

# SOCIAL MEDIA

*handbook*

# SOCIAL MEDIA HANDBOOK

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Social media has changed the way we communicate – both as an institution and as individuals. With tools such as YouTube, Facebook, Twitter, blogs and Flickr, anyone with an Internet connection now has the ability to create a dynamic Web presence, update it from wherever they are, whenever they want, and share their content instantly with friends and followers around the world.

Social media has given California State University, San Bernardino the opportunity to engage in ongoing “conversations” with our students, faculty, staff, parents, alumni, colleagues, fans and friends about what is most important to them, extending the community found on the CSUSB campus to the world.

CSUSB supports the use of social media by employees to connect with students, fellow faculty and staff, alumni, fans, colleagues and more. This handbook provides guidance on how to do so effectively, safely and within university guidelines for university-related social media.

These guidelines are intended to provide the Cal State San Bernardino community with guiding principles for participation in social media, including official CSUSB-hosted social media.

Social media is constantly changing. As a result, this handbook will continue to evolve. If you have suggestions, please e-mail the CSUSB Office of Public Affairs at [socialmedia@csusb.edu](mailto:socialmedia@csusb.edu).

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## GUIDELINES FOR SOCIAL MEDIA PARTICIPATION

This handbook was created to assist Cal State San Bernardino employees who participate in university-related social media. These guidelines and standards recognize the need to allow for academic freedom in the use of social media for instructional purposes; however, these guidelines and standards should be strongly considered.

Staff and faculty who participate in social media on behalf of the university are asked to:

- (1) Understand the technology and the social media platform they are using; and
- (2) Abide by the basic principles and engagement guidelines outlined in this handbook.

As new technologies and social networking tools emerge, the university's standards must evolve in response. The university has an obligation to preserve its reputation and image; therefore, campus social media users also have a responsibility to be informed of changes to official guidelines.

There are basically three types of social media participation:

- A university-operated social media site (university as a whole or an individual unit),
- Sites on which you participate (comment, etc.) as a recognized official or member of the university, and
- Personal sites on which your participation is unrelated to the university. These guidelines are not meant for personal social media. However, many of the same basic principles may be applicable to personal social media activities.

These principles apply to all multi-media, social networking websites, blogs and wikis for professional use and for any use in which you are **officially representing the university**. The following guidelines shall apply when you are participating on a university-operated social media site and those that are unaffiliated with CSUSB when you are participating as a representative of the university. When you use your CSUSB title, you are identifying yourself as a representative of the university.

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## WHAT IS SOCIAL MEDIA?

Social media refers to online tools and services that allow any Internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves. The "social" in social media comes in as these individuals find others with similar interests and interact with them through online communities, sharing information and knowledge, offering support and networking. Social media also allows for the easy sharing and re-purposing of existing content, expanding the reach of your work and enabling others to share it with their friends and networks. Popular social media services include Facebook, Twitter, LinkedIn, blogs, YouTube, Flickr, Instagram and Pinterest.

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## HOW CSUSB IS USING SOCIAL MEDIA

As an institution, CSUSB has embraced the world of social media. These tools enable the university to share what is happening on campus with the world, but, more importantly, allow us to hear directly and immediately from students, faculty, staff, parents, fans and friends about what is important to them. This “conversation” is what makes social media so different from traditional forms of institutional communication.

The primary tools the university is currently using are Facebook, Twitter and YouTube.

CSUSB’s primary official social media presence includes:

- Facebook: [www.facebook.com/CSUSB](http://www.facebook.com/CSUSB)
- Twitter: [www.twitter.com/CSUSBnews](http://www.twitter.com/CSUSBnews)
- YouTube: [www.youtube.com/csusanbernardino](http://www.youtube.com/csusanbernardino)

All of these top-level profiles are clearly identified as official CSUSB sites. The content posted by CSUSB in these locations is official CSUSB information.

In addition to the sites mentioned above, many CSUSB departments and programs have launched their own social media presence. For a listing of all university social media sites, please visit the CSUSB social media directory website at [socialmedia.csusb.edu](http://socialmedia.csusb.edu).

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## IMPORTANT POLICIES – READ THESE BEFORE YOU START

In addition to the official university sites, various campus departments also have established their own sites, which have been sanctioned by proper authority.

