



SOCIAL MEDIA GUIDELINES

CREATED BY University Relations
Clemson University
Copyright 2020

TABLE OF CONTENTS

Purpose	ADA Compliance Specifics
Scope	New Account Creation
How Clemson Uses Social Media	External Content Approval
Protected Information Policies Related or Connected to Social Media	Account Management
Social Media Marketing Policy	Content Best Practices
Clemson Brand Guidelines	Crisis Communications
Account Safety	

Purpose

These supporting guidelines are intended to properly portray, promote and protect the institution and its employees, and to assist University entities in effectively creating and managing social media accounts as well as maintaining and enforcing brand standards through the use of social media content.

Social media is the use of online tools and services that allow users to create and publish content while engaging in community discussions. Users with similar interests can interact in communities by sharing information and knowledge. Many social media sites, such as Twitter and Facebook, can serve as personal profiles where users can post information about themselves. Social media also allows users to gain support, share information with friends, and increase existing networking circles.

Clemson University uses social media to engage in conversations with all members of the Clemson Family, whether it's current/prospective staff, students, employees, fans or alumni. Clemson uses social media to share relevant content to educate, increase brand exposure, and broaden our reach among key audiences.

Scope

This policy applies to all Clemson faculty, staff and students who are employed by Clemson in any capacity. The guidelines also apply to other people (such as volunteers and appointees) who use internally managed University computing resources. This policy applies to all forms of social media, including, Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, Vimeo, TikTok, podcasts, blogs, online comments, etc. This policy may apply to employees outside of work hours and while using personal accounts when the use of social media affects an individual's professional responsibilities, violates applicable law, or constitutes a violation of Clemson regulation or policy.

We have developed this guidebook to provide the Clemson community with best practices as well as the direction and proper usage of approved branded social media accounts. This collection of policies, procedures and tools helps ensure that assets and accounts are secured, reputational

risks are minimized, and compliance is maintained. However, due to the ever-changing landscape of social media, we expect this to be a series of documents that changes over time. These guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging, including social networking sites and sites with user-generated content. The goal is that you will use these tools to learn how to strategize effectively to ensure your social media channel is targeting the right audience effectively.

Like most other forms of communication, social media is most effective when it is rooted in strategy and collaboration. The platform on which a brand or organization communicates, or the form in which that communication takes place (video, gif, animation, tweet or snap), does not negate the need to have associated goals, thoughtful design and clear expectations for performance, accountability and value added. This playbook contains the governing strategy, best practice guidelines, tools and resources that will enable Clemson to streamline and strategize social media.

How Clemson Uses Social Media

Clemson University uses many channels of social media to communicate and build relationships with our current/prospective faculty, staff, students, parents, fans and friends. Social media allows us the unique opportunity to engage in the community conversation by hearing what our audiences are saying by conversing with them on any given social media channel. Clemson encourages its employees to use social media as a means to connect with the Clemson community and key stakeholder audiences to foster thoughtful engagement and dialogue, through meaningful content, about the issues and events important to and impacting Clemson and its communities.

Social media is no longer just about conversation and content; it's now an established collection of channels that can deliver valuable content to satisfy the needs of your target audience. As organic reach on social media is shrinking, paid social media allows for the segmentation of specific audiences to reach customers or potential customers effectively and efficiently.

Organic Social

Organic social refers to the way in which a brand or user can utilize tools and social media platforms to build and interact with a social community by sharing posts and responding to customer comments for free. For example, using a tool like Hootsuite or Sprout to schedule and publish tweets on Twitter is organic. You may pay for a license to use Hootsuite or Buffer, but there is no charge from Twitter for publishing your tweets. Another example is posting directly from a social media channel and not boosting or promoting the post for it to reach a broader audience.

Paid Social

Paid social media allows users to utilize those same tools and social media platforms but instead, a brand or user could pay to boost or promote the content to increase engagement or increase reach. Paid social media allows your message to be delivered directly into the hands of your targeted audiences. Paid advertising on social media gives you complete control over who sees your content. Paid social media allows Clemson to target specific audiences, build customer journeys, and enable key stakeholders to take a desired action.

University Social Media Policies

When engaging in any social media activity as part of official duties at Clemson, employees are governed by the same policies that govern all other electronic communications. Read the policies before engaging in any social media campaign as part of your official duties at Clemson and if you use social media for personal purposes.

These policies and activities are applied: (1) during employment at or while conducting activities for Clemson or (2) as part of the employee's official duties. Such employees/individuals must follow all applicable state, federal and local laws, such as FERPA, NCAA and HIPAA, with policies found in University faculty and staff handbooks, and with the brand identification and standards manual. Any content that violates any of these or contains/leads to a student's private or personal information is strictly prohibited and should not be posted by employees or others using the site. Violations must be reported immediately to University Relations and/or General Counsel.

Protected information policies related or connected to social media

This section applies to disclosure of protected information while engaging in social media.

Acceptable subject matter/content:

As a public university, Clemson respects freedom of speech and has certain obligations under the First Amendment and related laws. Posts on a typical, open social media site (i.e., the Clemson University Facebook page) cannot be limited based on the content or viewpoint of the speech/expression, with the exception of posts that break laws or do not contain speech protected by the First Amendment (as one example, speech inciting imminent violence).

Other Clemson University social media sites that are intended for specific subject matter rather than for general use should conspicuously contain an “About” section that includes the following statement:

“This site is intended for discussion of {INSERT SUBJECT MATTER}. It is not a “traditional public forum” as that phrase is defined in applicable law interpreting the First Amendment. We welcome your opinions and encourage open discussion about the topics we post. If we become aware of messages that contain advertising, are off-topic, infringe someone’s rights, or are violations of the law, we reserve the right to remove them.”

Notably, while such a disclaimer allows the University to define a specific topic or subject matter to be discussed on an issue-specific social media page, it does not allow the University to delete, edit or censor posts based on the post’s viewpoint regarding that topic.

Family Educational Rights and Privacy Act (FERPA):

This federal law protects confidential information covered by privacy laws, especially FERPA. It is also referred to as the Buckley Amendment. FERPA is a federal law (20 U.S.C. section 1232g) that was passed by Congress in 1974 to protect the privacy of student education records. It also provides rights to access or amend those records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

- o Those who conduct social media activities for Clemson must not engage in any conversations or post any information regarding student records. Some examples of student records include names, admission status, GPA, Social Security numbers and any other information that would be covered by FERPA.
- o If students request help, employees can direct them to a secure discussion platform, such as phone, email or a link for more information.

HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT (HIPAA):

This federal law protects confidential medical records as specified by HIPAA: “The privacy rule protects all ‘individually identifiable health information’ held or transmitted by a covered entity or its business associate, in any form or media, whether electronic, paper or oral.”

- o Examples of protected information include: “... the individual’s past, present or future physical or mental health condition, the provision of health care to the individual, or, the past, present or future payment for the provision of health care to the individual, and that identifies the individual or for which there is a reasonable basis to believe can be used to identify the individual.”

NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA):

Clemson employees and individuals are required to abide by NCAA regulations when interacting and communicating on social media platforms. Employees may not contact (i.e., tweet or friend/like) prospective student-athletes on social media until after they have signed a National Letter of Intent with the school. Please contact the Clemson Athletics compliance officials for any clarification or questions in connection with this policy.

FREEDOM OF INFORMATION ACT (FOIA):

Faculty, students and staff at Clemson should also be aware that, as a public institution, we have even less expectation of confidentiality than a private entity. This is because we are subject to the S.C. Freedom of Information Act (FOIA). This act specifically provides that all communications of a public agency or public employee are subject to public disclosure unless specifically exempted by the act. <https://www.clemson.edu/administration/ogc/legal-topics.html>

COPYRIGHT AND FAIR USE:

Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical and artistic works, such as poetry, novels, movies, songs, computer software and architecture. Copyright does not protect facts, ideas, systems or methods of

operation, although it may protect the way these things are expressed. Fair use allows portions of certain works to be used without consent under specific situations; however, the safest course is always to get permission from the copyright owner before using copyrighted material.

- o User-generated content can be obtained when the owner of a photo or video shares it with a Clemson social media account via message, mentions the account's handle, uses a hashtag promoted by the account, or mentions the department, group, unit or initiative represented by the account. Social media users who engage in such actions allow the University to use their content on its various social channels. Effort will be made to credit the original source when posting user-generated content.

<https://www.clemson.edu/administration/ogc/selected-policies/copyright.html>

ACCESSIBILITY (ADA)*:

To ensure a positive user experience on our social media platforms, account managers should be aware of best practices that promote disability access and inclusion. These tools will help you make sure the images, videos and other content you share are accessible to people with disabilities. Since, in many cases, there are limitations to the accessibility of a platform, you should check its associated documentation to determine which of its features support accessibility. For a more detailed exploration of these topics via a tutorial, [refer to the work at exploreaccess.org via their Social Media Accessibility Toolkit](#).

Accessibility Documentation by Platform:

- [Facebook Accessibility Support Features](#)
- [Twitter Accessibility Support Features: Images](#)
- [Instagram Accessibility Support Features: Images](#)
- [LinkedIn Accessibility Support Features](#)
- [YouTube \(Google\) Accessibility Support Features](#)
- [LinkedIn Accessibility Support Features](#)
- [TikTok Accessibility Support Features](#)

**Please see the accessibility section for best practices on how to comply on social media.*

BRAND AND COPYRIGHT COMPLIANCE

By having a social media presence, you must uphold the established brand guidelines for the University and be mindful of copyright infringement.

Social Media Marketing Policy

ADVERTISING:

Any potential sponsor/advertiser collaboration between Clemson and another party with a monetary value must be developed through Total Campus Marketing. This also applies to a collaboration with any third party that doesn't have an existing relationship with Clemson University.

If a collaboration has been established through Total Campus Marketing, any use of advertising materials must be reviewed and approved by University Relations before an agreement is signed. University Relations reserves the right to decline sponsorship/advertising access and content be included in said agreement on including but not limited to the main institutional channels.

Unless entered into a formal agreement with Total Campus Marketing (TCM) and/or a TCM collaborator, advertising on behalf of external vendors is prohibited on Clemson websites and social media channels. TCM and TCM Collaborator is the multimedia, marketing rights holder (currently Clemson Sports & Campus Marketing (CS&CM)/JMI Sports).

<https://www.clemson.edu/procurement/faculty-staff/Total%20Campus%20Marketing.html>

BUSINESS TRANSACTIONS:

The institution does not endorse or use any social network internet communication service or media sharing service as a secure means of transaction for online business transactions or matters involving personal information. The University will not ask for, nor may an individual send, credit card or payment information, classified information, privileged information, private information or information subject to nondisclosure agreements via any social network with Internet communication service.

Charitable contributions to or on behalf of the Clemson University Foundation or any other 501(c)(3) organization whose mission is to support Clemson University cannot be solicited, nor can they be accepted, unless approved in advance by the Foundation and/or hosted by Development and Alumni Relations. (<http://www.clemson.edu/giving/cufoundations/>).

Clemson brand guidelines

Any content that is created to live on your social channels needs to adhere to the overarching Clemson Brand Guidelines. Please see our [brand guidelines](#) review these prior to any content creation.

CLEMSON SOCIAL MEDIA GUIDELINES:

All content and community engagement on social media have the potential to impact the Clemson brand. Remember that you represent Clemson when utilizing social media channels in an official capacity. Be familiar with our visual standards when creating your social media profiles and posting content. Use only approved brand assets (logo, graphics and color), and follow University brand guidelines.

If you have questions about brand or editorial guidelines, contact University Relations.

ADDITIONAL RESOURCES AND TIPS FOR SOCIAL MEDIA RELATED POLICIES:

Clemson employees and students may mention their University affiliation in the bio or about sections of personal social media accounts but are prohibited from using University brand elements on those accounts in ways that violate branding guidelines, trademark policies or other University policies. Even if you are using social media personally, you should be mindful that you may still be seen as a representative of your college, unit or the overall University.

Remember, users must adhere to the terms and conditions specific to each social network platform and follow policies for the use of personally owned devices in the workplace at Clemson.

Employees whose official duties include social media monitoring, management or content must be familiar with the following additional policies before engaging in any official social media activity:

COMMERCIAL USE OF MARKS:

The Clemson University licensing program is designed to protect the integrity and ensure the proper use of the University name and logos. In order to administer the program, Clemson has established formal licensing procedures that will allow the institution to benefit from the commercial use of both the registered names and symbols. For questions regarding the use of collegiate licensing, please visit

<https://www.clemson.edu/university-relations/licensed-vendors.html>

PLATFORM SPECIFIC POLICIES:

All social media sites, such as Facebook, have policies about how they will or will not use your content, what is and is not allowed, etc. Be sure to familiarize yourself with these policies before you launch your channel.

If you have any questions about social media best practices, or need guidance when problems or issues of concern arise, contact the Social Media Team at social@clemson.edu

SOCIAL MEDIA SWEEPSTAKES/CONTEST RULES:

Although social media contests and sweepstakes are a fun and easy way to build an audience and engage with users, we highly recommend taking every effort to ensure that your promotional campaign is legally compliant before moving forward. **Raffles and lotteries are not allowed.**

A sweepstakes is a game of chance, whereby the winners are randomly selected. All entries are assigned a random number that is grouped together prior to winner selection.

Contests are skill based, and the winners are determined on the merit of their performance or from meeting certain judging criteria. In a contest, participants will be required to perform a measurable task that is later judged and scored before a winner is selected.

When implementing a contest, the account administrator must provide clear instructions on what is expected from participants and how the winners will be chosen.

