



WILBERFORCE UNIVERSITY



Wilberforce University is entering in a new era, however interaction with social media is greatly impacting our colleagues, students, and brand. Therefore, the entire University community has a responsibility to maintain the integrity of the institution no matter where, when or how they interact with social media.

For this purpose Wilberforce University will be implementing an enforceable guidelines for, "social media" referring to, but is not limited, to blogs (web-based journals) and microblogs (e.g. Tumblr), collaborative websites (e.g., Wikipedia, etc.), message boards, social networking sites (e.g. Facebook, Twitter, Instagram), podcasts (multimedia distributed over the internet), video sharing (e.g., YouTube), and photo sharing (e.g. Instagram, Pinterest etc.).

SOCIAL MEDIA GUIDELINES FOR WILBERFORCE UNIVERSITY

1. Wilberforce University Social Media Accounts

- The University's official social media accounts, identified as "Wilberforce University" on all social media platforms; will be maintained by the Office of Institutional Advancement, which uses social media to supplement traditional media relations and marketing efforts.
- Unofficial accounts must operate as a closed and or private group. For example, when utilizing Facebook. Wilberforce University unofficial accounts must operate as an Group not a Page.

Facebook Pages are designed to be the official profiles for entities, such as celebrities, brands or businesses, **Facebook Groups** are the place for small group communication and for people to share their common interests and express their opinion.

2. Setting Up Social Media Accounts

- Before setting up any social media accounts to use for official business purposes of the University, and or usage of the University's name you must seek approval and guidance from the Office of Institutional Advancement.

Examples of usage of the University's name:

Wilberforce University Dayton Chapter

Wilberforce University Cleveland Alumni

Wilberforce University Alumni or Wilberforce Alums

Wilberforce University Class of 2009, 2012,2021

Kappa Sweethearts of Wilberforce University

Faculty Association of Wilberforce University

- Usage of Wilberforce's logo and name must be properly adhered to by following the University Identity Standards available online at www.wilberforce.edu
- It is the responsibility of the administrator of a social media account to actively monitor the social media site; content must be current and accurate.
- The University strongly recommends administrators adding an " approval content restrictions " prior to post appearing in the respective group.
- Posting on behalf of the University, in addition to its colleges and schools, departments and programs, is not a right; it can be rescinded at any time.
- Be responsible for your posts and remember, what you post is a reflection upon the University and you.

3. Protect Proprietary Information

- Communications on social media sites for University purposes and usage of the University's name must comply with all applicable University policies.

4. Media Interaction

- Social media may generate interest from the press (print, television, radio, online). If you are contacted in any way by a member of the media about a University-related posting, you are required to immediately contact the Director of Public Relations & Marketing before responding.

For more information, questions, and or concerns feel free to contact;

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