

SOCIAL MEDIA

GUIDELINES



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Concordia University
Wisconsin

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Ann Arbor



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CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

SOCIAL MEDIA

Concordia University Wisconsin and Ann Arbor supports the use of social media by faculty, staff, and students to connect with their community as part of their professional affiliation with the university. Our team believes in collaboration, coordination, and cross-divisional promotion with a general philosophy that fewer accounts are stronger and more strategic than many small accounts. Before you launch a social media presence for your team, department, or program, consider whether the university's main accounts can meet your needs and whether you have the capacity to sustain the account long into the future successfully.

These guidelines better inform students, faculty, and staff of the opportunities and outcomes associated with social networking. They are not intended to be a comprehensive "how-to" guide or to encourage individual offices and programs to create their own social media platforms. Instead, they are meant to help you evaluate whether doing so will allow you to meet your goals.

CUWAA'S OFFICIAL ACCOUNTS

CUWAA's official social media strategy is to offer a daily peek under the curtain of our uncommon Concordia life together to help our multiple audiences deepen their relationships with each other and their affinity for CUW and CUA. We seek to produce content that entertains, inspires, engages, informs, and equips members of our communities through compelling storytelling, timely news sharing, captivating photos and videos, and engaging candid moments.

The Strategic Communications team devotes countless hours to "serving up" quality content to equip others to be ambassadors of the university. Our ultimate goal is for our content to be passed on. Shared posts and blogs with "check out what Concordia's up to" are our greatest reward.

CUAA

Facebook: @cuannarbor

Instagram: @cuannarbor

LinkedIn: Concordia University Ann Arbor

TikTok: @cuannarbor

Youtube: @cuannarbor

X: @cuaa

CUW

Facebook: @cuwisconsin

Instagram: @cuwisconsin

LinkedIn: Concordia University Wisconsin

TikTok: @cuwisconsin

Youtube: @cuwisconsin

X: @cuwisconsin

The Strategic Communications team strives for continuous improvement. While we carefully track the university's social analytics and monitor online conversations relating to Concordia, we sometimes miss areas of concern. You play a role in helping us represent the university well. If you see an error or something of concern on a university-affiliated social media account, please don't hesitate to bring it to our attention!

CONCORDIA'S LENS

Through the power of the Holy Spirit, we boldly endeavor to elevate CUWAA as a rising regional university. We relentlessly prioritize faith and the truth of God's Word while remaining steadfast in our commitment to providing an uncommon and transformational student experience for all.

CREATING ACCOUNTS

If you've decided that creating a new account is in your area's best interest, you can create consistent content, and you've decided which social media platform is best for your audience, the next step is registering your account.

To register an account, please send the username and password details to news@cuw.edu and the contact information of the person(s) overseeing the account.

Strategic Communications can provide support and learning resources for creating and maintaining engaging social media accounts that meet the university's branding and best practices. We will add your new account to the university's social media directory when appropriate.

When setting up a new account, we advise that the username start with "CUW" or "CUAA" so others searching for Concordia University Wisconsin or Concordia University Ann Arbor can easily find your account.

X, Instagram, Snapchat, LinkedIn, and other social media accounts should be registered using a departmental or shared email address accessible by more than one person, such as officename@cuw.edu. Account administrators and department supervisors should know, access, and maintain passwords and login credentials.

Facebook requires page managers to log in through their personal Facebook accounts. Department and office Facebook accounts should always have at least two CUWAA employee account administrators.

STEPS TO CREATING AN ACCOUNT

1. Inform Strategic Communications at news@cuw.edu of your social media managers' names and contact information. Managers could include students, but at least two full-time CUWAA employees MUST maintain manager credentials.
2. Share your department/team login credentials with your department chair and office manager if someone else needs to recover access to your account.
3. Enable two-factor authentication on your accounts for an added layer of security.
4. Change your passwords at least once per semester and register your new password with Strategic Communications.

CONTENT

As a Lutheran Christian learning community, we are mindful of how our words, actions, and images may be perceived. Content representing CUWAA must support the mission and be engaging, friendly, and supportive of Live Uncommon, the university's brand.

Content that supports Live Uncommon:

- Academic and research-related updates
- Concordia blog stories
- Events and activities
- Student and faculty achievements
- Unique stories about students and faculty, past and present
- Campus culture and student life updates
- Traditions and important moments

The content you publish should be unique to your office or department's personality. If your content pertains to the entire university, consider sending it to the Office of Strategic Communications.

BEST PRACTICES

Good social media content is accessible to all. The following best practices and resources will help ensure you create accessible content on your social media platforms. Social media apps are ever-changing, so our guidelines may change periodically as more accessibility features are available.

- Go with your gut on what to/not to share.
- Always include a photo, video, or a website link to more information in your Facebook post or tweet.
- Consider how your photos and videos might appear to multiple audiences. Is it authentic? Is it an accurate representation? Could it offend someone?
- The content you share should be True, Helpful, Inspiring, Necessary, and Kind. **Think** before you post.
- Amateur videos can be perfectly suitable for sharing on social media and, in some cases, better suited for this purpose. Contact the Office of Strategic Communications for more information.
- Take care not to link to websites with misleading or false information.
- Keep an eye on your comments section and direct messages.
- Do not engage with trolls.

Note: The Office of Strategic Communications and its social media managers reserve the right to hide, delete, or disable comments.

AUDIENCE

Consider your audience when thinking about what to share on social media. Who are you talking to? Who does your department or office serve, and what are your goals?

Students look to social media to learn more about important information, news, and events on campus. Faculty and staff often use social media to share their work and expertise and to network.

As a campus account, most of your audience is probably a mix of students, alumni, faculty, staff, and families. However, prospective students may also be watching your accounts. Prospective students look at social media to better understand CUWAA's cultures. Be mindful of how your content may or may not attract prospective students to CUWAA.

Strategic Communications can assist you in an audience analysis if you want to understand your audience and your presence on social media more deeply.

POLICY

Users should understand that when sharing on social media, they are expected to follow acceptable social behaviors and comply with Concordia University's Lutheran mission. Social media activity should be consistent with our witness to Christ as the Savior of the world and the center of our community and work.

Communication through social media does not constitute a legal or official notice to Concordia University, its offices, faculty, or staff. CUWAA's social media administrators reserve the right to hide or remove user-generated content or comments in accordance with these guidelines. Content may be removed for violating the above at any time.

SUGGESTED HASHTAGS

The official university accounts use hashtags sparingly. If you decide to include them, please consider the following:

- #CUW
- #CUAA
- #LiveUncommon
- Make your hashtags relevant to the content you are posting. For example, posting photos of graduation can use #CUWgrad24 or #CUAAGrad24.