Sweepstakes needs a set of official rules that are in compliance with all local, state and federal laws. When in doubt, share the information to University Relations staff, who have been advised to facilitate with General Counsel, if needed.

Any sweepstakes or contest with a prize value over \$25 needs to be authorized and approved by University Relations. In addition, raffles conducted in South Carolina are subject to regulation by the

South Carolina secretary of state's office pursuant to SC Code section 33-57-110(11). Currently, Clemson University is not a recognized or qualified organization for the purposes of conducting raffles in the State of South Carolina.

Platform Specific Contest Guidelines

In addition to complying with our Clemson University social media contest rules listed above, each specific platform has their own promotion guidelines.

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [YouTube](#)

Account Safety

PASSWORDS:

In an effort to further protect Clemson's digital identity and online reputation, and to strengthen the security related to Clemson social media accounts, it is recommended that social media account managers update the passwords for all of your area accounts at least once a semester.

The password to the social media profiles that you manage for Clemson is the only protection available for these accounts — accounts that allow immediate communication with prospective and current students, faculty, alumni, parents and community members. Protecting the security of these accounts is a very important part of ensuring they are not overtaken for malicious purposes.

Clemson University Relations will do a University request for password changes at the start of the Fall academic year. However, to increase security, we recommend changing social media passwords at the beginning of each semester.

Password Guidelines

A strong password is your best defense against cybercriminals. A good password is easy to remember but hard to guess. Here are some tips for creating a strong password:

Consider a Passphrase

A passphrase is a sentence or sequence of case-sensitive words that can include spaces and punctuation. Choose a phrase that is easy for you to remember but difficult to guess. Things like song lyrics or well-known sayings or slogans can be easy for cybercriminals to guess. Passphrases benefit from their length, making them more difficult to crack (we recommend a minimum length of 15 characters). Passphrases can also be a sentence of unlikely words, but make sure it's one you can remember.

You can also take a phrase and turn it into a password by using the first letter of words and adding numbers with special characters. Also avoid using anything related to your personal information.

Examples:

- I like to buy chocolates on Wednesdays!
- Crow hockey battle
- tCUt1g#rsN\$d1E! (this could be created from "The Clemson Tigers never say die")

Use a mix of letters, numbers and symbols

Mixing numbers, symbols, uppercase and lowercase letters makes your password more difficult to guess. The more characters you use, the more secure the password will be. Again: Make sure it's something you will remember. A strong password won't make any difference if you can't use it.

Unique Account, Unique Password

Reusing passwords for multiple accounts means that if someone were to learn one of your passwords, they could in turn gain access to more of your data and information.

Things to Avoid

- Using your username or any derivative.
- Using personal information easily obtained about you. Your name, your license plate, your pet, your phone number, etc.
- Any keyboard sequence, like qwerty or zxcvbn.
- Repeated phrases like "blah blah blah blah."
- Revealing your password to anyone.
- Writing your password down.
- Using any example password you find, including one from this guide.

- If someone who has access to the account leaves Clemson, passwords should be changed immediately.
 - Passwords should not be shared via email. When possible, share the password verbally with shared account managers. Clemson University Relations stores all University brand level social passwords in 1Password. It is recommended that all social media accounts store password information in a tool like [1Password](#). For more information on 1Password, contact your CCIT representative.
 - The email address associated with the account should be a Clemson.edu email account.
-

ADA Compliance Specifics

Alternative Text Descriptions for Images

When social media platforms or aggregation tools such as HootSuite allow for alternative text descriptions on images, you should provide them. For best practices on authoring alternative text descriptions, refer to the [alternative text description section](#) of the 11 Key Accessibility Factors reference material. Such text descriptions of images will be read aloud to non-sighted or low-sighted users who rely on screen readers to consume social media content.

Hyperlinks

In instances where you need to include a website link, please adhere to the following guidelines for each channel:

- **Instagram:** This platform does have the ability to include a URL in post copy, but it cannot hyperlink it. If you need to include a link, please include the language “Link in bio” within your post caption, then update your bio page with the necessary hyperlink.
- **Facebook, LinkedIn and Twitter:** All platforms support the use of hyperlinks. The standard practice is to include a link shortener to ensure that the character count is not maxed out on Twitter and fits within the post on Facebook and LinkedIn.

Captioning of Videos

For video content, you should provide captions of the audio for the benefit of those without hearing, who are hard of hearing and who are non-native speakers. Captions can be either closed captions (where a user can turn them on and off) or open captions (where the text is embedded into the video and cannot be turned on or off). Each platform has their own process for uploading or adding captions to video content. To follow platform accessibility practices see Content Best Practices.

Context for Animated GIFs

At this time, the animated GIF format has either very limited or no accessibility support on most social media platforms. This makes the animated GIF content difficult for individuals who rely on screen readers to perceive. Therefore, you should not rely solely on animated GIF content in a social media post. When using animated GIFs, confirm that the post can be understood through its text content alone.

CamelCase Hashtags

Hashtags are an important component of social media posts. When authoring hashtags that are made up of multiple words, use initial capitalization, also known as CamelCase. Utilizing this simple technique makes the hashtag easier to read for all users and is more consumable by screen readers since their synthesized voices can recognize and pronounce individual words and won't concatenate and garble them.

For example, when using the Clemson hashtag, United as Tigers, be sure to capitalize all of the words in the hashtag. It should read as: #UnitedAsTigers.

Emojis and Emoticons

Emojis displayed on a screen will be described by a screen reader. The 🙌 emoji, for example, will be read aloud as “clapping hands.” Please be considerate of screen reader users by using emojis judiciously and by placing spaces between them.

When creating emoticons with text, consider the experience for screen reader users. In this example, this visual experience of “shruggie” “_(ツ)_/” will be read aloud by a screen reader as:

“Macron, backslash, underline, katakana, underline, slash, macron.”

Text on Images

Please refrain from adding text on top of any static image posts as these are not ADA compliant.

For a full review of accessibility features per platform, refer to the Content Best Practices section.

New account creations

A University social media account is any registered account administered by an official University unit on any social network used in support of the function or needs of that unit. Use of social media accounts must be conducted in a manner that is professional, protects the reputation and brand of Clemson, and is in compliance with University policies. Official accounts must be maintained by the official department and must use Clemson email (____@clemson.edu) for administrative correspondence. It is recommended, as a security baseline, that all accounts use a generic Clemson.edu domain account as the page owner for each account. For more information on account security, please review the [CCIT POLICY](#). All University accounts must have a full-time appointed employee who is identified as being the responsible party for account maintenance and content. Ultimately the department head is responsible for all posted content. Students cannot create official University social media pages but may contribute to their maintenance. For more information on student usage on/contribution to official social media accounts, **please see Content Best Practices***

Authorization to present a social media account as an official University activity must come from University Relations Marketing and Brand Strategy. Before creating any official social media account at Clemson University, you must fill out and submit the “Social Media Account Request”

form at [HERE](#). This form must be approved by your department VP/dean before it will be evaluated by University Relations. You will then be contacted by a member of our social media team to discuss social media policies at the University as well as strategy, goals, messaging and best practices. All official social media accounts at Clemson University — with the name and contact information for the account manager and account password/login information — must be registered and stored within the official database with University Relations.