Do not create new sites that claim, imply or pretend to be official sites of the university without proper authorization from the CSUSB Office of Public Affairs. Do not post on behalf of the university in an official capacity unless you have been authorized to do so. However, it is perfectly acceptable to share content that has already been posted on an official university social media site.

Social media usage at CSUSB is governed by many of the same policies that govern all other electronic communications. Read the policies below before engaging in any social media campaign as part of your official duties at CSUSB and if you use social media for personal purposes.

[Acceptable Use Policy](http://policies.csusb.edu/eleccomm.htm) for Electronic Communications - <http://policies.csusb.edu/eleccomm.htm>

### **Social media site policies**

All social media hosts/vendors have policies about how they will or will not use your content, and what is and is not allowed. Be sure to familiarize yourself with these policies before you launch your site.

### **Terms of use**

CSUSB reserves the right to withdraw posts and comments that are determined to be inappropriate at any time and without notice. These comments include, but are not limited to, political endorsements or banter, outside links, mudslinging or defamation, advertisements and promotions, spam, or comments including profanity or language or concepts that could be deemed offensive, hateful or libelous. Comments and photos shared on Cal State San Bernardino social media sites may be used by CSUSB in

other platforms.

### **Use of copyrighted and proprietary materials**

Please respect copyrights, trademarks, rights of publicity and other third-party rights in the online media space and give credit where credit is due. Unless done as part of the university's official sites, Internet postings should not include the Cal State San Bernardino logos or seals unless permission has been granted from the CSUSB Office of Public Affairs. Internet postings must respect copyright, privacy, fair use, financial disclosure and other applicable laws.

### **Confidentiality**

Internet postings should not disclose any information that is confidential or proprietary to the university, its students, its alumni, faculty or staff, or to any third party that has disclosed information to the university. Please use good ethical judgment and follow university policies and state and federal requirements, such as Information Practices Act of 1977 (California Civil Code, sections 1798 et seq.), Health Insurance Portability and Accountability Act (HIPAA) and Family Education Rights and Privacy Act (FERPA).

### **Accessibility**

It is the policy of the CSU to make information technology resources and services accessible to all CSU students, faculty, staff and the general public, regardless of disability. For more information read the full [CSUSB Web page accessibility policy](http://policies.csusb.edu/webpageaccessibility.htm). <http://policies.csusb.edu/webpageaccessibility.htm>

If you have any questions about social media best practices, or need guidance when problems or concerns arise, contact the CSUSB Office of Public Affairs at (909) 537-5007 or [socialmedia@csusb.edu](mailto:socialmedia@csusb.edu).

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## GETTING STARTED

**1. Secure the approval of your department head or manager.** If you wish to create a social media page or profile for your department or campus unit, secure the approval of your senior manager. Discuss with your manager how much time will be allowed to devote to social media and be realistic about the commitment required. Understand that in some cases, a social media presence is not ideal, and your needs may be better served by collaborating with other established social media communities rather than creating your own site.

**2. Define your goals.** Before jumping into social media for your department, program or office, spend time determining what you want to accomplish. Be sure that your program goals support the university's mission, vision and values, as well as those of your department or program. Understanding this will help you choose the appropriate tools, create relevant content and understand the best way to reach your target audience.

**3. Identify a coordinator.** Determine who will be the primary person responsible for updating and monitoring your social media activities. Ensure they have the time to check in on the site or sites at least once a day. This does not need to take up a significant amount of time, but successful social media sites are updated frequently, enable easy engagement with viewers and respond to events and problems in a timely way. Assign and train a backup for this position.

**4. Create a strategy.** The more work you do on the front end, the more likely you are to create a successful social media presence. Define what you hope to accomplish, with whom you wish to engage and what content you wish to share first, and then begin exploring social media tools. Use the worksheet found in Appendix A to create your social media strategy.

**5. Listen.** All social media platforms have their own standards, styles and expectations. By becoming a consumer of social media well before you become a producer, you will learn how these communities work, what content is of most interest and what other organizations are saying about your topic. Spending a good amount of time on this step will help you better plan what unique contribution your voice can have.

