

Southern University at Shreveport Social Media Best Practices

INTRODUCTION: The Social Media Tips for Student Organizations are designed to help SUSLA student organizations find success on social media.

BEST PRACTICES: These best practices are suggestions designed to help you use social media in a way that benefits your organization and represents the University in a positive way.

Be Strategic:

Before you create your social accounts and begin posting, build a strategy that outlines your organization's social media goals, audience, voice, platforms and management processes. Will you use social media to communicate with potential new members, or will you focus on reaching current members? Do you want to promote events, or spread a particular message? Who will manage the accounts, and what is the process for transitioning ownership as students graduate? If you're interested in help with building or enhancing your organization's social media strategy, don't hesitate to ask for help from your advisor.

Once this information is gathered, reach out to the Social Media Recruitment Strategist for approval.

Be Accurate:

Check your facts before posting. Is the event location listed correctly? Is the statistic you're sharing verified? Proof for spelling and grammar errors as well. When you do make a mistake, correct it right away, publicly, without being defensive or trying to hide the error.

Be Respectful:

What you share on social media is up to you, but it's always best to be respectful – not only of the organization and members you represent, but of the larger community you're reaching. Be smart Keep in mind that when you create a social media account, you are agreeing to the University's terms and conditions,

including those related to copyright and privacy rights and responsibilities. University rules, policies and guidelines, including but not limited to the Code of Student Conduct. These policy's apply to behavior conducted online, via email, text or other electronic media. It is your responsibility to familiarize yourself with relevant rules and to follow them.

Copyright:

If the content you are posting is not owned by your organization, be sure to credit sources. Copyrighted content might include information, quotes, music or photos. If you're unsure, ask the Social Media Recruitment Strategist.

SUSLA Trademark and Licensing:

Familiarize yourself with rules and regulations surrounding use of the Southern University at Shreveport's brand on any materials you create and share on social media. Visit the SUSLA Visual Identity Guidelines for more information. (<http://www.susla.edu/assets/susla/documents/SUSLAVisualIdentityGuideRevised.pdf>)