All new accounts must follow the naming convention of @Clemson and then the department/college/organization name. Please refrain from using other iterations of Clemson, such as @CU.

Before starting a new social media account, you should be able to answer the following questions:

Who is the audience?

- Determine who you are trying to reach, why you are trying to reach them and where that audience lives on which social media platforms (for descriptions on the different platforms, see the Social Media Communications Plan section below).
- Determine how your messages will be targeted (i.e., promoted posts to a specific audience, different platforms for different audiences, etc.).
- What are the other ways that you are communicating with this audience?

Why are you starting this account?

- Define the purpose for the new account.
- Determine what the goal is and how will you measure success.
- Define how this account will align with the University social media goals.

Do you have the resources?

Managing a University-affiliated social media presence requires frequent and consistent attention. If you don't have the time to devote, you may be quickly overwhelmed.

Work through these questions below:

1. How will you source your content to share out and post?
2. Who will be responsible for ensuring that content is being posted?
3. Who will review content to ensure it follows our Clemson and platform guidelines?
4. Who will be responsible for community and crisis management?

5. How do you plan to build relationships and partner with other departments and units to work on content opportunities together?

What makes your account unique?

Determine what your account offers that others don't, particularly within your unit.

Are you duplicating messages?

- Define the messaging framework for your target audience and determine if it overlaps with another Clemson account.
- Determine if partnering with another account can strengthen your message.

How can account administrators be contacted?

If account admins (such as students) change frequently, consider creating a generic email address to minimize the effort required for transitioning to a new account admin.

What are your peer institutions doing on social media?

Find and follow peer institutions/organizations on the specific platform you are interested in creating for your department/unit.

Analyze the content from your peers as a starting point for you to use in planning to reach those audiences and learn more about the content that they are creating.

Social Media Guidelines

Upon approval to create a social media account, please adhere to the Clemson University guidelines for naming conventions, logo use and other visual identity standards.

Existing account compliance

Account administrators must correct or modify University social media accounts under their control, as directed by University Relations and within this Social Media Guidebook. Failure to comply with the University Social Media Guidelines could result in account termination.

You should only post on behalf of Clemson or its affiliates in an official capacity where you have been explicitly authorized to do so. You should only create an account in the name of a recognized Clemson entity if you are authorized to represent that entity. Discuss with your supervisor whether you are empowered to respond directly to users and when you may need approval to respond or when you have questions about the appropriateness of content for posting. Take a moment to think about what you are posting before you hit the publish/post button.

1. It is the responsibility of the administrator of a social media account to actively monitor the social media account; content must be current and accurate.
2. Posting on behalf of the University, in addition to its colleges, schools, departments and programs, is not a right; it can be rescinded at any time.
3. Be responsible for your posts and remember that what you post is a reflection upon the University and you.
4. Somewhere on your site, it is encouraged that your audience should have a way to privately contact the site administrator. If this is not a built-in feature of the site you are maintaining, then you are encouraged to list or embed email contact information somewhere on your site. Contact Social Media with questions or comments.

Information about the approval process, as well as the additional resources and guidelines, is available on the [University Relations Social Media Registration website](#).

External content approval on University accounts

Given that social media is viewed as an inexpensive alternative to paid advertising, there has been a rush by colleges and units to adopt social media as a way to reach their various audiences. Social media is, like websites, official University communication, so standards have been established to provide for proper and secure usage.

Could this content raise privacy concerns? FERPA, HIPAA and public information law should all be taken into account when posting on social media, and you should be informed in applicable areas of information security before launching a site.

Story ideas and/or specific events that you feel meet the brand editorial and content guidelines for main University social channels should be shared with the social team via intake forms [HERE](#)

- You will be asked to provide story-specific information and details on how sharing this story and/or content helps enhance and elevate the brand presence on social media. To ensure proper project vetting and approval, please submit ideas four to six weeks before anticipated launch/live date. A member of the University Relations social media team will contact you to confirm the project request, to ask any questions, and to determine the optimal schedule and next steps, should it be determined that content should be shared on University channels.
- University Relations may determine that content needs to be modified or changed before shared on any University channel.

Before starting to submit a potential University social media story idea, you should be able to answer the following questions:

Who is the audience?

- Determine who you are trying to reach, why you are trying to reach them and where that audience lives on which social media platforms-wise (for descriptions on the different platforms, see the Social Media Communications Plan section below).
- Determine how your messages will be targeted (i.e., promoted posts to a specific audience, different platforms for different audiences, etc.).
- What are the other ways that you are communicating with this audience?

Why are you starting this account?

- Define the purpose for the new account.
- Determine what the goal is and how will you measure success.
- Define how this account will align with the University social media goals.

Do you have the resources?

Managing a University-affiliated social media presence requires frequent and consistent attention. If you don't have the time to devote, you may be quickly overwhelmed.

Work through these questions below:

1. How will you source your content to share out and post?
2. Who will be responsible for ensuring that content is being posted?

3. Who will review content to ensure it follows our Clemson and platform guidelines?
4. Who will be responsible for community and crisis management?
5. How do you plan to build relationships and partner with other departments and units to work on content opportunities together?

What makes your account unique?

Determine what your account offers that others don't, particularly within your unit.

Are you duplicating messages?

- Define the messaging framework for your target audience and determine if it overlaps with another Clemson account.
- Determine if partnering with another account can strengthen your message.

How can account administrators be contacted?

If account admins (such as students) change frequently, consider creating a generic email address to minimize the effort required for transitioning to a new account admin.

What are your peer institutions doing on social media?

- Find and follow peer institutions/organizations on the specific platform you are interested in creating for your department/unit.
- Analyze the content from your peers as a starting point for you to use in planning to reach those audiences and learn more about the content that they are creating.

Social Media Guidelines

Upon approval to create a social media account, please adhere to the Clemson University guidelines for naming conventions, logo use and other visual identity standards.

Inactive Accounts

Social media accounts at Clemson University must be continually updated and monitored. Accounts that have been deemed inactive or obsolete in terms of social media best practices may be subject to deactivation or deletion.

Deactivation and deletion will be carried out by contacting and working with the identified account administrator and/or the highest-ranking officer of the department. Please note, since University Relations requires compliance with the official University account database, which includes login information, inactive accounts are subject to deletion if an account contact cannot be made. [CG9]

Account management

Account Administrator Expectations

When overseeing social media accounts on behalf of Clemson University, the account administrator will be responsible for ensuring the highest level of professionalism across all platforms.