**6. Choose your tool.** After listening, you may find the short, 140-character bursts of Twitter are a good fit for your goals. Or you may have photos, videos and a well-developed community that would be best shared via a Facebook fan page. Do not try to do it all at once – choose a tool that best meets your goals and focus on building a strong presence.

**7. Consult.** Before starting a social media program, consult with the CSUSB Office of Public Affairs to discuss your strategy to ensure that the proposed program supports university and departmental or unit strategic plans and objectives, and to review the site’s purpose, intent and general nature of the messages that will be communicated. The Office of Public Affairs will need the contact information for the person responsible for maintaining the site and its content.

**8. Name yourself.** Create a profile name that clearly and concisely identifies your program and its CSUSB affiliation. Do not identify yourself simply as “CSUSB,” as that implies you are speaking for the entire institution. However, it is a good idea to align with CSUSB by including the university acronym in the profile name. For example: CSUSB Athletics or CSUSB Health Center.

**8. Experiment.** Build out your blog, Twitter stream, Flickr profile, Facebook page or whatever you choose. Spend time populating it for several weeks and sharing it with a small group who can provide comments. Have the site fully operational well before you plan to launch it so you can become comfortable with maintaining it.

**9. Launch.** You’re ready to communicate! Use traditional means, such as e-mail lists and notices on your website, to notify your potential audiences that you have a social media presence. Also, notify others with social media presences and similar interests that your site is live – one of the best ways to do this is by linking to these sites from yours and mentioning them in your posts. Include easy-to-find links to your social media presence on your website.

**10. Adjust.** Once your site is up and running, you will find some content is popular, some is ignored, and some is just plain cumbersome. All social media tools come with easy-to-use tracking tools to assess which posts are viewed and shared the most and which generate comments. Be prepared to re-align your strategy in response to who is viewing your site and how they are doing so.

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## TELL US ABOUT IT!

CSUSB has a broad audience of students, faculty, staff, parents, alumni, sports fans and more keeping in touch with the university via social media. Let us know what you are doing so we can help expand your reach by sharing it with these individuals, and also to make sure we are aware of the news and developments you are sharing with your audiences. We can all learn from each other, but it’s easy to slip into a vacuum when working on your own.

For university staff, e-mail your link to the CSUSB Office of Public Affairs at [socialmedia@csusb.edu](mailto:socialmedia@csusb.edu) when you launch your site (or if you’re already operational).

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## BEST PRACTICES FOR A SUCCESSFUL SOCIAL MEDIA PRESENCE

### **Be respectful.**

Anything you post in your role as a CSUSB employee reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with those who don't agree with you. Do not attack or write negatively about other university departments or the university as a whole. Avoid inappropriate language, text acronyms or codes, and be constructive in your criticism or while discussing a bad experience.

### **Be transparent.**

Make it clear that you are blogging / tweeting / Facebooking in your role as a staff member for CSUSB. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions such as CSUSB. Write in the first person and use your own "voice." Do not ghostwrite posts for supervisors. If you have a vested interest in something you are discussing, point it out. Unless you are responding in an official capacity, do not claim or imply that you are speaking on behalf of the university. If you maintain a personal blog or website and write opinion pieces about CSUSB, use a disclaimer, such as, "The postings on this site are my own and don't necessarily represent CSUSB's positions, strategies or opinions."

### **Listen.**

Being a consumer of social media is essential to your ability to be a successful producer of social media content. "Listen" to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest to the community.

### **Be active.**

Social media presence requires diligent care and nurturing. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media at this time. Your site is only as interesting as your last post – if that post is several months old, visitors will consider it mothballed.

### **Be accurate.**

Make sure you have all of the facts before you post. It's better to verify information with a source first than to post something erroneous and have to post a correction or retraction later. Write about what you know and stick with your area of expertise. Whenever possible, cite and provide links to your sources. If you make a mistake, admit it.

### **Be timely.**

One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be timely and treat social media as a real-time conversation. Participants expect information to be distributed quickly – even immediately, no matter the time of day. Be prepared to move quickly in response to new developments, announcements or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.

Non-activity reflects negatively on the university, just as poorly as bad behavior. However, do not "spam" users or post for the sake of posting. Post meaningful, respectful information and comments.

