SOCIAL MEDIA

POLICIES & BEST PRACTICE

Oklahoma City
UNIVERSITY

OCU POLICIES

Maintain Confidentiality:
Do not post confidential or proprietary information about the university, its students, its alumni, or its employees.

Reposting content:
As a general rule, we recommend requesting permission from individuals before reposting their images on your account. If you'd like to reuse anything posted by the main accounts, you do not need to ask.

Do No Harm:
Let your Internet social networking do no harm to Oklahoma City University or other individuals.

Log-in Info:
Please share the login information for your OCU-related accounts with us so that we can keep this on file in the case of turnover or problems with accessing the account. We will never post on your behalf, but if there are things you'd like us to share from the main account as well, email them to **socialmedia@okcu.edu.**

Be Accurate:
Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible—that's how you build community. (On Instagram, users often include a link in the profile if necessary, since links are not active in each specific post.)

Correct Mistakes:
If you make a mistake, admit it. Be upfront and be quick with your correction.

Be Transparent:
If you participate in or maintain a social media site on behalf of the university, clearly state your role and goals. Keep in mind that if you are posting with a university username, other users do not know you personally. They view what you post as coming from the university. Be careful and be respectful. What you say directly reflects on the university.

Be Timely:
Assign an administrator who can regularly monitor postings and content. The recommended minimum frequency is once to twice a week on Facebook and more often on Twitter (4-5/week) and Instagram (2-3/week). Be sure not to overload your updates. Followers will stop paying attention if you overload them with information. *Posting TOO many times in one day will actually penalize you for spam/abuse and less people will see your content.

Be Responsible:
What you write is ultimately your responsibility. Participation in social media on behalf of Oklahoma City University is not a right but an opportunity, so please treat it seriously and with respect. If you want to participate on behalf of the university, be sure to abide by its standard practice guidelines. Please note, if you are contacted by a member of the accredited media about a posting or comment on a social or new media site, please contact the Communications Department

Respect Others:
Users are free to discuss topics and disagree with one another, but please be respectful of others' opinions. Don't use ethnic slurs, personal insults, obscenity, profanity or engage in any conduct that would not be acceptable in Oklahoma City University's community. Do not ridicule, exploit, or demean persons on the basis of their age, color, creed, handicap, national origin, race, religion, sex or sexual orientation.

Use of OCU Trademarks:
If you create a social media site on behalf of the university, you may use simple graphics that represent the Oklahoma City University brand. The Communications Department can provide a logo for you to use if needed by submitting an online request.

For any questions, help, or suggestions please contact socialmedia@okcu.edu

MAIN ACCOUNTS REACH
*AS OF OCTOBER 2020

f	t	Instagram	in
34,932 Followers	**9,988** Followers	**8,648** Followers	**27,190** Followers

COPY WRITING

AP Style:
When sharing events, please put dates in AP Format:

Write time/date/place, like this: "The event will be 2 p.m. April 7 at OCU."
Note the way we do a.m. and p.m., and that we don't put "rd" or "st" after the date.

ASK YOUR TEAM

- Who is responsible for creating content on a regular basis?
- Who is responsible for sharing content on a regular basis?
- Who is responsible for answering comments and messages on a regular basis?
- Do we need an account or can we partner with another account or tha main University accounts?

SUGGESTED PLATFORMS & SERVICES

- Facebook
- Instagram
- Twitter

- Hootsuite
- Google Drive
- Google Photos
- Notes - Hashtags
- Link.Tree
- Bit.ly
- Canva

AUDIENCES

Who is your audience? Prospective students, current students, alumni, the community, donors? This is the first step to creating and planning your content and messaging.

SUGGESTED CONTENT

- Promoting a call to action - event RSVP, Enroll, or Request More Information are great things to push for on social media.
- Community success/stories. Brag about those students or alumni crushing it!
- Campus life
- New events or programs
- Awards and accolades
- General University facts/news, it's all about getting people to OCU!
- CONTENT CALENDAR: We recommend working on a 2-week calander to stay consitent with posting.

To create a new account on any platform or to share content on the main channels
PLEASE CONTACT:

SOCIALMEDIA@OKCU.EDU

SIZING

INSTAGRAM

INSTAGRAM PHOTO POSTS

- 1:1 — 1080 x 1080px
- 1.91:1 — 1080 x 608px
- 4:5 — 1080 x 1350px

INSTAGRAM STORIES

- 9:16 — 1080 x 1920px

IGTV COVER PHOTO

- 1:1.55 — 420 x 654px

INSTAGRAM VIDEO POSTS

- 1:1 — 1080 x 1080px
- 1.91:1 — 1080 x 608px
- 4:5 — 1080 x 1350px

FACEBOOK

Different Upload Orientations

In the Facebook stream, your image posts will always be a maximum of 467px wide for single-image posts.