1. The main account administrator must be a full-time employee at Clemson University.
2. The main account administrator will be responsible for overseeing the posting of all of the content that is shared out from the platform.
3. When applicable, the account login credentials can be shared with any part-time employee, undergraduate student or graduate student worker/intern. This should be approved by the account administrator and provided to the University Relations team to have in the social account database. With any change in staff or support, all passwords should be changed, and University Relations should be notified.
4. Occasionally, University Relations will host social media check-ins, and all account administrators will need to attend.

Employee Succession Plan

As our staff changes, we have found that many accounts remain dormant and the login credentials may be lost in transition. To combat dormant accounts, a succession plan is required to ensure the longevity of our University accounts.

We recommend using this checklist to ensure a smooth transition:

- **Two weeks prior to departure –**
 - Discuss the departure details and the following steps with your supervisor.
 - Inform the University Social Team and Universitywide contacts.
 - Audit all aspects of the accounts such as direct messages, billing, scheduled content, ads and analytics to ensure that there are no outstanding questions.
- **One week prior to departure –**
 - Remove the employee leaving from all administrative responsibilities.
 - Revoke access on Facebook Business Manager and any social media management tool such as Sprout, HootSuite or Socialbakers.
 - Require the employee to log out from all accounts and to remove the account from their saved credentials on all mobile devices.

For any questions about a message, please contact the University Social Media Team at social@clemsun.edu.

Content Best Practices

This section will break down specific communication features across social media platforms as well as best practices per platform. By following these best practices, we can ensure that our content will provide value to our followers.

Platform Communication Features

Community Management

Direct Messages – Direct messaging has become an extremely valuable feature used in social media to create a one-on-one conversation with our users. This feature acts as a customer service tool and provides us direct access to our users that no other feature is able to do.

Here are a few best practices when responding and handling direct messages from a University-branded account:

1. Check for direct messages daily.
 - a. Always respond to every message received. For response references, please see the Social Media Guidebook.
 - b. Responses should always be sent within a 24-hour window of receiving the message.
 - c. Negative messages could happen and more often than not, don't require a response. However, there are instances where action should be taken:
 - i. If a user sends a message that ensues harm to themselves or another individual, contact _____.
 - ii. If a user sends a message that involves the safety of the campus, contact_____
 - iii. If a user sends a message that could harm the reputation of the University, contact _____.

Comments, Mentions, Tagged Content – These are valuable features that allow you to engage with other users content. Users have the ability to interact with your brand by commenting on your posts, mentioning you in their content, and tagging you in their photos/videos.

Here are a few tips on how to engage with users comments, mentions and tagged content:

1. Always like or reply back to comments that users left on your content. This will ensure them that you saw their comment and recognize their engagement.
 - a. If you feel compelled to do so, leave a comment that engages back with the user. If not, liking the comment will suffice.

- b. If a user comments with an appropriate question, make sure that you answer them with a comment or message them directly.
2. When searching for mentions, take a look at your notifications. If people mentioned you in a comment, post or Story, you should receive a notification.
 - a. Make sure that you engage with the user if appropriate so that they have been acknowledged.
3. If you are tagged in content, you should receive a notification. If appropriate, like the content or leave a comment. Doing so will increase your engagement and strengthen your brand loyalty.
 - a. If you did not receive a notification, you can also take a look at your profile to see what images you have been tagged in.

Account Engagement

Account Tagging – Here are a few best practices when tagging other accounts from a University-branded account:

1. Only tag an account that is directly related to the content you are sharing.
2. Always tag the minimum number of accounts possible.
3. Do not tag several large accounts in the hopes that they will repost your content.
 - a. Always check to make sure that your posts have more white text than blue text when posting.
 - b. Large accounts are less likely to share your content if you tag several other accounts because it will look bad on their page.

Hashtag Usage – Here are a few best practices when utilizing hashtags for a University-branded account:

1. Only use hashtags that are relevant to the brand. If you are unsure about a specific hashtag, simply search for it and research the type of content associated with it.
2. Never create your own or a new hashtag without consulting the University Relations Social Media team first.
3. Always use capital letters to break up what you are trying to say. For example you should always use #UnitedAsTigers and not #unitedastigers. The platforms are not able to distinguish between upper and lowercase letters, so readability is the goal.

4. Avoid overusing hashtags. The quality of the hashtag being used is more important than the quantity being used. Always check to make sure that your posts have more white text than blue text when posting.

*In certain instances, negative commentary could occur beyond just the platform's direct messages. In these instances, please see the section on Crisis Communication.**

Platform Best Practices

Facebook

The main use of Facebook is to share images and videos, creating events, organic/paid opportunities, and the use of native links to enhance traffic back to our Clemson University website.

The functionality of this platform allows us to build out a strong paid strategy leveraging a large audience with not only Facebook but also with an Instagram account as well. This tool can be used best when learning to understand our prospective students, research opportunities and academic reputation overall.

Image Size and Layout:

Standard Image and Video Size: 1080x1080px

Event Cover Image Size: 1920x1080px

Profile Photo Size: 180x180px

Cover Image and Video Size: 820x312px

Post Cadence:

If sharing out content organically, 3–4 times per week.

If sharing out content as paid, dependent upon the campaign length.

Event Creation:

The event page feature on Facebook is unique to their platform and is not available on other platforms. If you are creating an event with a co-host, please contact your co-host before creating. If they accept the request, the event will be visible on their event preview section.

If there is a co-hosting request with the University, please contact the social media team before creating your event. We will review your event details to ensure that they are compliant with the tips listed above. We will make suggested changes before we accept the request to ensure that the promotion of the event will be successful.

When creating an event, follow the tips below:

1. Use an image as the cover photo versus using an image with text for accessibility purposes.
2. Keep the title short and to the point. There is a character limit to ensure that your title is visible on a mobile device.
3. The event description should include all of the information about the event in an easy to read format. Always include a link at the bottom for any additional information that may be required.
4. Consistently post within the event to increase visibility.
5. When the event is created, it will show up on your timeline as well as the event section preview on your profile page. In addition, you can also share the event on your timeline to increase reach and awareness.

Facebook Live:

1. If going live on Facebook is part of your social media strategy plan, sit down and build out a strategy of expectations during the livestream.
2. Map out your timing as far as who will be featured, what locations featured, what is in the background and surrounding areas, and identify anything that could interrupt your live stream.
3. Make sure that everyone being featured in the live stream is aware and has the correct talking points.
4. Ensure that your connectivity to WI-FI is secure and that you're able to access Facebook.
5. When showcasing a high-level University event, consider working with Creative Services to provide the technological capabilities needed to provide high quality content to your followers.

6. If showcasing an event that is on a smaller scale, collaborate with the University Relations Social Team to help provide technology and strategy options.

Accessibility on Facebook:

When uploading content such as video or an image, it's important to think through the level of accessibility for all of your followers. When uploading an image or graphic, add alternative text that explains who is in the photo, where it was taken with what the graphic states.

All videos uploaded to Facebook must be captioned using an approved captioning service such as Rev, and the captions must be done by human services vs. AI technology for accuracy.