**Remember, everything you do online can and will live forever.**

When you participate in social media, remember that it is “social” and not “private,” even within a closed network. Everything you do can and will live forever. Your comments can be stored, copied, shared and spread around the world. Don’t post anything online you wouldn’t feel comfortable seeing on the front page of the newspaper, on the CNN website or that you wouldn’t want to revisit in five years. Search engines can dig up posts years after they were published.

Think about your post before you share it. Protect your privacy and reputation — and that of the university — by carefully considering the content you publish. What you publish is widely accessible and can remain on the Web forever, even if you think you have deleted the content. Always be mindful of maintaining privacy for our students, faculty and staff. When in doubt, do not post.

**Comment.**

As a consumer as well as a producer of social media, offer comments on interesting posts and share the good work of others using your sites. Social media is not only about sharing your news and success; it’s about sharing information that is of interest to your readers and viewers. When commenting as part of your job, be sure to indicate who you are and your affiliation with CSUSB.

Exercise care in your communications; what you intend to communicate might not be what is perceived by readers. Think of how your words may be understood or could be misunderstood by others. If you see a post that you think requires or would benefit from an official CSUSB response, please contact the CSUSB Office of Public Affairs (909) 537-5007.

**Accept and monitor comments.**

A social media site without comments isn’t very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue. Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual and those that are obviously spam.

Use online monitoring tools to listen and understand your community. If you blog, Twitter, or post on Facebook, have a plan to monitor what is being said and be responsible for doing so regularly. Check with your site several times each day to read comments and respond in a timely manner. Set up automated feeds using search tools such as Google Alerts, TweetDeck or Hoot Suite to notify you of new activity. Keep an eye on followers, know your community, and block inappropriate profiles or users who create an inhospitable environment. Also understand that negative comments, criticism or feedback about your program are inevitable aspects of social media. In dealing with such comments, remain detached. Any issue of concern (e.g. suicide, threats, violence, etc.) should be reported immediately to the CSUSB University Police Department.

**Separate personal from professional.**

Balancing your professional and personal social media presence can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends is most likely not appropriate or of interest to your department’s “friends.” Keep these two presences as separate as possible by keeping content about your non-work life on your personal profiles and not on CSUSB sites or profiles.

**Be a valued community member.**

Don’t just talk about your program or department – share the best information you find from trusted sources outside of CSUSB. Broaden the conversation by citing others who are writing about the same

topic. Allow your content to be shared or syndicated, as sharing builds credibility and community and also increases followers. This will increase the value of your site and also will ensure you are a valued member of the community and are not just “tooting your own horn.”

### **Don't cyberslack.**

Endless amounts of time can be spent, and wasted, on social media sites. Limit the amount of time you spend attending to your department's social media presence to what is needed to post content, evaluate traffic data, review related sites and monitor comments.

Your work time, as well as university computers and other electronic equipment, are intended for university-related use. Any individual using Cal State San Bernardino's computer communications systems is responsible for the material he or she sends or displays via the campus' computing / communications resources. For more information read the full CSUSB Acceptable Use Policy for Electronic Communications online. <http://policies.csusb.edu/eleccomm.htm>

If you have any questions about social media best practices, or need guidance when problems or concerns arise, contact the CSUSB Office of Public Affairs at (909) 537-5007 or [socialmedia@csusb.edu](mailto:socialmedia@csusb.edu).

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## CONTACTS AND RESOURCES

If you have any questions about social media best practices, or need guidance when problems or concerns arise, contact the CSUSB Office of Public Affairs at (909) 537-5007 or [socialmedia@csusb.edu](mailto:socialmedia@csusb.edu).

The Office of Public Affairs maintains these website which you might find helpful as you start and continue to use social media here at CSUSB.

- ❑ **Office of Public Affairs** (909) 537-5007 [publicaffairs.csusb.edu](http://publicaffairs.csusb.edu)
- ❑ **CSUSB Social Media Directory** [socialmedia.csusb.edu](http://socialmedia.csusb.edu)
- ❑ **CSUSB Visual Identity Guidelines** [identity.csusb.edu](http://identity.csusb.edu)

Below is information about setting up various social media sites. For more assistance, contact the CSUSB Office of Public Affairs at (909) 537-5007 or [socialmedia@csusb.edu](mailto:socialmedia@csusb.edu).

