

Social Media Policies

Social Media Policy

I. Social Media Channels

Xavier University of Louisiana (@XULA1925) is the only official, proprietary source of X.U.L.A. information and operates on four major social media channels: Facebook, Twitter, Instagram, and YouTube. All of these platforms are used for marketing purposes, including curated and promotional/recruitment content, and customer experience (students, potential students, stakeholders, donors and alumni), including questions, commendations, and feedback. Despite general marketing and communication purposes, each channel has specific tasks with regards to messaging, outreach, and communication with customers.



Facebook is utilized for curated and promotional content, news, public service announcements, event reminders, and Social Media Marketing (SMM) campaigns. As the channel with the most followers and customer engagement, Facebook serves as an important link between the MCD teams and development/enrollment.



Twitter is utilized for short curated or promotional content, public service announcements, event reminders, and emergency alerts. Since the platform only allows messages of 280 characters, Twitter is essential in disseminating emergency alerts and pressing information, as well as connecting to prominent social media influencers who extend the reach of the Xavier brand.



Instagram is utilized to tell @XULA1925's story through interesting and significant images. This channel has a strong brand reach and student/stakeholder engagement.



YouTube is utilized for posting videos that feature Xavier University from internal or local sources.

Social Media Policy (cont.)

II. Social Media Posts and Comments

At all times, all employees, students or representatives who can be identified as having any association to Xavier must be conscious to uphold the image, mission and brand of Xavier when posting content, opinions or commentary on social media. All posts referencing Xavier must be reflective of the curriculum or department's events and accolades only. Employees and students who use social media must do so responsibly, in compliance with all legal and X.U.L.A. institutional policies. Any employees may freely disclose their affiliation with the Xavier University of Louisiana granted that disclaimers are set freeing Xavier University of Louisiana from any intellectual investment in the post.

1. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs are not tolerated.
 2. Employees are not allowed to disclose information that are financial, operational and legal in nature, as well as any information that pertains to students, administration or any Xavier-affiliated constituents and stakeholders.
 3. Content pertaining to sensitive company information (particularly those found within Xavier University of Louisiana internal networks) should not be shared to the outside online community. Divulging information or spreading propaganda regarding matters such as the university's design plans, internal operations and legal matters are prohibited.
 4. Proper copyright and reference laws should be observed by employees when posting online.
 5. Xavier University of Louisiana reserves the right to require amendment or deletion of any misleading or inaccurate content depicted in social media posts, or any social media posts violating the code of conduct or student code of conduct.
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Social Media Policy (cont.)

Under no circumstances should social media posts or commentary contain political criticisms, political agendas, taunts to media or other community and political stakeholders/ counterparts, vulgar images or language; or any content unrelated to the positive promotion of Xavier and its academic initiatives.

Under no circumstances should any internal Xavier information or initiatives be released to any external source, including digital media sources, prior to approval from the department superior. This includes any commentary on media articles or media sources that suggests or insinuates a non-neutral stance on topics that can in any way be attributed to Xavier.

Under no circumstances should any pages or accounts be started on behalf of Xavier University or any X.U.L.A. department or organization without prior approval from the VP or division chair as well as the MCD. Sanctioned X.U.L.A. social media accounts must use an official xula.edu group email; no personal accounts may be used.

- Any sanctioned X.U.L.A. a social media account must have an assigned University employee appointed to manage and monitor the content, observing all copyright, fair use laws and MCD policies.
- All logins and passwords to any social media page that speaks on behalf or represents X.U.L.A. in any way must be released to the MCD.
- The MCD reserves the right to deactivate any University-related social media pages that misrepresent X.U.L.A.; release inaccurate, misleading or confidential information unauthorized by the Marketing and Communications Department; are not effectively messaging stakeholders on behalf of X.U.L.A.; or fail to comply with/ violate any University policies.

III. Social Media Posting and Creative Request Workflow Procedures

The MCD team focuses on messaging, planning, research, brand cultivation, and statistical analysis with regards to Key Performance Indicators (KPIs) and campaign goals. Feedback

Social Media Policy (cont.)

including research and coordination with other departments to offer optimal promotion or responses is curated directly with Account Managers for each department. Xavier Administrative and Academic Departments must work together with MCD to ensure that appropriate language and context are conveyed in posts, comments, and responses.

A digital audit of the Xavier brand online and in digital media indicates the need to consolidate and reduce the number of Xavier accounts to prevent “clutter” of the digital space and ensure accurate and approved information is released as associated with the X.U.L.A. brand. A member of the MCD staff will be contacting Social Media account managers to assess continuation of SOME accounts based on the survey results. Any account using an official mark, image, wordmark or the name of the university must receive prior authorization to avoid trademark infringement and safeguard the brand of the institution.

The MCD team structures social media marketing strategies around short-term scheduling and long-term advertising campaigns. For short-term scheduling, the Digital Marketing Coordinator creates an editorial calendar with planned posts for the month across all channels. Information about major department initiatives must be developed and submitted to the respective Account Manager at least 6 weeks in advance so that it may be included in the University editorial calendar.

Note: Social Media platforms such as Facebook, Instagram, Twitter, Snapchat, and others are for communication of messages valuable in positioning our brand to the external community and should not be used to share internal information. Apps and platforms developed and managed by ITC such as the portal, XULAGO, and banner are useful for these internal messages.

1. MCD Account Managers will meet with Xavier designated department’s representative/ chair to receive all information and materials.

Digital & Social Media Workflow

2. At least 2 months prior, Departments will provide a completed template of their upcoming activities and posts that need promotion to the MCD; who will then assist the department with preparing their content for publishing.
 - a. Copy and content are adjusted/formatted to meet XULA branding standards
 - b. Optimal posting days and times are determined by the MCD, with consideration to the audience, content or campaign goal, social network, and other posts or campaigns scheduled
 - c. Marketing schedules, adjusts and communicates changes to posts
 - d. Reviews schedule and analytics for continual improvements and adjustments
3. When a request is completed, a calendar of scheduled social media posts is shared with the respective department.
4. Support after the promotions is provided to ensure that all call-to-actions and hashtags achieve desired results. Ongoing planning and communication of upcoming initiatives is discussed.

Points of Contact: Mark Veals Jr. • mveals@xula.edu • 504-520-5670
Chelsea Cunningham • ccunnin5@xula.edu • 504-520-5425
Regi Reyes • rreyes@xula.edu • 504-520-5640

How to Request:

Complete online request form at help.xula.edu > Marketing & Communications

Approval:

All requests must be approved by the respective department Directors/VPs. Final social media postings require the approval of the MCD.

How To Request assistance with Social Media Campaigns



1

Log into the “**Help Desk**”. Select “**Get Help**”, then select “**Marketing**” from the “**Categories**” menu on the left. Select “**Social Media Campaign Request**”



2

Fill out the ticket:

Each department is responsible for submitting a ticket to the Marketing and Communications Department at least 2 months prior to receive assistance in a timely manner.



3

Once the ticket is placed:

MCD Account Managers will meet with the department to receive all information and materials.



4

Standards Check

MCD Account Managers will make sure that copy and content provided are formatted to meet XULA branding standards.



5

Proofing:

The requesting department will proof that all information is correct and accurate. Once approved, Marketing and Communications will proceed to begin creating posts and content.

Note: It is the responsibility of the requesting department to make sure all info is correct and accurate prior to posting.



6

Request Complete:

When a request is completed, a calendar of scheduled social media posts is shared with the respective department.



7

Support:

Support after the promotions is provided to ensure that all call-to-actions and hashtags achieve desired results.