

## **Bangor University Social Media Guidelines**

### **1. Introduction**

The purpose of these guidelines is:

- To ensure that the University maximises the potential benefits of social media
- To encourage good practice
- To minimise any adverse impact and to protect the University, its staff, and students.

This serves as guidance only; staff should adhere to the Social Media Compliance Policy in the first instance.

### **2. What is social media?**

Social media has changed the way we communicate – both as an institution and as individuals. With tools such as YouTube, Facebook, and Twitter, anyone with an internet connection can create a dynamic web presence, update it from wherever they are, whenever they want, and share their content instantly with people around the world.

Social media is constantly changing. As a result, these guidelines will continue to evolve. If you have suggestions, please email [socialmedia@bangor.ac.uk](mailto:socialmedia@bangor.ac.uk)

### **3. How is Bangor University using social media?**

The main platforms used by the University are Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Bangor University's primary official social media presences are:

- Facebook: [www.facebook.com/BangorUniversity](http://www.facebook.com/BangorUniversity)  
[www.facebook.com/prifysgolbangor](http://www.facebook.com/prifysgolbangor)
- Twitter: [www.twitter.com/BangorUni](http://www.twitter.com/BangorUni)  
[www.twitter.com/PrifysgolBangor](http://www.twitter.com/PrifysgolBangor)
- <http://www.linkedin.com/edu/bangor-university-20409>
- Instagram: <https://www.instagram.com/prifysgolbangor/?hl=en>  
[https://www.instagram.com/bangor\\_university/?hl=en](https://www.instagram.com/bangor_university/?hl=en)
- YouTube: [www.youtube.co.uk/bangortv](http://www.youtube.co.uk/bangortv)

#### **Goals and Objectives:**

By having a successful social media presence, we can:

- Communicate and engage with people
- Monitor and listen to what is being said
- Generate traffic to Bangor University's website (where suitable posts can include a link to the University's website).

### **4. Setting up an official University corporate account**

#### **Secure the approval of your department head or manager.**

If you wish to create a social media page or profile for your department, please secure the approval of your senior manager. It is also recommended that you seek advice from the Communications team ([communications@bangor.ac.uk](mailto:communications@bangor.ac.uk))

**Think about practicalities:** Who is going to do it? How much time it will take? How will the account be monitored out of hours, how and who will monitor and deal with challenging comments etc. Ideally, more than one person should be involved (so that there's 'cover' when the lead person is away) – who will be the second member of staff in charge? Can this be fitted into your schedule? Are you sure it can be sustained?

**Login Details:** The login names and password for a university social media account should be known to at least two people within the department. Please also provide details of the account name and those with responsibility for the account to the Communications team at [communications@bangor.ac.uk](mailto:communications@bangor.ac.uk)

**Define your goals:** Before using social media, spend time determining what you want to accomplish. Understanding this will help you choose the appropriate tool or tools, create relevant content, and understand what the best way is to reach your target audience.

**Identify a coordinator:** Determine who will be the primary person/people responsible for updating and monitoring your site. Ensure they have the time to check in on the site at least twice a day. Successful social media sites are frequently updated, enable easy engagement with viewers and are adjusted in response to timely events and issues. Assign and train a backup for this person.

**Create a strategy:** Define what you hope to accomplish, who you wish to engage with, and what content you wish to share first, and then begin exploring social media tools. Establishing a social media planner will help you to ensure content is uploaded frequently.

**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 should learn how these communities work, what content is of most interest, what other universities are talking about etc.

**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 page. Choose a tool that best meets your goals and focus on building a strong presence.

**Tone:** Provide an informal, human voice of Bangor University to promote and engage with communities and individuals.

**Adjust:** Social media comes with easy-to-use tracking tools, so you can see which posts are viewed/shared most frequently and which generate comments. You can then adjust your messages accordingly.

**Tell us about it:** Let the Communications team know what you are doing so that we can work together to help expand your reach by sharing developments and information. This can be done by tagging the main accounts or using a hashtag.

## 5. Content principles

Content on our social networking pages should be:

- **Varied** – content can include news, events, video, links to campaigns and website updates.
- **Frequent** – content should be updated/uploaded at least every other day on Facebook and Twitter and at least weekly on other sites. All pages should be monitored at least twice daily.
- **Credible** – although content can be fun it should also relate to our objectives in terms of raising Bangor's profile and reputation.

- **Clickable** – where possible there should be a link to related content on our web pages.