- ❑ [Social media strategy worksheet](#)
- ❑ [Setting up a Facebook fan page](#)
- ❑ [Setting up a Flickr account](#)
- ❑ [Creating a Twitter profile](#)
- ❑ [Wikipedia best practices](#)
- ❑ [YouTube](#)

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## SOCIAL MEDIA STRATEGY WORKSHEET

1. **Team:** Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. List the team members.
2. **Primary Goals:** Are you trying to communicate a campaign, generally promote your department or communicate with alumni? Define your goal for your social media presence.
3. **Measuring Success:** Determine how you will measure the success, or lack of success, of your site. Increased traffic to your website? Better communication with prospective students? A new network of colleagues? List how you plan to measure the site's success, and the tools you'll use to track that success.
4. **Audiences:** Identifying your audiences will help you tailor your content and also choose the right tool. List your primary audiences.
5. **Current Conversation:** This is when the listening begins. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? List the topics, people and sites that are leading the conversations that are relevant to you.
6. **Content:** Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List the content you will be sharing via social media.
7. **Name and Design:** Identify a simple and descriptive name for your profile that clearly identifies your affiliation with CSUSB. When designing your profile icon, remember that you want it to identify with the university. If you wish to use the CSUSB logo or any alternate version of it, contact the CSUSB Office of Public Affairs at (909) 537-5007 or e-mail your request to [logo@csusb.edu](mailto:logo@csusb.edu). Remember that all uses of the university logos should be approved by the CSUSB Office of Public Affairs prior to posting them online. You can send logo approval requests to [logo@csusb.edu](mailto:logo@csusb.edu)
8. **Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. Define your timeline.

## SETTING UP A FACEBOOK FAN PAGE

A Facebook fan page can be a great way to promote the activities of your department or program; showcase accomplishments and events; engage with students, faculty, staff, alumni and the community; and create a forum for conversation and discussion. *Please note that it is against Facebook's policy to create a personal profile for a business/institution.*

### Facebook fan page vs. Facebook group

It's usually better to create a fan page rather than a group for your department or program. The chart, below, compares some the features offered by fan pages and by groups.

Feature	Fan Page	Group
Allows distinct (vanity) URLs	Yes	No
Indexed by search engines like Google	Yes	No*
Allows apps to be installed	Yes	No
Access analytics	Yes	No
Discussion features and forums	Yes	Yes
Ability to create events and invitations	Yes	Yes
Import RSS feeds from Twitter or blog sites	Yes	No
Visible to unregistered Facebook visitors	Yes	No*
Like button	Yes	No
Can send messages to your members' in-boxes	No	Yes**
Status updates appear in users news feed	Yes	No
Hide admin personal information	Yes	No

*\*Pertains to closed and private groups, not open groups*

*\*\*Messaging is restricted once a group grows past 5,000 members*

For more information on comparing pages and groups visit: [How are Pages different from groups? Which one should I create?](https://www.facebook.com/help/?faq=155275634539412#How-are-Pages-different-from-groups?-Which-one-should-I-create?) <https://www.facebook.com/help/?faq=155275634539412#How-are-Pages-different-from-groups?-Which-one-should-I-create?>

### How to create a Facebook fan page:

1. To set up a Facebook fan page for your CSUSB department or program, first secure the approval of your department chair or program manager. Unlike on your personal Facebook page, on this page you will be speaking for the university. Include a statement on the page that states you reserve the right to remove any inappropriate content.
2. If you do wish to use a CSUSB logo or any alternate version of it, contact the CSUSB Office of Public Affairs at (909) 537-5007 or e-mail your request to [logo@csusb.edu](mailto:logo@csusb.edu).
3. To create a fan page, you'll need to have a Facebook account. You can set up this account with your personal CSUSB e-mail account (fan pages keep your personal account information private) or you can set up the account with a group CSUSB e-mail account if you have one