Rev: <https://www.rev.com>

Access Facebook's Privacy Policy here:
<https://www.facebook.com/policy.php>

Instagram

The primary use and function of Instagram is to showcase visually the experiences in academics, extracurricular activities, etc., for our students here at Clemson. Instagram is used to upload images and videos to the feed that create a cohesive aesthetic for our profile. In addition to supporting the aesthetic, users can preview a behind-the-scenes look with less curated content utilizing Instagram Story content.

Instagram Story content shows an authentic story while still staying within our platform guidelines. This ephemeral content disappears after 24 hours after posting. If the content is a key pillar in your strategy, adding it to an Instagram Highlight on the profile account will allow it to live past the 24 hours. If you are creating an Instagram Highlight to showcase your Stories, please be sure to create a branded graphic that visually represents the content within the highlight.

IGTV content serves as the long-form video content that can be viewed on Instagram. This content can live in two places: Instagram Feed and Instagram profile.

Instagram Reels serves as short-term video content that can be viewed on Instagram. This content can be viewed in the Instagram Feed and on a user's Instagram profile.

Image Size and Layout:

Standard In-Feed Image and In-Feed Video Size: 864x1080px

Instagram Story Size (Video and Image): 1080x1920px

IGTV Size: 1080x1920px

Profile Image Size: 110x110px

Post Cadence:

If sharing out content organically, one post per day is ideal.

If sharing out content as paid, it is dependent upon the campaign length.

Accessibility on Instagram:

When uploading content such as video or an image, it's important to think through the level of accessibility for all of your followers. When uploading an image or graphic, add alternative text that explains who is in the photo, where it was taken and what the graphic states.

All videos uploaded to Instagram must be captioned using an approved captioning service such as Rev, and the captions must be done by human services vs. AI technology for accuracy. With Instagram, unlike Facebook, captions must be added in post-production. You cannot add captions during the upload process.

Rev: <https://www.rev.com>

Access Instagram's Privacy Policy here:

<https://help.instagram.com/402411646841720>

Twitter

The primary use for Twitter is to drive conversations around our brand and engage in meaningful conversations that show us as a leader in key areas.

One of Twitter's main features is the hashtag functionality that allows users to search for specific keywords around topics/trending topics. This will bolster content to be seen by a

wider audience. The second feature is the timeliness of content on Twitter. Twitter content can go viral in seconds or be lost amongst tweets within seconds. Creating a consistent and strong voice for your brand will allow your tweets to be seen by your audience. The third feature is the character limit of a tweet. A composed tweet cannot contain more than a total of 280 characters.

Twitter also has a campaign/paid component that allows users to promote tweets within a campaign. The functionality of Twitter allows you to promote toward a specific audience you create or serve ads to followers of a specific account.

Image Size and Layout:

Standard Image and Video Size: 1080x1080px

Header Image Size: 1500x500px

Profile Image Size: 400x400px

Twitter Card Image Size: 800x320px

Post Cadence:

If sharing out content organically, 1–2 times per day to optimize for reach and engagement.

Accessibility on Twitter:

When uploading content such as video or an image, it's important to think through the level of accessibility for all of your followers. When uploading an image or graphic, add alternative text that explains who is in the photo, where it was taken and what the graphic states.

All videos uploaded to Twitter must be captioned using an approved captioning service such as Rev, and the captions must be done by human services vs. AI technology for accuracy. With Twitter, you can either add the captioning during post-production or you can upload an SRT caption file using twitter.ads.com.

Rev: <https://www.rev.com>

Access Twitter's Privacy Policy here:

<https://twitter.com/en/privacy>

YouTube

YouTube is a platform for long-form video content where an account owner can create playlists around certain topics. YouTube is one of the largest search engines on the internet and continues to lead in organic and paid views.

YouTube can be utilized to initiate multiple ad campaigns on their platform. These tools can be found here: (Link to YT)

Image Size and Layout:

Channel Profile Image: 800x800px

Video Upload Image: 1280x720px

Channel Cover Image: 2560x1440px

Post Cadence:

If sharing out content organically, 1–3 times per week to optimize for reach and engagement.

Accessibility on Youtube:

All videos uploaded to YouTube must be captioned using an approved captioning service such as Rev, and the captions must be done by human services vs. AI technology for accuracy. If the video thumbnail graphic includes text, then include a note in the description that explains the text used in the graphic.

Rev: <https://www.rev.com>

Access the YouTube Privacy Policy here:

<https://www.youtube.com/yt/about/policies/#community-guidelines>

LinkedIn

LinkedIn is a professional platform used to connect brands, partnerships, company thought leaders and current/future employees. This platform can be used to engage with our current students, alumni and potential partnership opportunities.

The tone of LinkedIn is more serious and professional. The use of hashtags is encouraged by the platform as they have increased their discoverability features.

LinkedIn also has a series of ad features that can be utilized for a campaign. These tools can be found here: (Link to LinkedIn page)

Image Size and Layout:

Profile Image Size: 300x300px

Cover Image Size: 1536x768px

Dynamic Ads Size: 100x100px

Sponsored Content Image Size: 1200x628px

Video size: 256x144px (minimum) to 4096x2304px (maximum)

Maximum Video Length: 10 Minutes

Access the LinkedIn Privacy Policy here:

<https://www.linkedin.com/legal/privacy-policy>

Vimeo

Vimeo will be used as a marketing and communication platform to host videos that need to be embedded in other marketing and communication materials for the University.

All videos uploaded to Vimeo will need to follow all of the guidelines regarding title, description, accessibility, etc. outlined below. The account will be monitored by the University Relations Social Media team.

Images/Headers:

Profile Photo – The profile image for the official Clemson University account is the Tiger Paw. The aspect ratio is 600x600 pixels for the profile image (*Last updated on 9/8/2020*).

Video Header – The video thumbnail will be a video representing overall campus beauty shots. The aspect ratio for the video header is 1280x720 pixels.

Video Thumbnail – All videos will have an added video thumbnail image

and we will require certain aspects for consistency purposes for Vimeo. The aspect ratio for a video thumbnail is 1080x1600 pixels. The image should be a JPG or PNG.

Accessibility:

Captioning Responsibilities: All videos uploaded to Vimeo must be captioned using an approved captioning service such as Rev, and the captions must be done by human services vs. AI technology for accuracy.

Rev: <https://www.rev.com>

Thumbnail Graphics:

If the video thumbnail graphic includes text, then include a note in the description that explains the text used in the graphic.

Video Titles and Descriptions:

Titles – When uploading a video on Vimeo, it is important to have a naming convention that is consistent for all videos within the Showcases. We want the title to be a practical representation of what the video is about for organizational purposes. Since these videos are mostly embedded in other marketing promotions and video presentations, we want to keep the titles simple. All videos must have the following naming convention:

- **For Events:**
Event Name | Year

Example:

Spring Graduation | 2020
Ring Ceremony | 2020
Fall Convocation | 2020

- **Featuring Faculty/Staff:**
Faculty/Staff Name | "Topic of Video" | Year

Example:

Richie Parker | "Sharing My Story" | 2020

- **Recruitment Purposes:**
Recruitment Type | Year

Example:

How to Apply to Clemson | 2020

Descriptions – When writing the description, answer: who, what, when, where and why. Include all of the relevant information to ensure that the description reflects exactly what is being portrayed in the video.