## 6. Good Practice

- Staff should consider intellectual property rights, copyright and ownership of data when using social media.
- Exercise caution when interacting with, and responding to, potentially contentious posts on social media sites (include link to Social Media Flow Chart?).
- Obtaining a second opinion before posting material is advisable. A second check might well avoid saying or linking to something unwise which could damage your, or the University's reputation.
- Monitor online communications about your College/ Department on a regular basis.
- Be active. 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 whether you have the time to invest in social media.
- Remember, everything you do online can and will live forever. Do not post anything online you wouldn't feel comfortable seeing on the front page of a newspaper.
- Accept and monitor comments. A social media site without comments isn't very social. Be prepared to accept and respond to comments.
- 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.
- Separate personal from professional. Balancing your professional and personal social media presences can be tricky, particularly if you are an avid user in both arenas.
- Where staff use social media for personal purposes at work this should be done inline with IT guidelines.
- Colleagues should be aware of all University policies in relation to the use of social media (i.e. Policy on use of social media).

## 7. Language Policy

All University accounts should, where appropriate, include content in both Welsh and English.

All social media activity should be published in accordance with Bangor University's [Welsh Language Policy](#) and adhere to the principles below:

- The Welsh language should be treated no less favourably than English in Wales.
- Persons in Wales should be able to live their lives through the medium of the Welsh language if they choose to do so.

On social media platforms this can be achieved by either having a fully bilingual account or alternative account for each language. Whichever option is chosen, messages must be posted in both languages simultaneously. It is not acceptable to post a message in one language only.

When replying to messages and enquiries, either public or private, from other users, it is good practice to do so in the language chosen by the user.

## 8. Branding

To maintain a suite of social presences without any confusion as to what is 'official' and what is not, the following guidance has been developed.

Consider your avatars, profile, and background images to be extensions of your web presence. If you do not have a visual aesthetic to your web presence, consider social media your opportunity to

give yourself a consistent, recognisable look and feel. The University's brand guidelines can be found [here](#). These are your social media accounts, so please consider the social 'personality' you want your aesthetic to convey.

## 9. Graphic representation

When adding graphics in the form of [avatars](#) or background images to social media sites you should aim for a striking and identifiable photograph or image as your graphical representation. Consider using a portrait or a photo of your location.

## 10. Twitter Guidelines

- **Avatar:** Use an image cropped to 70 pixels x 70 pixels
- **Background:** Use a textural image cropped to 1600 pixels x 1200 pixels. Avoid busy, repeating backgrounds
- **Name:** Be as specific and descriptive as possible within the 20-character limit. Use the name of your department, school, or college. Please do not use 'Bangor University' alone.
- **Location:** Bangor, Gwynedd, Wales, or Wrexham, Wales
- **Bio:** Be as specific and descriptive as possible within the 160-character limit
- **Website:** Link to your page on bangor.ac.uk
- **Twitter URL:** Matches your account name

### General:

- Use hashtags (#) wisely and ideally no more than two per message
- Avoid acronyms unless they are widely recognised (e.g., NHS)
- Use a link shortening service (e.g., bit.ly or goo.gl)
- Avoid capital letters unless you want to appear as if you are SHOUTING

## 11. Facebook Guidelines

**Profile Picture:** Use an image cropped to 200 pixels wide (no height constraint). Avoid using words or solid colours as they degrade when rendered by Facebook.

**Vanity URL:** This can never be changed, so choose carefully. Consider establishing a consistent naming convention, for example: facebook.com/BangorUniversity or facebook.com/Bangor-University-Alumni-Prifysgol-Bangor

**Page name:** No character limit.

**Page Type:** Under 'Official Page', select 'Local Business' and then 'Education'.

## 12. Security and legal considerations

To avoid issues relating to security of social media sites and the potential for hacking, try to adhere to the following:

- Passwords should be changed every six months
- Never ask the computer to remember passwords for next time or other people using your computer may gain access to the accounts
- Do not pass the login information on to anyone outside your department or college unless they have been nominated by a Head of College/Department
- Social networking sites allow photographs, videos, and comments to be shared with potentially thousands of other users. However, it may not be appropriate to share work or study-related information in this way. Staff should also bear in mind that there may be both data protection and copyright issues in uploading photographs, videos and / or comments to social networking sites. For further details on the policy individuals should consult the University's [Data Protection Policy](#)
- There may be an expectation that photographs taken at a private University event will not appear publicly on the Internet. Staff should be considerate to their friends and / or colleagues in such circumstances and should not post information when they have been asked not to. They should also remove information about an individual if that individual asks them to do so.
- Safeguarding issues must be taken into consideration prior to using images which include under 18's. These should not be used on social media without specific written permission from the parent, guardian, or school
- Offensive or derogatory comments made about other colleagues on the internet may amount to cyber-bullying and may be deemed a disciplinary offence.

## 13. Training

The University's Communications team can provide brief advice and policy sessions for groups wishing to establish or contribute to social media activities.

Please contact [socialmedia@bangor.ac.uk](mailto:socialmedia@bangor.ac.uk) for more information.

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