- established in your department (like, say, mydepartment@csusb.edu). Go to [www.facebook.com](http://www.facebook.com) and fill out the form on the homepage to set up a new account.
4. Once you've set up your Facebook account, go to [www.facebook.com](http://www.facebook.com) and log in with your user name and password.
  5. Then go to [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)
  6. You may want to use the category "Local > Education" or you may prefer to use "Brand, Product or Organization > Nonprofit."
  7. For "Name of Page," choose something that will clearly identify your organization.
  8. Then click on the "Create Page" button.
  9. If you used Csub in your profile name, ensure that you update the punctuation to all caps to read CSUSB... right away. **Once you have more than 100 fans, this cannot be changed.**
  10. Now you're ready to start adding items to your fan page. Here are some ideas to help you build your Fan Page:
    - Avoid sending too many updates to your fans.
    - Highlight new Facebook features when and if they are added. Talk specifically about how to use new features and ask others to share their experiences with new features.
    - Mention when your website is updated, whether it's new photos, an upcoming event or anything else of interest.
    - Add links to drive traffic to your department or organization's website.
    - Favorite other Facebook pages that have topics similar to your Facebook page.
    - Monitor comments on your Facebook wall daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs. However, do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.
    - Ask staff and co-workers to "Share" or "Post" to your Facebook page. Ensure their comments also follow the guidelines above for professional university communications.
    - Include a link to your Facebook page in your e-mail signature.
    - Include your social media information in promotional materials.

## SETTING UP A FLICKR ACCOUNT

A Flickr account can be a great way to promote the activities of your department or program, showcase accomplishments and events, engage with students, faculty, staff, alumni and the community, and create a forum for conversation and discussion. Below you will find information on how to get started as well as guidelines on do's and don'ts for official CSUSB Flickr accounts.

A paid Flickr account is \$24.95 a year and provides unlimited storage, sets, galleries, collections, uploading, etc; access to your original high-res photos; statistics on your photos; and HD playback for any high definition videos that you post.

Feature	FREE Flickr Account	PRO Flickr Account (\$24.95 / year)
Monthly Photo Upload Limit	300 MB	Unlimited
Maximum Individual Photo Size	10MB	20MB
Monthly Video Upload Limit	2 videos	Unlimited
Maximum Video File Size	150MB	500MB
Photo stream visible	200 most recent images	Unlimited
Group Pool posts per photo	10 group pools	60 group pools
Original High-Res Photo Availability	No	Unlimited
View HD Video	No	Yes
Replace a photo	No	Yes
Statistics	No	View count and referrer data available

### Before you create a new Flickr account:

- Confirm that there isn't already a Flickr account in use by your department.
- Secure the approval of your department chair or program manager. Keep in mind that the page will become an official communication piece of the university, and as such should follow all guidelines regarding professionalism, confidentiality and decorum applied to any such communication. Unlike with your personal Flickr account, with this account you will be speaking for the university.
- When selecting your profile icon, remember that you want it to identify with the university. If you wish to use the CSUSB logo or any alternate version of it, contact the Office of Public Affairs at (909) 537-5007 or e-mail your request to [logo@csusb.edu](mailto:logo@csusb.edu). Remember that all uses of the university logos should be approved by the Office of Public Affairs prior to posting them online. You can send logo approval requests to [logo@csusb.edu](mailto:logo@csusb.edu)

### Creating a Flickr account:

1. To start the process . . . go to [www.flickr.com](http://www.flickr.com) and click on the button that says CREATE YOUR ACCOUNT.
2. Flickr requires a Yahoo! ID. It is advised to setup the alternate e-mail for your Yahoo! ID using a CSUSB group e-mail account (like, say, [mydepartment@csusb.edu](mailto:mydepartment@csusb.edu)). If you have personnel changes – the CSUSB department or program will always have access to the account.

3. Once you've set up your flickr account, go to [www.flickr.com](http://www.flickr.com) and log in with your user name and password.
4. For the screen name of your account, choose something that will clearly identify your organization. This is what will display at the top of the page when visitors go to your flickr page.
5. Now you're ready to start adding photos to your flickr account. Here are some ideas to help you get started:
  - Avoid uploading TOO many photos. Try not to upload photos that are extremely similar. For any given event / album – only upload the BEST photos.
  - Tag and organize your photos . . . create sets and collections. If you tag and organize photos as you upload them . . . it makes maintenance so much easier.
  - Include a link to your Flickr page on your website – or better yet include a badge that displays your most recently posted photos (build your badge here [www.flickr.com/badge.gne](http://www.flickr.com/badge.gne)). Anytime you post a new photo, it will automatically show up on your website!
  - Link your flickr account to your Facebook and Twitter accounts . . . or post a new message or tweet anytime you've posted a new album.
  - Monitor comments on your flickr page daily and respond to those that warrant it. Encourage two-way communication. Delete those comments that include personal attacks, vulgarity or racial / other slurs, but be prepared for critical comments. Do not delete comments simply because they are critical – rather, respond on the wall or directly to the individual with additional information.
  - Include a link to your Flickr in your e-mail signature
  - Include your Flickr page in promotional materials.

