



Social Media Policy

To be officially recognized by the Northwest Alumni Association

- These guidelines apply to all types of social media platforms, present and future.
- When naming a new social media profile, please include at a minimum "Northwest" before your organization name but ideally include Northwest Missouri State University.
- All Alumni Chapters must have Brenda Untiedt (brenda@nwmissouri.edu) as an administrator on their chapter Facebook account, and provide Brenda with the username and password for all other social media accounts.
- Brenda will not be posting for your chapter as an administrator, but is simply needed in case an inappropriate posting is reported on the account. She is not responsible for this account or for posting chapter event information.

Tips for Social Media Marketing

- Constant, reliable content flow
 - Schedule content in batches at regular intervals
- Make sure content is valuable
 - Be creative with posts
 - Pictures are encouraged
- Respond and connect
 - Respond to both positive and negative comments.
- Avoid over posting
 - Schedule posts at regular intervals
 - No more than 5-10 posts per week for Facebook
 - No more than 5 posts per day on Twitter
- Promote your accounts
 - Link your accounts and drive traffic there

For more tips, visit the Northwest Marketing and Communications website at <http://www.nwmissouri.edu/marketing/socialmedia/tips.htm>.

To view a list of all chapter social media sites, visit the Northwest Alumni website at <http://www.nwmissouri.edu/alumni/chapters/index.htm>.

Content of Postings

As a department, office, program or organization, your content reflects on not just your area, but the University as a whole. As such:

- Content should not be illegal, obscene, defamatory, threatening, infringing on intellectual property rights, invasive of privacy, profane, libelous, threatening, harassing, abusive, hateful or embarrassing to any person or entity. Such content may be removed by Alumni Relations administrators with or without chapter permission. You are responsible for maintaining and policing your own page and such removal is not guaranteed.
- A disclaimer should exist on your organization's profile that you are not posting on behalf of the University. The disclaimer should read "The views expressed on this (website/Facebook page/blog, etc.) do not necessarily represent the views held by Northwest Missouri State University and are not posted on behalf of Northwest." (On Facebook, this disclaimer should be in your 'about' section. On a blog, this disclaimer should be visible somewhere on your front page, and can be incorporated into the design of your page or on a widget on the side of your blog. For Twitter, use the phrase: "The views represented here do not necessarily represent those of Northwest Missouri State University" within your about section.)
- Forbidden is the posting of any material which inadequately implies the endorsement or sponsorship of Northwest Missouri State University. All graphics used should adhere to any brand-identity guidelines.
- Content that could be considered spam, such as personal and business advertisements and promotions are not appropriate.
- Content that contains any illegal or fraudulent activities or implies their occurrence is forbidden. Publishing content in such a way that violates copyright law is prohibited. The posting of any media that contains private, proprietary or otherwise confidential information is prohibited.
- Northwest Alumni Staff reserves to request school-related images or content posted without permission or that violates the above policy to be removed from the internet.

Questions?

Contact the Northwest Alumni Association at: alumni@nwmissouri.edu or 660.562.1248.