Also be sure to include any relevant links for users to click on that would drive them back to the written piece of the video that may live on our website.

For accessibility purposes, if putting text on the thumbnail graphic, be sure to also include the text in the description.

Showcases:

On Vimeo, videos are organized by showcases, similar to playlists on YouTube. When uploading a video, it will need a relative showcase for organizational purposes.

Showcases on our Vimeo account will include the following:

1. Academics and Research Videos
2. Live Event Streaming/Event Recap Videos
3. Recruitment and Admissions Videos
4. Featured Faculty and Staff Videos
5. Student Life Videos
6. Building/Campus Videos

TikTok

The main use of TikTok is to share videos to amplify the voices of our student body and showcase the Clemson experience.

The functionality of this platform allows us to increase our brand awareness through the For You Page and connect with prospective students. This tool can be used best when learning to understand our prospective students, appropriate TikTok trends/songs and academic reputation overall.

Video Size and Layout:

Standard Video Size: 1080x1920px

Profile Photo Size: 100x100px

Post Cadence:

If sharing out content organically, 1-2 times every week.

Audio Selection:

When selecting audio for a TikTok, you can choose a song within the TikTok app or record your own.

When selecting audio:

- i. Pay attention to what is trending. Songs that are used more frequently will help the performance of your TikToks.
- ii. Only select tracks that are appropriate to your content and follow our brand standards. Steer clear from controversial, graphic or obscure songs.
- iii. If you have a verified or pro account, only choose royalty free audio tracks. Using songs that are copyrighted will flag your account.

When recording own audio:

Make sure that your audio is not a recording of another user's audio or a celebrity's song. Your audio should only be white noise or a voiceover.

TikTok Live:

1. If going live on TikTok is part of your social media strategy plan, sit down and build out a strategy of expectations during the livestream.
2. Make sure that everyone being featured in the livestream is aware and has the correct talking points.
3. Ensure that your connectivity to WI-FI is secure and that you're able to access Facebook.
4. When showcasing a high-level University event, consider working with Creative Services to provide the technological capabilities needed to provide high-quality content to your followers.
5. If showcasing an event that is on a smaller scale, collaborate with the University Relations Social Team to help provide technology and strategy options.

Access TikTok's privacy policy guidelines here:

<https://www.tiktok.com/legal/privacy-policy>

Podcasts

The purpose of starting a podcast is to support Brand Awareness. Podcasts offer a new audience that will garner new traffic to your social media platforms. This means your audience will grow, supporting the popularity of not only the podcast but the brand itself. Podcasts also support more storytelling opportunities, as it's easy to produce long-form content. Through this approach, you can support your partners via an interview style and build a personal connection with your audience.

Best practices and considerations:

1. BE REALISTIC ABOUT TIME

Creating and maintaining a quality podcast takes time. Prepping content, recording, editing and posting can eat up a whole lot more time than you might think.

2. CREATE A CONSISTENT PUBLISHING SCHEDULE

Getting your podcast out there on a regular basis is hugely important to building a listener base. Create a schedule that you can realistically stick to., whether that's monthly, weekly or biweekly. Give your listeners something they can rely on.

3. DO A FEW TRIAL RUNS FIRST

Do some testing to get your format, style, audio quality and banter down before unleashing your podcast. Have topics prepared for the first five episodes. Plan on launching with 3-5 finished episodes.

4. INVEST IN QUALITY MICROPHONES

Equipment makes a difference. No matter how great your content, no one wants to listen to a podcast with poor audio quality.

5. BE PREPARED TO EDIT AND ADD PRODUCTION VALUE

If you want to sound professional, you'll need to edit. Editing helps you smooth out the wrinkles and create a good flow. You'll also want to add production value, like intro and outro themes.

6. DO YOUR HOMEWORK ON ITUNES

Know what you have to do to get your podcast on Apple Podcasts, Stitcher or any other sites where you want to publish or promote it. Do some online research.

Having your podcast in Apple Podcasts is especially essential since it has a large audience of podcast listeners.

7. MAKE SURE YOU HAVE A FOCUS

Make sure you have a core theme or focus for your podcast. You can still talk about a variety of things, but they need to tie back to an overarching subject.

8. PROMOTE, PROMOTE, PROMOTE

Listeners will not automatically tune in. You have to actively work to drive listeners to each and every episode of your podcast. That means marketing and sharing it the same way you would blog posts or any other online content.

9. GO IN WITH A PLAN

Make sure you start with a strategy before you ever turn on a mic. Plot out on paper how you will record, edit, publish and promote your podcast. Break it down into specific steps and action items. This will save you a lot of time, effort, and stress in the long run—and give you the best chance at podcasting success.

Key podcasting takeaways:

- Develop and test your format.
- Have a recording and publishing schedule.
- Have topics prepared for the first 4-5 episodes before you start.
- Know what you have to do to get your podcast on Apple Podcasts.
- Account for editing and production time.
- Think about audio quality.
- Work to drive listeners to your podcast.

Student Takeovers

The purpose of a student takeover is to showcase the Clemson Experience from the perspective of our students. A takeover should balance authenticity while still aligning directly with our brand reputation and social media policies.

Any student that has been asked to conduct a student takeover should be vetted before the takeover planning can begin.

When vetting students, please follow these steps:

Here are a few tips on how best to plan out a student takeover:

1. Meet with the student to discuss the expectations from a brand perspective and to learn more about their schedule to see what might be of interest for our platform to share.
 - a. The best platform for a student takeover is Instagram.
 - i. The student should not utilize Instagram Live, unless they have received prior approval.
 - ii. The student should not post any stories to Instagram without prior approval.
 - b. All content will be reviewed by the team to ensure that it is compliant.
 - i. Ideally align a student takeover with a larger University level event occurring on campus, a study abroad trip or a unique internship experience that will allow a first-person perspective to add additional value to the content being shared out across campus.
 2. All students should go through a vetting process prior to taking over any University-branded account.
 - a. The vetting process consists of checking the following areas:
 - i. Academic standing and/or issues of academic integrity.
 - ii. Administrative holds on their records.
 - iii. Student conduct violations.
 3. Follow up with the student to gather all of the content and captions they plan to share out during the week of their takeover.
 - a. Ensure that this content is in line with our brand guidelines as well as our social media guidelines.
 - b. This content should be shared out with integrity to shed a positive light on the work of our students.
 4. Work with them to better tell their story that would appeal to our audiences.
 5. As the social media contact, you will be sharing their content in accordance with their schedule of events.
 - a. They may send you additional pieces to add real-time value.
 - i. Be sure to review any additional content pieces to ensure that it is compliant with our brand guidelines.
-

Crisis communications

There may come a time when a crisis occurs either directly on your page or at the brand level. In these instances, it may be necessary to engage University Relations for direction or to go dark on your accounts until further action is provided. Please see categories below and the outlined process. The official Social Media accounts for emergency notification are operated through the Clemson University Division of Public Safety. These accounts are @ClemsonSafety on Twitter and Facebook.