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## CREATING A TWITTER PROFILE

With its 140-character updates, Twitter is a great way to get timely information out to your audiences. More importantly, with 500 millions users, it's an excellent way to engage with and hear from those with similar interests.

### Creating a Twitter account:

1. Go to [twitter.com](http://twitter.com) and click on "Sign up for Twitter."
2. Enter the basic account information and document this for your department or program records.
  - For "full name," give the name of your department or program.
  - For e-mail, use a group mailbox that several members of your department or program can check if possible, rather than your personal e-mail address.
  - For password, create a 6-character password.
  - Next, choose your username – this will become part of your Twitter address and also will be how you are identified when tweeting and responding to tweets. Choose a username that clearly identifies your department or program. Examples: CSUSBEnglish; CSUSBNews, etc.
  - Print the terms of service and privacy policy and make them available to all people with access to the group mailbox.
  - Click "Create my account"

3. Next, Twitter will prompt you a few times to select or search for people to follow. Clicking on “skip this step” link can bypass these steps.
4. Now that your account has been created, you will want to locate your account settings and fill out that information. Particularly under “Profile” include a brief descriptive bio about your department or program and a link to your website.
5. When selecting your profile icon, remember that you want it to identify with the university. If you wish to use the CSUSB logo or any alternate version of it, contact the CSUSB Office of Public Affairs at (909) 537-5007 or e-mail your request to [logo@csusb.edu](mailto:logo@csusb.edu). Remember that all uses of the university logos should be approved by the Office of Public Affairs prior to posting them online. You can send logo approval requests to [logo@csusb.edu](mailto:logo@csusb.edu)
6. Before you start tweeting, build the list of those you will be following. Seek out other CSUSB accounts, other accounts for people and programs in your field, and others who are tweeting about keywords that are relevant to your interests. Read, re-tweet and respond to these tweets to begin building your online network.
7. Start tweeting! Remember, Twitter is a conversation, not a megaphone. Use yours not only to share interesting news and information about your program, but also to share news from other sources, to respond to and ask questions and to get to know your audiences better.
8. Consider using an app. There are many free online applications that make updating and monitoring your Twitter presence much easier. Check out TweetDeck, Tweetie, and HootSuite for starters.
9. There are some standards actions / conventions in Twitter with which you should become familiar.
  - Reply – Reply to someone else’s tweet. Your reply will also show up on your Twitter mentions tab on the Connect page.
  - Mentions – You can mention other users by including @their-username in your text. Check out Twitter’s support article for more information on [mentions and replies](http://support.twitter.com/articles/14023). <http://support.twitter.com/articles/14023>
  - Re-tweet – One of the best ways to engage with the community on Twitter. Re-tweeting means you are sharing someone else’s tweet on your Twitter. A retweet is formatted by adding RT in front of the @ sign and the other person’s user name, followed by the original content of their tweet. Example: RT @InlandED: Professor award at Cal State San Bernardino. [http://www.sbsun.com/ci\\_20012211](http://www.sbsun.com/ci_20012211)
  - URL shortener: URL shorteners are free online services that take a long URL and reduce it to just a few characters – and are highly important when you’re limited to just 140 characters. Examples are bit.ly and ow.ly and tinyurl.
  - Hash tags: Hash tags are keywords added to a post prefaced by the # symbol. Readers can click on or search for hash tag terms to read tweets just about that topic.

## WIKIPEDIA BEST PRACTICES

Wikipedia is increasingly used as the go-to information source on any given topic. Content is generated and moderated entirely by the Wikipedia community. Though individuals and organizations are often interested in ensuring they are represented in Wikipedia, self-written profiles are expressly discouraged by Wikipedia and should be avoided. The best practices below offer guidelines for participating in Wikipedia.

