

SOCIAL MEDIA GUIDELINES



THE UNIVERSITY OF TEXAS AT EL PASO
OFFICE OF ALUMNI RELATIONS

Purpose: To provide guidance and protocol to all alumni groups while using social media to engage and socialize with UTEP Alumni.

With the ever-nebulous nature of social media, this document provides basic guidelines. Please send any questions pertaining to this document or social media to the office of alumni relations or you can directly email casaavedra@utep.edu

To begin compliance training [CLICK HERE](#)

Official UTEP Alumni Association Social Media Accounts to Follow

Below is a list and links to the official social media channels for The University of Texas at El Paso (UTEP) Alumni Association:

- Facebook: [UTEPAlumniAssociation](#)
- Twitter : [utepalumni](#)
- Instagram: [utepalumni](#)
- LinkedIn: University Page (used to market UTEP, build an alumni, prospective student community)

Note: This list will be updated if other social media sites, accounts are acquired.

Creating a New Social Media Account

All chapters and networks are to create their social media accounts (Facebook, Twitter, Instagram, Snapchat, LinkedIn or otherwise) with the Office of Alumni Relations, chapter and network development coordinators.

Several points should be established before starting a new social media account:

1. What is the group's purpose on the social media outlet of choice?
2. Who is the audience for this page?
3. What are the expectations?
4. Is the chosen platform going to benefit the mission of the chapter/ network and represent the Alumni Association accordingly?
5. Does the group have a designated member to manage this account daily and weekly?

- New accounts: Chapter/ network development coordinators will create basic template, serve as admin and add designated group members as editors only.

Existing and Transitioning Current Social Media Accounts

For existing accounts, the Chapter/ Network Development Coordinators and Director of Alumni Engagement programs must be added as administrators of the account. All existing admins will assume the role of editor.

In the cases where social media accounts require a login, the Office of Alumni Relations will determine the login information and share amongst the responsible parties.

The login credentials for any outlet should never be changed or altered unless by the Office of Alumni Relations.

Failure to comply with giving proper admin rights and/or tampering with login information will jeopardize the chapter/ network good standing status.

Additionally, the group will no longer stand as a recognized chapter/ network through the UTEP Alumni Association and the office of alumni relations; grant funds will not be awarded; the outlet will be reported and asked to be removed from the social media platform; the individuals not in compliance will be removed from their position in the chapter/ network.

FAQ:

Who has the authority to hold admin rights for social media accounts?

- The Chapter/ Network Development Coordinators and the Director of Alumni Engagement Programs

Who maintains the accounts?

- The authorized editors designated by each chapter/ network leadership.

What happens when the designated editor leaves the chapter/network?

- That individual will be removed from all accounts and login information will be changed by the Office of Alumni Relations.

Allowed outlets for groups

- Facebook Page
- Instagram (Account cannot be private, will be set up as a business account)
- LinkedIn group
- Twitter

Posting to Social Media

- **Be aware of the content you post, re-post, like, share, retweet, and how it may reflect on the University, the Alumni Association, and your chapter / network** — The content you post should be limited to University, Alumni Association and chapter/ network related activities.
- **Set goals** with your page and posts.
- Ways to establish whether you are meeting your goal is to **measure your engagement** (likes, comments, shares) and reach (people who have seen the post). Facebook offers analytics on their Insights tab. Twitter offers analytics on analytics.twitter.com.
- UTEP social media sites **should not share content from other non-UTEP pages**. Exceptions could be made for “in the news” stories or blog posts that feature the University in a positive light.
- Paid boost advertising is allowed only once approval from the Office of Alumni Relations is obtained.

Post Tone

- Accounts should convey an **active, positive, professional and upbeat tone**.
- **Be direct, but conversational:** Post accurate, grammatically correct and useful information for your reader. Try to avoid multiple corrections in a post (edit history can be seen on Facebook) or retractions.
- Write content that includes a **call to action** – get your audience to click a link, share a post, comment or submit photos.
- **Avoid the first-person** when writing posts.
- Steer clear from **acronym overload** in a post. Write out an acronym on its first reference, unless it’s widely recognized (like UTEP, NASA, FBI, etc.)
- If possible, and grammatically logical within the bounds of your post, tag (or at-reply on Twitter

and Instagram) respective pages.

- With Instagram, it's suggested to write out the name of a profile and at-reply it in a parenthetical. [Ex: "... Presented by the Office of Student Life (@uteposl)..."]