Portrait Image Upload

Square Image Upload

Landscape Image Upload

Max: 2048 × 2048
Min: 492 × 492
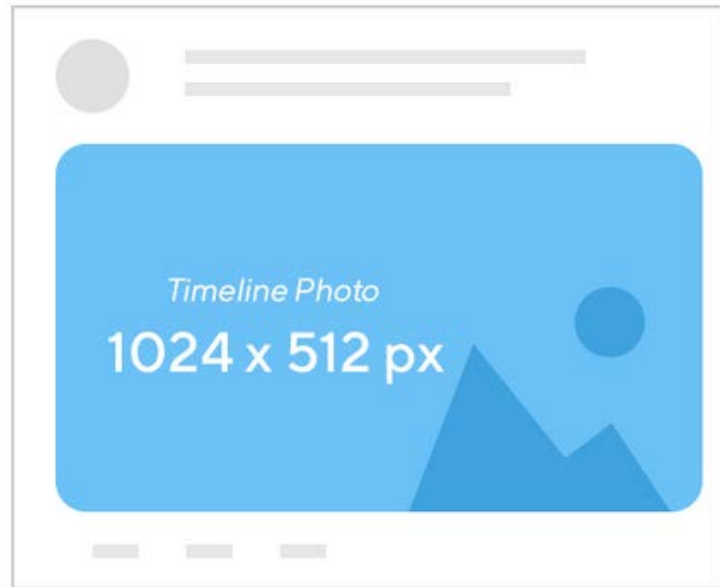
Max: 2048 × 2048
Min: 492 × 492

Max: 1364 × 2046
Min: 492 × 738

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TWITTER

Timeline Photo
1024 x 512 px

BIO & LINKS

When building your links for your bio on Instagram Twitter, etc. you'll want to drive people to the main website, **okcu.edu** and your school or clubs page is the best!

Imagine someone discovering your account, enjoying it's content, and wanting to learn more only to click a broken event link.

Need several links on your accounts? You can use link.tree if you're able to keep up with managing several links.,

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OCU TAKEOVERS

HOW TO DO A SOCIAL MEDIA TAKEOVER

A social media takeover can be a great way to boost your page and to highlight an event, course, or similiar.

Do do a takeover on your own, or with the university, we suggest pre-creating all the content for the "takeover" and then working on a scheudle to post said content via the main feed or stories. With the takeover, if you'd like to use interactive stickers like Questions or Polls we can work with you on recording responses to those. We are unable to grant access to our main accounts due to two-factor authentication, but we are able to post on your behalf!

Please see additional pacaket for fullTake-Over details and tips.

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HOW TO DO A SOCIAL MEDIA TAKEOVER

- Schedule the takeover with TALENT, and OCU Social Team
  - Send Calendar invite and include any accounts thats should be tagged or hasthags that should be used (i.e. college and program), that way other accounts can share the takeover posts as well

- Get a pre-takeover photo or video (video preferred) to encourage people to watch our story that day.TALENT: Provide a short bio - name, major, why OCU, as well as any fun facts you'd like to share!

- Pre-write suggested posts and questions, they should ALWAYS include these though:
  1. Intro: Your name, major, your year and where you're from
  2. QUESTIONS STICKER: A post that you'll try and answer any questions we get - and point to the bottom of the screen and OCU Social will use the IG Sticker
  3. Something about your morning routine…do you go to the caf before your 9am class for example?
  4. Something interesting going on in your Program
  5. An opportunity you've had because of attending OCU
  6. Your favorite class ever at OCU and why

- Coordinate 2-3 post with Talent and OCU Social Team so we can post a few to kick it off

- If TALENT wants to answer questions, we need to use the IG question sticker EARLY on so the TALENT can answer the most questions

- TALENT: Send all videos and photos to OCU Social
  - If TALENT shows someone else in thier video/photo please get their permission and send OCU Social their tag/name for the post

- POSTING: OCU Social will share posts as we receive them, tag accounts, use stickers and hashtags, as well as make each post a highlight.

SEND CONTENT TO:

SOCIALMEDIA@OKCU.EDU