking interfere with the duties of your full-time job. Doane University computers and your work time are to be used for Doane-related business. It is appropriate to post at work if your comments are directly related to accomplishing college-related goals. You should maintain your personal sites on your own time using non-Doane University computers.