- Self-written / ghost written profiles discouraged / prohibited.
- Original research prohibited – all information on Wikipedia must be cited.
- “Talk pages” are appropriate places to suggest material / new articles that may reference you, your work or your department.
- Only edit content about yourself or your department when it is obviously vandalism, out-of-date, or a typo.
- If you must post an article about yourself, keep it entirely neutral and ensure all information is verified elsewhere (on your department’s website, on your personal website, professional organizations’ sites, etc.) Understand that once you post such a profile you lose control over it – you cannot take it down and others will edit it. A better approach is to make a proposal that an article be written about you on a talk page within your area of expertise, provide the relevant content, and let the Wikipedia community take it on.
- “Neutral point of view” is a founding and guiding principle of Wikipedia. Any content provided by public relations / marketing offices should be straight facts only, with appropriate citations.
- To participate in Wikipedia, consider authoring or editing a Wikipedia entry for your research area. Link it back to CSUSB, but also link it to other relevant sites.

## YOUTUBE

YouTube is a popular way to reach large audiences with your videos. You can use videos to showcase accomplishments and events, while promoting the university. This page provides information on how to get started with YouTube.

### Before creating a YouTube channel:

- Secure the approval of your department chair or program manager. Keep in mind that the page will become an official communication piece of the university, and as such should follow all guidelines regarding professionalism, confidentiality and decorum applied to any such communication. Unlike with your personal YouTube account, with this account you will be speaking for the university.
- When selecting your profile icon, remember that you want it to identity with the university. If you wish to use the CSUSB logo or any alternate version of it, contact the Office of Public Affairs at (909) 537-5007 or e-mail your request to [logo@csusb.edu](mailto:logo@csusb.edu). Remember that all uses of the university logos should be approved by the Office of Public Affairs prior to posting them online. You can send logo approval requests to [logo@csusb.edu](mailto:logo@csusb.edu)

### Getting started with YouTube:

1. First, you will need a Google account to set up a YouTube Channel.
  - Note that it is important to establish this as a university YouTube account and not

with your personal Google account. (This is especially important to consider if you use a Gmail username with a Google account. It is currently not possible to change your Gmail e-mail address after you've established it with a Google account. More information on [Google account username changes](http://support.google.com/accounts/bin/answer.py?hl=en&answer=19870). <http://support.google.com/accounts/bin/answer.py?hl=en&answer=19870>)

- ❑ It is recommend that you use a CSUSB group e-mail address in your office or department to establish the Google account so that the account can always remain with the department and not an individual.
2. Sign in to YouTube with your department Google account Information.
  3. YouTube will prompt you to establish a username for your channel along with other basic information. Choose a username that will clearly identify your organization. The user name will appear in your YouTube URL as well. Remember that once this username is set it cannot be changed.
  4. You want to fill in other basic information about your channel including some overview text, other social media account connections, and website links under the About section. *Note that at this time, the Facebook connection will only link to your personal Facebook profile, not a Facebook page that you might have for your department. However, you can include your department Facebook page as a link instead.*
  5. When editing your channel, you will have options to customize the appearance, info and settings, and featured tab layout settings. Take advantage of these settings to optimize the look and feel of your channel. Having a custom designed background image can go a long way to express the authenticity of your site and make a connection with the university branding.
  6. Now you are ready to start uploading videos to your YouTube account. Here are some tips to keep in mind as you get started:
    - ❑ Once you upload a video to one account, you cannot transfer that video or it viewing statistics to another account. It can only be re-uploaded as a new video.
    - ❑ While YouTube does provide automatic caption transcription, you should plan on uploading a transcript and make adjustments to the timing if needed to provide reliable captioning. For more information on captioning check out the resources that Academic Computing and Media provide on [Creating Complaint Document](http://acm.csusb.edu/webaccessibility/CreatingCompliantDocuments.htm). <http://acm.csusb.edu/webaccessibility/CreatingCompliantDocuments.htm>
    - ❑ Keep viewers in mind when you title your videos and tag them with keywords. You want to use terms that viewers will be searching for and make sense from their perspective. Search engines, like Google, use these when displaying search results.
    - ❑ Remember that YouTube is still social media and you are looking for two-way communication and engagement. Promptly review comments to your videos and channel. Respond appropriately. Also, engage with other channels and videos by genuinely commenting and liking relevant content.