Best Practices

- Unlike academic writing or writing for print, writing for the web hinges on its ability to be quickly read and digested by your audience.
- Posts should be scheduled based on optimal audience times for the respective platforms.
- Facebook posts can be scheduled on the platform itself.
- For Facebook, it's recommended to not post multiple times in a single day. **Over-posting may alienate your audience.** How many posts depends on your channel, audience and content. There isn't a set time that will guarantee that a post will do well
- Facebook users tend to be most active between 8 and 9 p.m.
- When scheduling content, it might be best to **adopt an unusual scheduling pattern** within your desired post time. (i.e. posting at 11:11 a.m. instead of 11:15 a.m. or 11 a.m.)
- Remember: **Good content is good content.** If a post is engaging, visual, and has a clear call to action, users will notice, share and engage.
- Hashtags are helpful to group your content together, but try to avoid over-tagging single posts. #Posts that #read #like #this won't engage your audience.

Comment Moderation

- **Monitor comments** on your social media channels regularly and respond when appropriate to provide information or clarification on a post in a timely manner.
- The Office of Alumni Relations and the Alumni Association reserves the right to delete inappropriate comments or posts.
- When directly engaging your audience, always be respectful and courteous.
- **Negative does not mean inappropriate;** do not censor comments just because the content is negative.
- Negative or positive comments should be allowed as long as the discussion is within the context of the post.
- Inappropriate can include, but is not limited to:
 - Political endorsements
 - Religious Beliefs
 - Posting links, images or text not relevant to a post
 - Spam, advertisements
 - Obscene language
 - "Trolling" to start arguments within a thread
 - Any University-wide announcements that have not been officially announced by University Communications – e.g., the Presidential appointment.

- As a rule of thumb, hide the comment first — deleting may incite more inappropriate comments.
- Banning a user should be used as a last resort and for repeat offenders.**

Privacy and Account Security

- When a social media editor leaves, it is imperative to have a designated person(s) to fulfill the role to maintain continuity.
- **Do not post confidential information about UTEP, students, faculty, staff or alumni.**
- Do not use UTEP affiliated social media accounts for private social media sites you maintain.
- Do not post photos of minors (under 18) without a **signed photo consent form** from their parents.
- Even with a signed consent form from a parent, it is recommended that photos of children be **limited to wide shots** that do not focus on a single child’s face, or do not show their faces at all to make individual children easily identifiable.
- Posting photos of UTEP students in a class setting who have not signed FERPA forms consenting to have the photos used publicly may violate their right to privacy **under FERPA law**.

UTEP Alumni Association Logo Usage

UTEP’s Alumni Association Chapter/ Network logo, name and copyrighted images should not be used inappropriately.

- When using the official logos, please refrain from:
 - **Altering the logo colors in any way.**
 - **Altering the proportions of the logo** in any way (stretched or squeezed, for example).
 - Placing the logo with any other mark, symbol, logo or name, other than the official graphic signature.
- All logos are registered trademarks.

Image Specs (Pixels)

FACEBOOK

for final approval

- Cover photo: 851x315
- Profile photo: 180x180
- Link image: 1200x627
- Image: 1200x1200
- App Tab 111x74

LINKEDIN

- Profile background image: between 1000X425 and 4000X4000
- Profile photo: 400X400
- Company Logo: 100X60
- Company banner: 646X220
- Company career cover photo: 974X300

Alumni Association Weekly announcement

- 960 x 445 with minimal information
- Please revise with coordinator

TWITTER

- Header photo: 1500x500
- Profile photo: 400x400
- Image display size: 880x440 (recommended)

INSTAGRAM

- Profile photo: 110X110 (Note: Profile photo is a circle)
- Square image (in feed) 510X510
- Landscape image: 600X450
- Portrait image: 1080X1350

Hashtags

- #UTEP:** Commonly used to group content under the University as a whole
- #GoMiners:** Used as a rallying call on social media; typically used to drum up school spirit
- #MinerNation:** Alumni-based; used to trigger a call to action for alumni across the country
- #MinerPride:** Used for accolade-type posts
- #MinerStrong:** Athletics-based
- #UTEPServes:** Typically paired with Project MOVE's social media endeavors
- #Minerpalooza:** Used before and during Minerpalooza, UTEP's pep rally
- #UTEPGrad:** Used during commencement, convocation and other graduation-related activities
- #FutureMiner:** Recruitment-based, used during Orange and Blue Day
- #IGotPickd:** Recruitment-based, used for students accepted to the University
- #MinerWelcome:** Used during the first week of school
- #UTEPAlumni:** Can be used to categorize content that features UTEP alumni or promotes events by the UTEP Alumni Association