Campus Safety:

Immediate Campus Threats Crisis Communication:

These include any situations that are a direct impact to safety of our campus. These situations will be led by the Division of Public Safety channels, with the University Brand Channels following after to alert the public. In these situations, all other social channels are to go dark and not post regarding these situations. During crisis or emergency situations, it is critical to make sure accurate information is being shared from as few channels as possible so the audience's feeds are not overwhelmed with conflicting information. The safety of the campus community relies on accurate and concise information during these situations.

These channels should allow Campus Safety and the University Brand Channels to do the communicating. These threats include but are not limited to:

- Bomb threat.
- Active shooter.
- Armed intruder.
- Gunshots reported.
- Abduction.
- Attempted sexual assault.
- Criminal offences.
- Hate crimes.

Immediate Campus Infrastructure Threats Crisis Communication:

These include any weather or health related situations that need to be led by our Clemson University Division of Public Safety channels. During these situations, Campus Safety will take the lead on notifying the public. Once they have done so, all other social channels are encouraged to repost from the Campus Safety channel to alert their respective audiences. If a department/organization chooses to repost emergency notification information, they must repost all information related to the event. Additionally, all questions or inquiries directed to the Division of Public Safety should not be answered by any accounts other than @ClemsonSafety. These situations include:

- Tornado warning
- Tornado watch
- Lightning advisory
- Lightning warning
- Weather advisory
- Severe thunderstorm warning
- Earthquake
- Gas leak/hazardous materials spill/incident
- Flooding reported
- Flash flood watch
- Flash flood warning
- Winter storm watch
- Winter storm warning
- Pandemic illness/outbreak of serious illness
- Plane/aircraft crash or incident

Immediate Campus Threats:

These include any technical issues affecting the campus directly. The Division of Public Safety Channels will lead the communication of these issues. Once they have, all other social media channels are encouraged to repost the information from the @ClemsonSafety Channel. Ensure once information is re-posted that all information related to that event is reposted and all inquiries for the Division of Public Safety should be answered by @ClemsonSafety. These threats include:

- Campus computer systems
- Power outages/restorations
- CUPD phone outage
- Fire reports

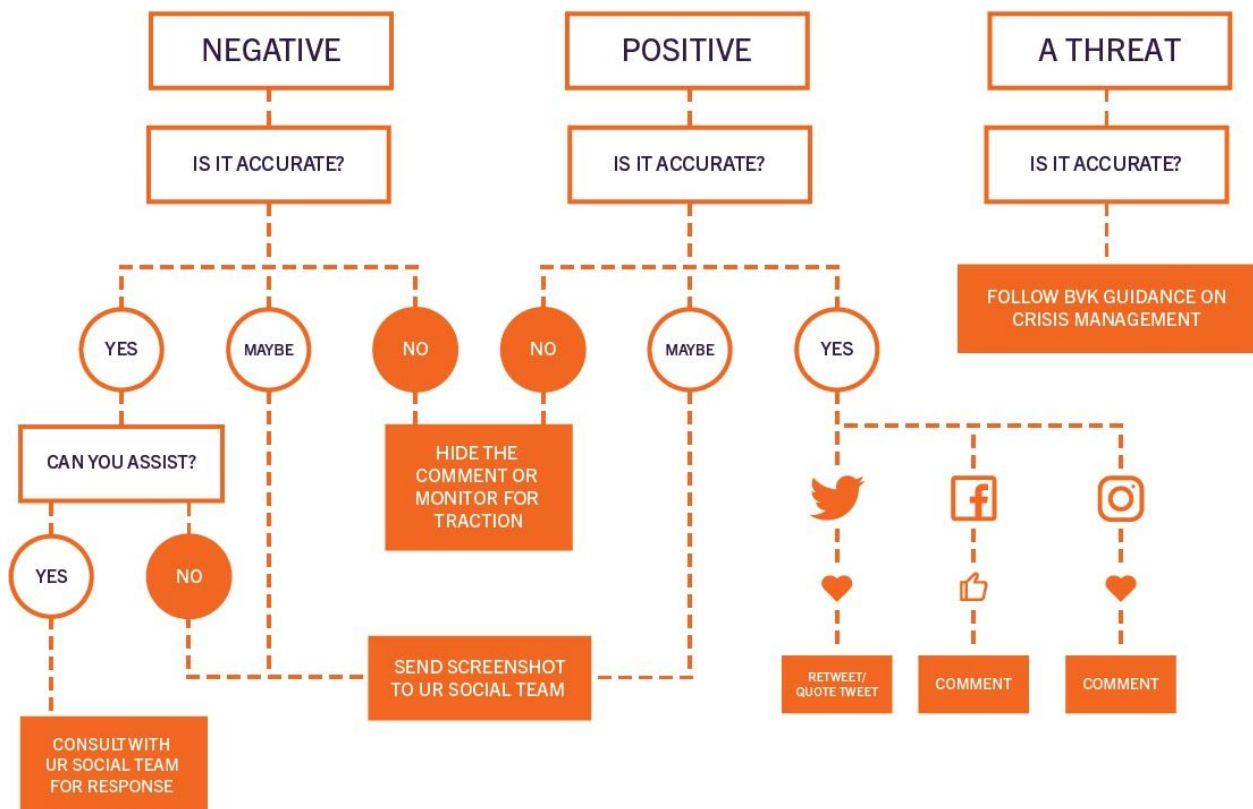
- Weather shelters

Content Crisis Communications:

You may come across negative or disparaging posts or see third parties trying to spark negative conversations. These include any situation where there is negative, profane and/or threatening commentary on your personal page and/or a piece of content you post. Please follow these steps below:

SOCIAL MEDIA RESPONSE GUIDE

IS THE SOCIAL POST OR COMMENT:



Press Inquiries

Postings may generate media coverage. If a member of the media contacts you about a social media posting or requests information, contact University Relations Social Media.

Speaking “On Behalf of the University,” vs. “About the University”

With the rise of Social Media use, individuals have the ability share their opinions and engage in conversations about Clemson within their own networks. An authorized spokesperson is a person who has undergone special training and is officially allowed to speak on behalf of the University. A social media user is an employee who participates on social media platforms and may or may not share information about the University. While only an authorized spokesperson can speak ‘On Behalf of the University,’ any employee who is a social media user can speak “About the University.”

When engaging in conversations “About the University,” please remember to add value to the conversation, follow all applicable policies and guidelines, and when in doubt, seek advice from University Relations or don’t post.