

From UND's Social Media Policy:

- Register new accounts with UND by e-mailing identity@und.edu.
- UND Web Team (UND WT) maintains a directory of social media accounts.
- UND WT must be given administrative access to our social media accounts to provide technical support and safeguard access. In the event of technical difficulty e-mail identity@und.edu with any questions.
- UND will never post to our accounts except in the case of emergency safety information.
- Accounts' affiliation with UND must be clearly indicated.
- Use "UND" instead of spelling out the name.
- Accounts must use UND flame logo.
- You must post regularly; dead accounts will be deleted.
- Refrain from disparaging, harassing, or disrespectful comments; keep it polite
- Best Practices guidelines are incorporated into this policy.

BEST PRACTICES – IN GENERAL

- Think before you post; the internet is forever.
- Write in a friendly tone; social media is not a press release.
- Go for quality over quantity.
- Consider using Hootsuite or a similar services to manage multiple accounts.
- Know the hot-button issues for the library, the law school and UND.
- Know who is tapped to offer official comments and be sure to clear statements you may want to make through them. When in doubt, contact:
 - The library director
 - The law school dean's office
 - For general UND issues, Peter Johnson, Division of University & Public Affairs (peter.johnson@email.und.edu, 777-4317)
- Audience: law students, faculty, legal community
- Potential topics: events, resources, research tips, reviews of books/movies in collection, training sessions, changes in services/hours/etc., current awareness resources, faculty scholarship, legal education information/trends, legal technology trends
- Manager of social media will coordinate communications across all channels, have administrator rights to all social media accounts, and monitor all social media channels for daily activity from our audiences and followers

- Multiple contributors will keep the creation of content at a manageable load and the content stream fresh and timely
- Contributors will use the capabilities of the blog software and Hootsuite to schedule their posts at least one in advance (to allow for final approval) or for time-sensitive posts, publish same day.
- Contributors will determine on a post-by-post basis which social media channel (or combination thereof) is appropriate for distributing their content
- Contributors will have each entry proofread by at least one colleague
- Contributors will record their weekly time spent in order to help determine how much staff time is reasonable to allocate towards social media
- Response policy: 1) Politely and concisely thank any followers who leave a positive comment on any social media channel. 2) For inquiries that can be answered without controversy, the social media administrator will respond or forward the inquiry to the appropriate person. 3) If the comment/inquiry requires a response from the Director or other administrator, the social media coordinator will bring the information to the attention of that party. 4) Response policies should be posted at each social media channel. 5) A comment deletion policy should be considered.

BEST PRACTICES – LIBRARY BLOG

- Primary channel for recording and distributing web communications about library news, court updates, and occasionally other topics relevant to the law school community
- Target audience: any and all online users
- Tone: semi-formal
- Scope: broad spectrum of library news and information
- Workflow: Approved staff will author posts in draft mode, have a colleague review them, and publish or schedule for future publication.
- Use Wordpress
- Use Firestats Wordpress plug-in to track: number of visits, most popular content, and most popular search terms that lead visitors to the blog
- Goals: 2 posts/week, 25 visits/day, 5 link clicks from Facebook and Twitter to blog posts each month

BEST PRACTICES – FACEBOOK

- Outreach channel for interacting with students in a space that they already use, showing the library's personality, showing students that we are approachable/interesting/useful, redistributing select information from the library blog, interacting with other organizations
- Target audience: law students
- Tone: professional with levity (In good taste); direct, engaging, explicit interest in connecting with students
- Scope: student-centric content; interactions with other organizations; links, images and media content; contests and giveaways; library events
- Workflow: Automatic posts from blogs and other approved streams; other posts will be authored and reviewed by staff; administrators of page will have the ability to post and/or interact with other Facebook pages as the Library to network with other organizations

- Pick your page name carefully
- Submit a request for page registration to identity@und.edu
- Post a comments policy
- Profile pics should be 200 pixels sq with a title-safe area of 176 pixels sq
- Include the UND Flame Logo in the profile
- Statistics can be tracked via Facebook administrator interface or Hootsuite: number of posts per month, number of fans (cumulative), number of events posted, number of interactions, daily post views, monthly tab views (views of each profile tab – hours, FAQs, etc)
- Goals: 2 posts/week, 25 “likes”, maintain low number of “unlikes,” gain feedback on posts

BEST PRACTICES – TWITTER

- Swift and wide distribution of communications content
- Target audience: legal community (law librarians, legal organizations, lawyers, law students, legal journals, law firms, law schools)
- Tone: concise, professional with levity when appropriate
- Scope: timely information, some from the blog, some from other campus social media sources or external sites
- Workflow: automatic posts from blog and approved feeds; other posts will be authored and reviewed by staff
- Interaction with followers and other organization
- Share your log-in and password with the UND WT
- When choosing a handle, keep it short, unique and meaningful
- Bio should reflect what people can expect from the account
 - If account is a broadcast tool, we should provide an alternate contact handle
- Avatars must be 73x73 pixels and include the UND Flame Logo
- Design background images for the maximum resolution of 1900x1200 pixels but be sure that it looks good when viewed in different sizes by using <http://twtbg.me>
- For easy sharing, work out how many characters will be left after reserving space for a re-tweet and handle and limit the tweets to that many characters
- Proofread before sending, even if re-tweeting
- Tips for shortening tweets
 - Use & instead of “and”
 - Condense dates and times and drop any punctuation not needed for context/understanding
 - Reword with shorter words and abbreviations
 - Use Twitter handles to reference other entities
 - If no Twitter handle is available, use commonly understood, shorter names
 - Use URL shortener for links
- Statistics to be tracked via Hootsuite: number of tweets per month, number of followers (cumulative), redistribution (@ mentions and posts retweeted by others)
- Goals: 3 tweets/week, 50 followers, 2 redistributions/month (@ mention or RT)

BEST PRACTICES – YOUTUBE

- Try for at least 3 videos/month
- Keep videos to 2 minutes or less *unless* they are instructional in nature
- Make sure you have good sound and lighting
- Avoid “talking heads” where the entire video consists of one person speaking to the camera
- Avatars should be 88x88 pixels and include UND Flame Logo where appropriate
- Page titles should start with main brand acronym, UND
- UND video providers: <http://und.edu/identity/video/providers.cfm>